

ABSTRAC

Tourism activities in Indonesia have started to grow and develop, and have even begun to become a trend and lifestyle in the community. Bogor City is one of the cities in West Java Province which is one of the tourism destinations, referred to as the hinterland city or buffer city of the capital making it has a strategic potential for recreational and tourism Meeting, Incentive, Convention, Exhibition (MICE) which is indicated by growth hotel. Bogor City is one of the destinations for seminars, workshops, business activities and other national and international activities. Because it has strategic potential for recreational and tourism Meeting, Incentive, Convention, Exhibition (MICE) plus the large number of visits with a certain period of time, the city infrastructure is needed to provide convenience and comfort in conducting business activities. One of the infrastructures that can accommodate all the excitement carried out by business people is a business hotel. The character of a business hotel can be seen from the location, guests and facilities. The location of business hotels is usually located in the city center. Business hotel guests are dominated by business people, entrepreneurs, employees and professionals with a variety of interests. The facilities provided are focused on facilities that can support business activities that are needed by guests, one of which is MICE facilities, MICE is interpreted as a tourist convention, with restrictions: the business of convention services, incentive travel, and exhibitions is an effort to provide services for a meeting of a group of people to discuss issues related to mutual interests. the design location is located at Jalan Padjajaran, No.17, Bantarjati, Bogor Utara, Bogor City. By applying the flexibility approach of space so that it can be used effectively.

Key word : Hotel, Bussines, MICE facilities