

ABSTRACT

REDESIGNING THE INTERIOR OF GRAND METRO HOTEL, A FOUR-STAR BUSINESS HOTEL IN TASIKMALAYA, WITH AN ACTIVITY-BASED APPROACH

The city of Tasikmalaya is renowned for its rich arts, natural beauty, culinary delights, and influential garment industry, which greatly impacts the business sector, especially the creative industry. The increase in business visits to this city has driven the demand for comfortable accommodations that support business activities, such as the Grand Metro Hotel, a four-star business hotel in Tasikmalaya. With complete facilities and a strategic location, the hotel has seen an increase in occupancy rates since the end of 2023. However, some facility issues need improvement, such as meeting room zoning, ballroom layout flexibility, and the lack of a business center.

Based on the analysis conducted, it can be concluded that by understanding the activities of business visitors, we can identify the optimal facilities needed to support business activities. This allows us to design and provide the appropriate facilities and services to enhance their comfort, productivity, and satisfaction during their stay. This includes optimizing meeting and ballroom spaces to support business activities, as well as adding supporting facilities. By adopting the "Contemporary Urban" concept, the hotel can create a dynamic impression and attract business visitors. Supported by relevant literature, this redesign will help the Grand Metro Hotel compete in the hospitality industry

Keywords: Business Hotel, Activities, Grand Metro Hotel, Business Travelers.