

ABSTRACT

Abstract : Bandung is one of the largest cities in Indonesia which is the center of tourism and business activities. Many tourists from various regions and abroad travel and visit Bandung for business or tourists. With the condition of TPK Bandung city which continues to increase every year and the number of 5-Star hotels that are still minimal as the reason for the design of this 5-Star hotel. In addition, the Bandung city government plans to increase the number of tourist visits every year to increase the economic industry and also tourism in the city of Bandung by holding cultural events to attract the attention of migrants. So the design of a 5-Star hotel with a locality approach was carried out as a form of providing lodging accommodation facilities with high-class facilities to adjust the target of business people to come and invest in Bandung. The purpose of this design is to provide accommodation facilities for 5-star hotel lodging and provide MICE facilities with a locality approach, which will also preserve the existing local culture. The method is carried out qualitatively by conducting observations and comparative studies of similar hotels. The design was carried out with the theme of Bandung COE, and using contemporary Sundanese concepts as an implementation of the 5-Star hotel design. The benefits will increase the number of accommodations, improve the local economy, preserve the existing culture, and attract newcomers to visit Bandung.

Keyword : *5 Star Hotels; Locality; Contemporary Sundanese; Bandung*