

ABSTRACT

Business Hotel Planning with MICE (Meeting, Incentive, Convention, Exhibition) Approachment in an Effort to Increase Tourism and Potential in Paramount Petals City

Muhammad Rifqi Naufal¹⁾, Surya Gunanta Tarigan, S.T., M.A., Ph.D.²⁾, Titus Adi Kurniawan, S.T., M.Ars.³⁾

- 1) *Student of Architecture Department, Universitas Pembangunan Jaya*
- 2) *Lecturer of Architecture Department, Universitas Pembangunan Jaya*
- 3) *Lecturer of Architecture Department, Universitas Pembangunan Jaya*

Business Hotel is a type of hotel that is intended for visitors and/or guests who are people who have an interest in a number of agendas and goals related to the work or business of a company. Generally, guests who come and stay at the hotel have the goal of organizing an event such as meetings, seminars, official company events and other business needs. In recent years, the development of the tourism sector in Indonesia has increased significantly along with developments in the coal, oil and gas and palm oil mining sectors, starting from 2015-2018 the tourism sector has experienced a significant increase and continues to increase consistently. Until the emergence of the Covid-19 pandemic in early 2020 which caused a decline in the foreign exchange rate of the tourism sector globally. In an effort to revive the tourism industry, it takes quite a long time to restore the sector's operations to normal, even it takes about a year.

Keywords: *Business Hotel, Tourism, Plan and Design, Covid-19 Pandemic Impact, MICE*

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