

ABSTRACT

The Meeting, Incentive, Conference, and Exhibition (MICE) events held in Indonesia provide many benefits for the advancement of the tourism industry, including the hotel business. However, the development of the MICE industry in Bandung still faces obstacles namely; the low awareness of destinations and regional promotions, the limited facilities supporting MICE activities, and the need to inform the potential of the region leading to the identification of potential sectors in the city for promotion efforts. The city of Bandung has enormous potential in the creative economy sector. Historically, Bandung was known as the "Creative City Bandung" due to the potential of its people who have been active in the creative industry since the colonial period to the modern era today. Being an opportunity to attract tourists to business travelers, hotels are the first gateway to introduce the identity of a place. The new design of the Mercure Bandung hotel Supratman street with a spirit of place approach, aims to design a four-star business hotel that can respond to the development of the MICE industry in the city of Bandung by presenting facilities that refer to the identity of "Bandung City of Creativity" in the needs of creative economy business people and preserve the original culture of the City of Bandung, and utilizing the potential quality and richness of Bandung's creative products in interior design elements in an effort to create a strong cultural character so as to increase destination awareness and promotion of the City of Bandung. The stages of the design method are determining issues and phenomena related to the design object, collecting data through literature studies, observations and interviews, analyzing data by elaborating the spirit of place theory proposed by (Garnham, 1985. Cormona et al, 2003. Hijaz Taufan, 2004).) so that the elements forming the spirit of place are realized in interior scope maximum, doing programming, concept themes, and the final output of working drawings. The results of the design are able to create hotel interior designs that can respond to MICE developments by referring to the potential identity of the "Bandung City Creative", realized by procuring optimal MICE facilities and creating a character interior identity.

Keywords: Interior Design, Business Hotel, Spirit of place, Bandung City.