**ABSTRACT**

Pamekasan is the capital of the Madura island. Tourism has the charm of Pamekasan was able to attract both domestic and foreign tourists to visit. Tourism object with pattern of multiform society culture is an asset to be developed into a potential source of income for the region. Tourism object that is multi-faceted and interesting as well as supported by the community with cultural characteristics, is an area that could potentially be developed into areas for ecotourism. Ecotourism is an activity that is responsible for the preservation of nature, customs and culture that prevails in the area. To support facility for tourism is a potential region, which is indirectly demanding procurement services especially lodging and restaurants. New Ramayana Hotel is a tourist and family hotel located in Pamekasan have potential as a means of ecotourism program. In planning New Ramayana Hotel developed into a 3-star business hotel and ecotourism as a hotel. Where the development of ecotourism in the addition of the hotel spa facilities which use traditional herbal concoction of Madura. In each of the hotel’s interior plans appears the development of a culture of Madura in the design. The culture island is shown among other things, whip and Junjung Drajat Batik.

Keywords: Hotel, Ecotourism, Culture, Whip, Batik, Pamekasan, Madura