

Operational Analysis and Potential Tourist Attraction of Villa Flamboyant 98 in Kiarapedes, Purwakarta

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Abstract. Villa Flamboyant 98 is one of the tourist accommodations located in the mountainous area of Kiarapedes, Purwakarta, West Java. With a cool, calm, and beautiful natural atmosphere, this villa is an attraction for tourists who want a relaxing experience in the middle of nature. This study aims to evaluate the operational aspects of Villa Flamboyant 98 through direct observation which includes location, facilities, services, and potential development as a tourist destination. The observation results show that this villa has a number of advantages such as a clean and natural environment, comfortable building design, and friendly and responsive staff service. The facilities available are quite adequate, including bedrooms, kitchens, living rooms, and garden areas. However, there are several weaknesses that need to be considered, including inadequate road access for four-wheeled vehicles and limited modern entertainment facilities for guests. These findings show that although Villa Flamboyant 98 already has a strong foundation as a nature-based tourist accommodation, some strategic improvements need to be made to increase customer attraction and satisfaction. The recommendations are aimed at strengthening infrastructure, improving facilities, and promoting more effectively in order to be able to compete in the local and regional tourism market.

Keywords: Villa Flamboyant 98, field observation, tourist accommodation, tourism management, customer service.

Introduction

Nature-based tourism is gaining significant traction as travelers increasingly seek authentic experiences that combine environmental sustainability, relaxation, and cultural immersion. In Indonesia, ecotourism has emerged not only as a tourism trend but also as a strategic tool for sustainable development and environmental conservation (Surya, 2024). One area rich in potential for such development is Kiarapedes in Purwakarta, West Java, a region known for its natural beauty, cool climate, and panoramic views. Among the accommodations that have capitalized on this potential is Villa Flamboyant 98—a nature-immersive retreat offering visitors both comfort and proximity to unspoiled landscapes.

As tourism preferences shift towards sustainability, there is growing demand for lodgings that support environmental stewardship while providing high-quality services. The concept of ecolodges—accommodations that operate under

ecotourism principles—has gained popularity in response to this demand (Azzahra et al., 2023). Villa Flamboyant 98 stands out as an attractive option within this niche, yet a systematic evaluation of its strengths and weaknesses is crucial to ensure it aligns with ecotourism principles and contributes meaningfully to local economic and environmental goals.

Despite government support for ecotourism through policy and regulatory frameworks (Nugroho, 2020), challenges such as infrastructure inadequacies, limited local involvement, and inconsistent application of ecotourism standards persist (Idrus et al., 2024). These issues underscore the importance of assessing individual establishments like Villa Flamboyant 98 to identify gaps and opportunities for improvement.

Research also emphasizes the need for accommodations to not only minimize environmental impact but to serve as educational and cultural conduits for both tourists and host communities (Waluyo et al., 2023). When done correctly, such integration enhances the visitor experience and fosters stronger connections between tourism, conservation, and community empowerment.

This study aims to assess the advantages and limitations of Villa Flamboyant 98 as a tourist accommodation aligned with ecotourism values. The findings are expected to inform destination management strategies, enhance the competitive positioning of the Kiarapedes area, and provide constructive feedback to the villa's management. Moreover, this research contributes to the growing discourse on sustainable tourism development in Indonesia by offering a grounded case study from a region with untapped ecotourism potential.

Literature Review

Observational research on tourism accommodations and destinations often emphasizes several key factors that significantly influence visitor interest and satisfaction. Among the most critical are location, facilities, service quality, and accessibility. According to Kotler and Keller (2016), these elements form the foundation of a tourist's decision-making process when selecting accommodation. A strategic location with appealing surroundings can enhance the overall visitor experience, while the availability of appropriate facilities ensures that basic and advanced needs are met during a stay.

In tourism management, location is not merely about geographical coordinates, but also about the atmosphere it offers—whether it is tranquility, scenic beauty, proximity to attractions, or cultural richness. Facilities, including lodging amenities, recreational options, and cleanliness, also play a crucial role in shaping the perceived value of an accommodation. Service quality, especially hospitality and responsiveness of staff, influences customer satisfaction and loyalty, often becoming the most memorable part of a tourist's experience.

