
Study of The Comfort of *Glamping Tourism* Supporting Facilities in The Ciwidey Tourism Area, Bandung Regency, West Java

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Abstract

Camping is one of the activities that interact directly with nature; besides that, camping can build intimacy with the people around us. Camping with comfortable facilities, commonly called Glamour Camping or abbreviated by the term Glamping, is a luxury camping that is a favourite of the world community, including Indonesia. Bandung Regency, especially Ciwidey, has a lot of natural potentials, one of which is Camping Site pine trees, lakes, tea and coffee plantations. Various activities that can be done in the Ciwidey Tourism Area include camping, outbound, water sports, and sightseeing. However, there are not many studies that specifically explore the comfort aspects of tourist support facilities, especially for the Glamping Tourism typology. The purpose of this study is to determine and identify the comfort aspects of Glamping Tourism supporting facilities in the Ciwidey Tourism Area, Bandung Regency, West Java. The method used in this research is a descriptive method with a qualitative approach involving 2 (two) variables, namely the actual condition of tourism and comfort & cleanliness. Data collection techniques were carried out through field observation, documentation studies, and questionnaires. The data collected was then analyzed descriptively and also used SWOT analysis with supporting data from the results of the tourist questionnaire. The results of the analysis of this study concluded that - Tourist responses to glamping tourism facilities in terms of physical conditions show that the available facilities are quite good, but there is still a need for a development strategy for glamping tourism facilities in the wider tourist area by maintaining facilities and maintaining glamping tourism facilities in terms of quality and quantity, collaborating with many parties, following the development of tourism trends.

Keywords: Tourism Studies, Tourism Facilities, Glamping Tourism, Comfort, Ciwidey

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INTRODUCTION

The Covid-19 pandemic has tended to change the tourism and hospitality industry, especially leisure travel. To attract and motivate tourists, hotels, tour operators, and stakeholders in the industry must tailor services to meet their needs and prioritize the health and well-being of tourists. Tourism in Indonesia today has grown and developed over time. Human life is all curious about everything, including tourism and situations that occur in various fields, with aspects of life and the environment. *Glamping* is one of the new innovations carried out by tourism business people, one of which is camping services in the splendour of facilities presented to pamper tourists.

Glamping (Glamorous Camping) is a camping tour that presents lodging in a luxurious style equivalent to a five-star hotel but still gives a natural impression. Glamping is intended for families and groups who want to experience camping tours, but all facilities are available. *Glamping* provides several facilities, including lodging tents, places to eat, play areas, nature tracks, restaurants, and laundry. Activities that can be done for *Glamping* participants include *nature tracking*, cycling, riding a boat, and burning. *Camping* or camping is one activity that interacts directly with nature. Besides, camping can build familiarity with people around us. *Camping* with comfortable facilities, commonly called *Glamour Camping* or abbreviated as Glamping, is luxury camping that is a favourite of the world community, including Indonesia. Bandung Regency, especially Ciwidey, has many natural potentials, one of which is *the Camping Site* of pine trees, lakes, tea and coffee plantations. Various activities that can be done in the Ciwidey Tourism Area include *camping*, *outbound*, *water sports*, and *sightseeing*.

This study discusses the Ciwidey Tourism Area in Bandung Regency because the tourist area has a new tourism trend, namely *glamping* tourism. This study focuses on comfort studies, which discuss the comfort of tourists in *glamping* tourism activities. The purpose of this study is to determine the comfort factor of tourists in glamping tourism activities that can be used as guidelines and materials for better facility planning.

RESEARCH METHODS

This research took place in Ciwidey Tourism Area, Bandung Regency, West Java, specifically *Glamping tourist* attractions, using qualitative descriptive research methods supported by tourist questionnaires. Data collection is carried out by conducting field observations, documentation, and literature studies, as well as distributing questionnaires as supporting data. The number of respondents to external sources of visitors in this study was 100 people. The primary data obtained are from field observations, documentation and questionnaires in the form of information from both managers and tourists related to glamping tourism in the Ciwidey Tourism Area, Bandung Regency. Secondary data is obtained from literature studies both through literature and online media in the form of theory, research results and online data. Based on the data obtained, the study continued by classifying and analyzing data to determine internal and external factors as the basis for compiling strengths, weaknesses, opportunities or threats into the IFAS and EFAS matrices. Data analysis uses the SWOT method to find alternative strategies for developing tourist facilities through maintaining comfort and cleanliness that are most likely to be applied to glamping tourism in the Ciwidey Tourism Area, Bandung Regency, West Java.

RESULTS AND DISCUSSION

A. Overview of Research Location

According to (Nathalia, 208), a resort is a type of accommodation in a resting area that uses part or all of the building to provide lodging services, eating and drinking, and other complementary facilities and services for the public that can support and facilitate the resting activities of guests who aim to travel / recreation in the area. Circulation describes a pattern of movement of both vehicles and humans around the site or field that can affect the movement or activities around it. Mass as a site element that can be composed of mass in the form of buildings and vegetation both individually and in groups becomes an element forming outdoor space. Ciwidey Glamping area is a resort area that has become a new tourist destination that is destination for local and foreign tourists. This glamping area began to open in July 2016. The beginning of the formation of this area is due to the potential for tea gardens and beautiful hills to be presented to visitors. The Ciwidey area is also famous as a tourist destination for residents of West Java and its surroundings because there are several attractions, such as lake touring outbound games such as ATVs, paintball, and flying fox. In addition, the Ciwidey tourist area is also famous for its camping site, which is often used for intimate night events.

