

ABSTRACT

Hotels are one form of commercially managed accommodation that is provided for everyone to obtain services, lodging and food and beverages. Cirebon City is included in the Top 10 Travel Destinations in West Java Province. Because in West Java Province which only has Historical Tourism Destinations such as the Palace only in the City of Cirebon. As one of the cultural centers that produce tourist destinations and historical heritage. This makes Cirebon still running quite crowded with tourists.

However, the culture and locality of Cirebon City buildings are increasingly disappearing. This can have a negative impact on the value of locality and regional culture. Thus, as one form of cultural preservation that is expected to reminisce and preserve the culture of Cirebon for tourists to get to know and know the history of culture.

At present the construction of 4 star hotels in the city of Cirebon only has 3 hotels namely The Luxton, Swiss Belhotel and Aston. Of the 3 hotels, many do not carry the culture and character of the City of Cirebon. Therefore, city hotels exist to provide alternatives for tourists to come for the purpose of staying overnight, because this area is very strategic for designing city hotels that can provide services and lodging facilities that can give the impression of the culture and character of the city of Cirebon for tourists who come.

Keywords: *4-star hotel, Cirebon City, Culture, Palace, City Hotel.*