

ABSTRAK

Hotel Bintang 4 dan Konvensi merupakan suatu sarana jasa yang biasa digunakan baik para pebisnis, pegawai negeri maupun masyarakat umum dalam mengadakan kegiatan konvensi sekaligus penginapan. Dengan memiliki dua fungsi sebagai sarana konvensi maupun penginapan, hotel bisa mendapat pemasukan tambahan bilamana pengguna fungsi utama hotel sebagai penginapan dalam kondisi sepi pengunjung.

Hotel Konvensi biasanya berlokasi di daerah yang memiliki daya tarik wisata baik wisata kuliner, sejarah dan juga bisa berdekatan dengan objek-objek khusus seperti pusat kota, perkantoran dan berkembang ke konsep *Transit Oriented Development* sekaligus mendukung rencana pemerintah sesuai dengan Peraturan menteri agraria dan tata ruang/ Kepala badan pertanahan nasional Republik Indonesia Nomor 16 tahun 2017 Tentang Pedoman pengembangan kawasan berorientasi transit. nantinya masyarakat diharapkan mampu meninggalkan kendaraan pribadi dan beralih menggunakan transportasi publik. dengan begitu masyarakat dapat menurunkan tingkat polusi udara yang semakin hari semakin mengkhawatirkan dan akan berdampak baik pada kesehatan lingkungan.

Kata Kunci : Hotel, Hotel Konvensi, Hotel Bintang 4, Transit Oriented Development



ABSTRACT

4-Star Hotel and Convention are a service facility that is commonly used by business people, civil servants and the general public in holding convention and lodging activities. By having two functions as a convention and lodging facility, the hotel can get additional income if the user of the main function of the hotel as an inn in a quiet condition of visitors.

Convention Hotel are usually located in areas that have good tourist attractions, culinary tourism, history and can also be close to special objects such as the city center, offices and develop to the concept of Transit Oriented Development while supporting government plans in accordance with the Minister of Agrarian Regulations and spatial planning / Head of the National Land Agency of the Republic of Indonesia Number 16 of 2017 concerning Guidelines for developing transit-oriented areas. later the community is expected to be able to leave private vehicles and switch to using public transportation. so that people can reduce the level of air pollution which is increasingly worrying and will have a good impact on environmental health.

Keywords: Hotel, Convention Hotel, 4 Star Hotel, Transit Oriented Development

