

ABSTRACT

JOSAPHAT, “DEVELOPMENT OF BUDGET HOTEL AND THE
IMPACT TO THE STRUCTURE AND MORPHOLOGY.”

CASE STUDY : LEGIAN BALI

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The development budget hotel in Indonesia, especially in big cities are growing rapidly are not necessarily familiar we hear, with the characteristics of a hotel that offers a relatively affordable price, amenities pretty well as good service, but there are different with Bali, these developments do not always bring advantages for developers, what happens is Supply and Demand unbalanced so require suppression room rate rents were lower.

Legian Village which is the object of study has a background of its development, is flanked by the village boundaries in the North Seminyak, Denpasar in the East, in the West Legian Beach, and Kuta Village in the South so that the object of study became one of the centers and the activities destination for tourists. This is the trigger developer budget hotel run his projects, certainly with some internal factors such as the price of rent, the location and the hotel facilities, occupancy rates, and long-stay guests as well as external factors such as tourist trends and ease the permitting process of the construction of hotels.

The deciding factor on which to base the development site analysis and morphological changes in the structure in the village of Legian. Which characteristically divided into two parts, namely, the adjacent West Legian to the beach has developed naturally and East Legian whose development caused by changes in agricultural land use into residential and commercial.

The conditions outlined above illustrates that the need for policy and government control of the hotel licensing and strict sanctions for noncompliance.

Keywords : Budget Hotel, Legian, Structure dan morphology, land use