Accessibility, in this context, refers to how easily tourists can reach the location, including road conditions, signage, transportation options, and parking facilities. Poor accessibility can deter potential visitors, regardless of how attractive the destination might be. These components collectively influence a traveler's perception of convenience and overall satisfaction.

To understand the deeper interaction between tourists and the destinations they visit, researchers often apply customer satisfaction theory and experience economy theory. The customer satisfaction theory suggests that satisfaction arises when perceived performance meets or exceeds expectations. In the case of tourist accommodations, this means that guests evaluate their experience based on prior expectations regarding comfort, cleanliness, staff behavior, and amenities. When expectations are met or exceeded, satisfaction levels are high, often resulting in positive word-of-mouth and repeat visits.

On the other hand, the experience economy theory introduced by Pine and Gilmore (1999) offers a broader perspective on how value is created through immersive and memorable experiences. This theory classifies economic offerings into four realms: entertainment, education, esthetic, and escapism. Tourism accommodations like villas in natural settings have the potential to offer all four types of experiences. For example, esthetic experiences are provided through beautiful landscapes and thoughtful architectural design, while escapism is facilitated by serene environments that allow visitors to detach from their daily

routines.

In practice, successful tourism properties integrate these theories by designing experiences that are emotionally engaging and tailored to guest expectations. The more a destination is able to personalize and enhance the visitor's journey—through meaningful interaction with the environment and staff—the more likely it is to be perceived as valuable.

In summary, the body of literature suggests that in order to remain competitive, tourism accommodations must focus on offering quality services and infrastructure, coupled with a strategic experience design. Observation-based assessments, like those used in this research, are essential tools for identifying strengths and weaknesses in service delivery and guest experience. These findings can serve as feedback mechanisms for property managers and tourism developers in creating more guest-centered offerings.

Research Methods

This study employs a qualitative descriptive research approach aimed at providing a detailed and accurate understanding of the operational aspects and tourism potential of Villa Flamboyan 98. Qualitative research is particularly appropriate for exploring phenomena in their natural settings, allowing for in-depth analysis of the subject without relying on numerical data or statistical inference.

The primary method used in this study is direct observation, which involves systematically recording events, behaviors, and conditions as they naturally occur at the research site. The observation was conducted on December 24, 2024, at Villa Flamboyan 98, located in the highland area of Kiarapedes, Purwakarta, West Java. This location was selected due to its rising popularity as a nature-based tourism destination and its relevance to the growing trend of eco-tourism in Indonesia.

The main instrument used for data collection was a field observation notebook. During the visit, various aspects of the villa were observed and documented, including physical infrastructure, available facilities, service quality, environmental conditions, accessibility, and the overall atmosphere. Informal interactions with staff and on-site observations of guest activities further enriched the data collected.

This observational approach allowed the researchers to identify the strengths and weaknesses of the villa from a visitor's perspective, offering direct insights into its operational quality and tourism appeal. The data obtained through this method form the basis for the analysis, conclusions, and recommendations presented in this study.

By utilizing direct observation in a real-world setting, this research ensures that findings reflect authentic conditions and provide practical value for tourism stakeholders and property managers aiming to enhance service quality and guest satisfaction.

RESULTS AND DISCUSSION

RESULTS

A. Location and Accessibility

Villa Flamboyan 98 is strategically located in the highland region of Kiarapedes, Purwakarta, West Java. Surrounded by lush greenery and cool mountain air, the villa offers a

peaceful and refreshing environment that is ideal for relaxation. The location is relatively easy to access from the center of Purwakarta, making it a convenient destination for both local and out-of-town visitors. However, there are several road segments leading to the villa that require maintenance or improvement. In particular, narrow pathways near the property may pose challenges for vehicles, especially larger ones.

B. Physical Condition and Environment

The architectural design of Villa Flamboyan 98 blends traditional and modern elements, creating a warm and comfortable ambiance. The structure maintains a homely aesthetic while offering modern conveniences. The surrounding environment is well-maintained, with clean grounds and abundant greenery. The natural landscape enhances the villa's appeal by offering guests a serene, scenic setting that promotes relaxation and mental well-being. The clean air, quiet surroundings, and immersive natural views contribute to the overall tranquil experience.

