

ABSTRACT

Among the various tourism industries owned by Tasikmalaya Regency, currently there are two leading tourism industries considering the results of tourism research that have the most potential and strategic locations, namely Cipanas Gunung Galunggung Tourism and Kampung Naga Cultural Tourism. Resort hotels are hotels that are usually located in mountainous areas, beaches, or in vacation areas far from the crowds of the city center to stay for a relatively long period of time. Regarding the design location which is located in a cultural tourism area, therefore the locality design that will be applied to the design of the resort hotel is a Sundanese ethnic design that is in accordance with the characteristics of Kampung Naga. This study examines the Sundanese cultural analogy approach to the design of hotel resorts. The method used in this study uses field observation and literature studies from several related studies. This Resort Hotel is located on Jl. National 3 Ds. Manggujaya, Kec. Rajapolah, Tasikmalaya Regency, West Java. It is hoped that this research can provide insight into the need for a harmonious relationship between hotel functions and the preservation of the surrounding environment.

Keywords: *Hotel Resort, Interior, Locality, Kampung Naga*