

Abstract

Bandung acts as a "melting pot" which is a meeting place for a variety of cultures and history. So that Bandung is a multicultural city. This makes the city of Bandung has its own characteristics in the view of local and foreign tourists. The number of visitors who come to the city of Bandung, especially in the Asian-African street, making the growth of the hospitality business more competitive. At the intersection of Lembong - Tamblong, there is one hotel that was officially founded in 1929 called the Istana Hotel. With its strategic location, this hotel has a lack of several aspects. These aspects affect the image of tourists to this hotel to be unfavorable, ranging from inadequate facilities to the interior of the hotel if it does not follow the current developments and needs. By utilizing the character of the building which is still relevant to the times, combining the location of the hotel in a strategic historical area and the needs of the urban community for something new that brings together two opposites but are in harmony and strong when combined.

Keywords : hotel, tourism, urban, revitalization, Bandung.