C. Villa Facilities

The villa is equipped with essential facilities to support a comfortable stay. It includes spacious bedrooms with cozy beds, a well-furnished living room with a sofa and television, and a fully equipped kitchen with cooking utensils. The bathrooms are modern and include hot water, ensuring guest comfort. Additional amenities such as a small garden and a swimming pool further enhance the guest experience. These features are suitable for families, groups, or individuals seeking both comfort and privacy. However, the villa's parking area presents a limitation; it is not accessible for four-wheeled vehicles due to the narrow footpath leading to the villa. This could be a drawback for guests traveling by car.

D. Quality of Service

The service quality at Villa Flamboyan 98 is one of its strongest features. The staff are friendly, welcoming, and attentive to guests' needs. During the observation, staff members responded quickly to requests and maintained a courteous demeanor throughout interactions. Cleanliness standards are consistently upheld, with regular cleaning of rooms, kitchen, and communal spaces. The combination of responsive service and cleanliness significantly contributes to a positive guest experience and enhances the villa's reputation for hospitality.

E. Activities and Surrounding Attractions

Guests staying at Villa Flamboyan 98 can enjoy a variety of outdoor activities due to its natural surroundings. The location offers opportunities for trekking, cycling, and nature walks, allowing visitors to explore the local landscape and enjoy the fresh mountain air. Additionally, the villa is located near several tourist attractions, including **Situ Wanayasa** (a scenic lake) and **Curug Cipurut** (a well-known waterfall). These destinations provide added value for tourists seeking a more adventurous or nature-based vacation, making the villa a strategic base for exploring the region.

F. Strengths and Weaknesses

Strengths:

- The villa's peaceful location offers a perfect escape from urban stress, appealing to nature lovers and those seeking relaxation.
- The overall atmosphere is enhanced by the surrounding natural beauty and clean air.
- The facilities provided are adequate for a comfortable stay, including modern bathrooms, a fully equipped kitchen, and a swimming pool.
- The service is commendable, with friendly and responsive staff ensuring guest satisfaction.
- The environment is well-maintained, clean, and aesthetically pleasing.

Weaknesses:

- The condition of the road leading to the villa is not optimal, which can hinder access, particularly during bad weather or for visitors with private vehicles.
- The parking area is limited and unsuitable for cars, which may inconvenience guests.

- There is a lack of modern entertainment facilities such as Wi-Fi, multimedia systems, or indoor recreation, which may reduce the villa’s appeal for tech-savvy or younger visitors.

In summary, Villa Flamboyan 98 holds strong potential as a nature-based accommodation with a calming atmosphere and quality service. Addressing infrastructure and entertainment facility gaps will enhance its competitiveness and overall guest satisfaction.

DISSCUSIONS

Implications of Villa Flamboyan 98 Observation on the Development of Tourist Accommodation in Nature-Based Rural Destinations

A. Strategic Location and Tourism Value

Villa Flamboyan 98 is located in a quiet hilly area, providing a strong natural appeal. Studies show that modern tourists are increasingly interested in natural destinations that guarantee peace and social distancing, especially post-pandemic (Palacios-Florencio et al., 2022). However, limited access due to poor road conditions remains a major obstacle for visitors who rely on private vehicles, as found in a study that emphasizes the importance of transportation infrastructure in the success of rural homestays (Perkumiene, 2022).

B. Physical Environment and Architecture as Drivers of Experience

The design of villa architecture that blends traditional and modern elements supports the concept of an "experience economy" in which the quality of physical space plays a central role in creating an immersive tourist experience (Domljan et al., 2025). Studies from Romania show that authentic architecture contributes to improving the quality of rural lodging offerings, especially for younger generation tourists and families (Coroş & Balint, 2024).

C. Amenities: Balance between Simple and Comfortable

Basic amenities such as a living room, kitchen, bathroom, and swimming pool make this villa ideal for small groups. However, shortcomings such as Wi-Fi and digital entertainment are major drawbacks. Research emphasizes that today's tourists—especially the younger generation—judge the quality of accommodation from the completeness of technology and digital entertainment (Lo et al., 2019). The addition of digital infrastructure can increase competitiveness without sacrificing the natural identity of the villa.

D. Quality of Service and Staff Performance

Positive impressions of villa staff are closely related to service quality dimensions such as empathy, reliability, and responsiveness. In observational studies, good personal interaction has been shown to be a major differentiator in the small lodging sector (Pulido-Fernández et al., 2023). To maintain this excellence, regular training and feedback mechanisms for staff are highly recommended.

