

INTERIOR DESIGN OF 4-STAR BUSINESS HOTEL IN SURABAYA WITH BUSINESS ACTIVITY APPROACH

ABSTRACT

Abstract: *As one of the largest metropolitan cities in Indonesia, Surabaya holds significant economic potential as a hub for trade and industry. The increasing number of international visitors and the growing demand for high quality hotels especially business hotels has reached a rise of 5.07% in 2023. Therefore, the interior design of a 4-star hotel business hotel in Surabaya is developed with a business activity-oriented approach to accommodate various business-related needs, whether in a professional or informal setting. The theme “Business-first Design” focuses on fulfilling the needs of business professionals by providing MICE (Meetings, Incentives, Conventions, Exhibitions) facilities and other supporting amenities that support professional business activities. The design concept, “SPACE”, is formulated to support business guests by creating an environment that is Smart, Productive, Adaptive, Collaborative, and Effective. The interior design of the hotel is intended to provide comfort, facilitate time efficiency, and offer flexibility in carrying out various business activities. Thus, the interior design of this business hotel is expected to meet the diverse needs of business travellers and establish the hotel as a top choice for business activities.*

Keywords: *Business Hotel, Business Activity, MICE, Business-first Design, SPACE.*