

ABSTRAK

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Program Studi : Bisnis Perhotelan

Judul : RATTAN Eco Hotel & Resort

Indonesia has abundant nature resources and can be use for natural tourism that has a great chance to get admire by the local tourist. In general, they go to nature tourism to “escape” from their daily activities and want to do their activities on open nature. Camping is one of the activities, but many people prefer something that is practical because they already get used to the modern things on the place they live. From the survey that we conduct, they prefer camping that is practical and comfortable rather than prepare many equipment and supplies. Some of the respondent never camping and never stay in a lodging that use glamping concept. Therefore, Rattan Eco Hotel & Resort will be one of the lodging that use glamping concept. We also use eco-friendly concept with the purpose to give a good impact and protect the beautiful of our nature. Rattan Eco Hotel & Resort need Rp. 326.841.784.802,- for our capital that is use for the construction of our hotel & resort, and have ROI on 73%. Keywords: Aesthetic Nature, Eco-Friendly, Modern Camping.