

## Abstract

Research Title : To enhance the understanding of the ecotourism principle in the field trip of second year's students, Tourism international college, Suansunandha Ratjabhat university.

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This research aims to study the understanding of the ecotourism principle in the field trip. Additionally, the research also focuses on the development of field trip form in order to improve and suitable adaptation with the students interesting.

The qualitative research is conducted in this classroom research. The conceptual framework is concerned about Piaget theory for educating the cognitive skill of learners. Research methodologies are combined in semi-structure interview because it needs to analyze the information by interviewing. Moreover, the participant observation is important methods to utilize in order to observe the behavior of students when they were partake in an activity. To develop the deeply information, the researcher also use the groups interview by separating in two groups for evaluate the empirical information. However, there is an individual interviewing that conduct in this classroom research for inquiry the deeply information and it will be benefit for improve the form of field trip.

The result of research show that the students who are part into all activities in the field trip at Klongkon Samutsongkram province, they realize that the field trip is so essential for study in ecotourism and it is so benefit for improving the ecotourism knowledge. However, there are some drawbacks of field trip that the students require to extend the period of field trip time.

There are two major points to develop the research which are the adaptation of field trip form and the development in ecotourism subject in the classroom. Firstly, the

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form of field trip, all activities need specialist in that area and they have to provide all ecotourism information for students. The researcher will extend the field trip period for enhance the students understanding.