

## Abstract

Tourism has become one of the most highly developed and fastest growing industries in the world. Sustainability in tourism these days is rightfully a hot topic. With such issues as global climate change weighing heavy on the agendas of governments and industry associations alike, Ecotourism is presented with unique challenges when it comes to monitoring their impacts. With the exception of environmental factors that are related to the tourism, environmental problems take various issues very different from country to country, depending on the degree of development. Currently all these difficulties with devastating environmental impact are already under the attention of political, economical, governmental and non-governmental factors and sometimes even in public attention. The objectives of this research are: 1) to investigate and explore the identification and its characteristics of an Eco-accommodation, 2) to analyze the key principle and site identification of accommodation facilities, and 3) to find out the guidelines and key principle for site identification of accommodation facilities in the context of Ecotourism development.

The research covered in this thesis is comprised of several different kinds of data and several distinct approaches. These include: 1) the results of previous research and related studies, 2) surveys of selected project as the case study, and 3) the opinions of tourism experts and business dwellers. This research focuses on with the aim to dissecting and identifying the Eco-accommodation by testing the theories implicit in this study, questionnaires were delivered 100 subjects to the general public.

The result of the research shows that the key principle and site identification of accommodation facilities in terms of tourists' destination with nature-based aspects depends strongly on its physical identity, environmental context, and safety. Accessibility which is adjacent to natural setting and tourism's facilities are the main key of accommodation setting. In design context for accommodation such as architectural design and its character, materials use, utilities, and energy consumption are concerned mainly in design approach. Accommodation preference may also be influenced by factors such as activities, culture-based destination, or trip purpose. Lastly, local or

community participation in tourism development should also be a key issue for all party to apply as design guideline for Ecotourism as well as the future development with sustainable context.