

ABSTRACT

Business hotels are a type of accommodation designed to meet the specific needs of business travelers on business trips. The main facilities provided include meeting rooms, conference rooms, and supporting technology such as fast Wi-Fi and projectors, which support the smooth running of business activities such as meetings, presentations, and seminars. In addition, business hotels also provide work desks in the rooms to increase guest efficiency in working during their stay. One of the concepts applied in business hotels is MICE (Meeting, Incentive, Conference, and Exhibition), which allows for the holding of various business events, from small meetings to large conferences. Hotels with MICE facilities provide flexible meeting spaces, such as meeting rooms and ballrooms, to meet various event needs. Bandung, as one of the cities that has great potential for the MICE sector. The workcation trend, which is working while on vacation, is also growing among millennial workers who want a balance between work and personal time. The design of business hotels prioritizes comfort and functionality by providing ergonomic desks, good lighting, and fast internet access. Multifunctional furniture and comfortable workspaces are a priority, along with a lobby or lounge that can be used for informal meetings or networking. Ashley Hotel is one example of a 4-star business hotel that has a unique concept, such as Ashley Tugu Tani with a 19th century British theme. Although some Ashley branches are not equipped with adequate MICE facilities, this hotel remains attractive to the business market because of its strategic location and comfortable design. With the development of the MICE and workcation sectors in Bandung, the design of a 4-star business hotel in this city is very relevant. A behavioral design approach that prioritizes guest comfort and productivity is expected to support business activities and support MICE events in Bandung.

Keywords: Business Hotel, MICE, Ashley Hotel, Interior Design, Bandung