

ABSTRACT

REDESIGN INTERIOR MEXOLIE HOTEL KEBUMEN

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As the hospitality industry evolves, repurposing historic structures into contemporary business-oriented accommodations has gained prominence. This study investigates the integration of adaptive reuse principles within the design of heritage hotels, focusing on their potential to cater to modern business needs while preserving cultural and architectural heritage. Through a combination of architectural analysis, case studies, and design proposals, this research delves into the challenges and opportunities presented by adapting heritage sites into functional and profitable business environments. The findings contribute to a deeper understanding of the symbiotic relationship between heritage preservation and business functionality, offering insights that can guide future design endeavors in the realm of adaptive reuse for business heritage hotels.

Keywords: Heritage, Adaptive Reuse, Hotel Business