

ABSTRAK

Industri pariwisata di Indonesia salah satu sektor yang memiliki potensi besar untuk mendukung roda perekonomian negara dikarenakan industri pariwisata memicu banyak pendapatan devisa negara. Kota Bandung merupakan kota yang memiliki berbagai macam tempat wisata. Dikarenakan banyak wisatawan yang datang maka Hotel dan Resort merupakan tempat peristirahatan sementara yang cocok karena kenyamananya yang diberikan. Dengan bertema Neo Vernakular maka nuansa yang dihadirkan nyaman, alami dan sejuk. Hotel dan Resort ini memiliki 100 unit hotel dengan tipe kamar standart, superior, deluxe, dan suite lalu 20 unit cottage diantaranya 10 tipe small cottage, dan 10 tipe family cottage, dan fasilitas-fasilitas penunjang yaitu kolam renang, SPA, lapangan Tennis, Outbound dan konvensi.

Kata kunci: Hotel, Resort, Jawa Barat, Neo- Vernakular

ABSTRACT

The tourism industry in Indonesia is one sector that has great potential to support the country's economy because the tourism industry triggers a lot of the country's foreign exchange earnings. The city of Bandung is a city that has a variety of tourist attractions. Due to the many tourists who come, Hotels and Resorts are temporary resting places that are suitable because of the convenience that is given. With Neo Vernacular themes, the power that is presented is comfortable, natural and cool. These hotels and resorts have 100 units of hotels with standard, superior, deluxe, and suite room types, then 20 cottage units including 10 types of small cottages, and 10 types of family cottages, and supporting facilities namely whirlpool, SPA, Tennis court, Outbound and conventions

Keywords: Hotels, Resorts, West Java, Neo-Vernacular