

ABSTRACT

Bandung, as a prominent tourist destination in West Java Province and a member of the UNESCO Creative Cities Network (UCCN), has experienced a significant decrease in tourist arrivals due to the Covid-19 pandemic. However, with the relaxation of regulations in 2022, the tourism sector has begun to recover. To support post-pandemic recovery, boutique hotels are considered a solution to attract visitors by providing unique experiences. Hotel Boutique Geulis, with its Victorian classic architectural concept, boasts external advantages but requires interior improvements to enhance its competitiveness. Additionally, the hotel faces challenges regarding room capacity that does not meet standards. Therefore, a redesign is needed for Hotel Boutique Geulis to comply with four-star hotel standards and improve visitor comfort. The design methodology involves data collection, analysis, programming, theme and concept determination, and final outputs including drawings and models. Through an urban heritage approach and the theme "the Victorian of Geulis," this redesign aims to provide a unique stay experience and fulfill the hotel's mission to offer top-notch service while preserving the local values of Bandung.

Keyword : *Bandung, Tourist, Boutique Hotel, Unique, Victorian, Hotel Boutique GeuliS*