E. Integration with Local Attractions

Villa Flamboyan 98 has geographical proximity to Cipurut Waterfall and Situ Wanayasa, opening up collaboration opportunities with local tour operators. Studies suggest a co-creation approach as a strategy to increase community engagement and enrich the tourist experience (Okot et al., 2022). Offering tourism packages based on culture and

nature can expand the market while strengthening the position of villas as a local tourism hub.

F. SWOT Analysis and Strategic Direction

Based on the observation results, the following SWOT analysis was formulated:

- Strengths: Natural location, personalized service, cleanliness, and adequate basic amenities.
- Weaknesses: Poor road access, limited digital entertainment facilities.
- Opportunities: Ecotourism trends, local collaboration, digital promotion potential.
- Threats: Competition for more complete accommodations, dependence on weather, changing expectations of travelers.

Suggested strategic directions include increasing access to infrastructure (through advocacy to local governments), investing in digitalization, diversifying services (e.g. nature or cultural tourism packages), and expanding marketing through social media and digital tourism platforms (Paulino et al., 2020).

CONCLUSIONS AND RECCOMENDATIONS

CONCLUSIONS

Based on the results of direct observation at Villa Flamboyan 98 in Kiarapedes, Purwakarta, it can be concluded that the villa possesses strong potential as a nature-based tourism accommodation. Its strategic location in a cool, green highland area provides an ideal environment for rest and relaxation, especially for travelers seeking an escape from urban routines. The villa’s natural surroundings, architectural charm, and basic but sufficient facilities contribute to a positive overall guest experience.

The observation also revealed that the villa maintains high standards of cleanliness and offers a welcoming atmosphere through its staff’s friendly and responsive service. These qualities are essential to meeting the expectations of modern travelers who value both comfort and hospitality. The villa is also situated near local attractions, such as Situ Wanayasa and Curug Cipurut, which enhances its appeal as a base for exploring the surrounding natural beauty.

Despite these strengths, several challenges and limitations were identified. The most prominent issue is accessibility—road conditions leading to the villa are not optimal, and there is no proper parking area for cars near the property. Additionally, while the villa offers basic amenities, it lacks modern entertainment facilities that may be expected by younger or more tech-savvy guests. These gaps, if not addressed, may reduce the villa’s competitiveness in an increasingly demanding tourism market.

From an overall perspective, Villa Flamboyan 98 is a promising accommodation option that can become a highly sought-after destination in the Purwakarta region. However, to realize this potential fully, efforts must be directed toward addressing operational shortcomings, enhancing facilities, and strengthening marketing strategies.

RECOMMENDATIONS

To support the continued growth and success of Villa Flamboyan 98, the following recommendations are proposed:

1. **Improve Accessibility and Infrastructure**
Collaboration with local authorities or community initiatives is advised to repair and upgrade road access leading to the villa. Creating a designated parking area closer to the property would also significantly improve guest convenience, especially for families or groups traveling by car.
2. **Expand Facilities and Entertainment Options**
The addition of modern entertainment features such as Wi-Fi, digital media, or indoor games would enhance the guest experience, especially for visitors who spend extended periods at the villa. These features would also make the property more appealing to a wider range of guests, including younger audiences.

3. **Enhance Service Training for Staff**

Although the staff currently deliver good service, ongoing training in hospitality, problem-solving, and guest engagement can further improve the quality of service. This investment in human resources can strengthen the villa's reputation and customer retention.

4. **Develop Tourism Activity Packages**

The villa can collaborate with local guides and businesses to offer guests additional value, such as trekking tours, nature walks, or cultural visits. Bundled experiences not only diversify the services offered but also contribute to the local economy.

5. **Strengthen Digital Marketing and Promotion**

Utilizing social media platforms, travel blogs, and online booking systems can help the villa reach a broader market. High-quality photos, guest testimonials, and promotional content should be shared regularly to enhance visibility and brand identity.

6. **Focus on Sustainable Practices**

As an eco-oriented accommodation, the villa should highlight environmentally friendly practices such as waste reduction, energy conservation, and the use of local products. This aligns with the values of modern eco-conscious travelers.

By implementing these recommendations, Villa Flamboyan 98 will be better positioned to meet customer expectations, enhance guest satisfaction, and maintain competitiveness in a growing tourism industry.

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