

ABSTRACT

The city of Bandung as a favorite tourist destination city in every years, making the number of visitors come as local tourist or foreign tourist, and the important thing to be prepared in the tour is lodging. The hotel is one of the options for temporary accommodation to stay, making hotel manager complete to improve their hotel facilities and surfaces. But it is unfortunate that the hotels provided in the city of Bandung are still lacking in good lodging, such as the concept of an hotel that is attractive, educational, and healthy for the materials or materials used in the hotel interior.

The interesting point in hotels it can be presented in terms of attractive hotel design for new experience. With a specific concept "Gallery Hotel", with contemporary enrichment, in order to develop, introduce, education to attract the local and international tourist optimally. The historical area of the city of Bandung with its character as a cosmopolitan city, the achievement of contemporary style is a well-developed era today, and boutique hotels are also a good application for hotels in the present era, boutique hotels are a luxurious design in service or the hotel interior, so that it will provide its own experience for hotel visitors who feel a new atmosphere towards the hotels visited.

Keywords : Gallery Concept, Tourism, Boutique Hotel, Contemporary.