

# **RE-DESIGN OF INTERIOR TAKASHIMAYA BANDUNG HOTEL WITH CULTURAL APPROACH**

Rancage Panges / 1603160023

*Interior Design Study Program, Telkom University*

[panges.rancage@gmail.com](mailto:panges.rancage@gmail.com)

## **ABSTRACT**

*Tourism is a prospective sector and is often a part of the development of each region. Therefore, tourism development should be strengthened in order to become a sector driving the progress of the area. Following the progress of the times, the tourism sector is also developing. MICE industry (Meeting, Incentive, Convention, Exhibition) is one form. MICE industry in the tourism sector is a tourism strategy of several countries in the world. Indonesia has become a strategic region that is attractive as an opportunity for the development of the MICE industry. On the other hand, the economic crisis in developed countries also influenced the transfer of its MICE activities in Indonesia (Ministry of Trade of the Republic of Indonesia, 2011).*

*According to the ICCA (International Congress and Convention Association) Indonesia is the 39th highest MICE host country. Judging from the 10-year growth trend, the number of meetings in Indonesia has experienced a significant growth of 10.57%. Bandung is included in 4 potential cities in Indonesia in the MICE industry (International Congress and Convention Association, 2018). MICE activities are usually carried out in hotels compared to conferences / exhibition centers and others (Ministry of Trade, 2011). With the growth of MICE and hotels as a venue for these activities, the role of facility-based accommodation to support MICE activities becomes important.*

*Therefore, the Takashimaya Three Star Business Hotel, located on Jl. Grand Hotel, Lembang is the object of a potential redesign of a business hotel here. From the analysis conducted, this hotel has several problems. Namely the privacy of visitors who are disturbed by zoning, Takashimaya Hotel brand identity that is less implemented in hotels, and poor room acoustic control.*

*To get a design solution for the problem at Takashimaya Hotel, there are several methods in this design. These methods include literature studies of business hotel standards, three-star hotel standards, studies of literature on Japanese architecture and interiors, literature studies on acoustics and acoustic control in Japan, as well as precedent studies of Japanese hotels and three-star business hotels in Japan. These methods are aimed at achieving acoustic comfort according to hotel standards, being able to strengthen the hotel's brand identity, and providing privacy for visitors.*

*Keywords: Hotel, business hotel, threestar hotel, cultural approach, Japanese culture*