B. Overview of the Actual Conditions of Glamping Tourism in Ciwidey Tourism Area

1. Road Access to Glamping Tourism



Figure 1. Bridge to Glamping area
(Source: Personal)

2. Tent Conditions in Glamping Tourism Area



Figure 2. Glamping Area
(Source: Personal)

3. Toilet Conditions in Glamping Tourism Area



Figure 3. Toilets in Glamping Area
(Source: Personal)

4. Parking Lot in Glamping Tourism Area



Figure 4. Parking Areas in Glamping Area
(Source: Personal)

5. Places of Worship in Glamping Tourism Area



Figure 5. Musholla in Glamping Area

(Source: Personal)

6. Access to Electricity in Glamping Tourism Area



Figure 6. Electricity Access in Glamping Area
(Source: Personal)

7. Information Center in Glamping Tourism Area



Figure 7. Electricity Access in Glamping Area
(Source: Personal)

8. Sign Board in Glamping Tourism Area



Figure 8. Signage in the Glamping Area
(Source: Personal)

9. Clean Water Channels in Glamping Tourism Area



Figure 9. Clean Water Channels in Glamping Area
(Source: Personal)

10. Lighting Conditions in Glamping Tourism Area



Figure 10. Lighting Conditions in the Glamping Area
(Source: Personal)

11. Shopping Facilities in Glamping Tourism Area



Figure 11. Shopping Facilities in Glamping Area

(Source: Personal)

12. Culinary Facilities in Glamping Tourism Area

Figure 12. Culinary Facilities in Glamping Area
(Source: Personal)

13. Health Facilities in Glamping Tourism Area

Figure 13. Health Facilities in Glamping Area
(Source: Kusumaningrum, 2022)

C. Comfort and Cleanliness of Glamping Tourism Facilities

The following is a recapitulation of data about tourist comfort in Ciwidey Glamping Tourism:

No	Description of Comfort	Total Respondents	SS	S	N	TS	STS
1	Road Access to Glamping Tourism	100	1	2	2	95	0
2	Tent Condition	100	34	38	1	15	12
3	Toilet Conditions	100	41	38	11	6	4
4	Parking Conditions	100	37	45	9	6	3
5	Conditions of Places of Worship	100	45	29	19	3	4

6	Electricity Access	100	38	45	16	1	0
7	Resource Center	100	33	46	14	5	2
8	Signboard	100	48	39	12	1	0
9	Clean waterways	100	36	42	16	3	3
10	Lighting Conditions	100	6	12	5	53	24
11	Shopping Facilities	100	5	2	2	44	47
12	Culinary Center Facilities	100	3	6	9	42	40
13	Health Facilities	100	2	3	5	48	42

Source: Processed by Researchers (2024)

The opinion of tourists when making choices and decisions is determined by the attributes inherent in the product concerned. This study uses the Likert scale to determine the perspective of travellers, namely strongly agree, agree, mediocre, disagree, and strongly disagree. This study uses five attributes, with each attribute consisting of three to five levels/attribute levels. The five attributes include service attributes, promotion attributes, glamping facility attributes, food and beverage attributes, and area attributes. From the results of the questionnaire that has been distributed to 100 respondents who are tourists who carry out glamping activities in the Ciwidey Tourism Area, it can be concluded that from 13 aspects of tourist comfort, there are 8 (eight) aspects that the majority are approved by tourists related to the comfort of glamping tourism, namely the condition of tents, toilet conditions, parking lots, places of worship, electricity access, information centres, signboards, and clean waterways. On the contrary, there are 5 (five) aspects that the majority choose are uncomfortable related to facilities, namely road access to glamping tourism, lighting conditions, shopping facilities, culinary centre facilities, and health facilities.

D. SWOT Analysis

The following is a SWOT analysis of Tourism Comfort in Ciwidey Glamping Tourism:

Strength	Weakness
Glamping facilities in the Ciwidey tourist area have been well conceptualized, as seen from tourism-supporting facilities such as luxury tents.	Lighting conditions in glamping areas that are still lacking/dim
Glamping managers have provided self-contained driveway access, demonstrating the ability to manage infrastructure on their own without having to depend on other parties.	The distance from the glamping area to the food centre is quite far
Presenting a comfortable and unique glamping concept suitable for all people and ages	The distance from the glamping area to the health facilities is quite far
	The distance from the glamping area to the shopping facilities is quite far
	Not improving or not contributing to the improvement of public facilities such as public roads and access to surrounding lighting can create dissatisfaction in the surrounding community, which can threaten good relations between widely glamping tourism and local communities and reduce support from the community.

Opportunities	Threats
Glamping areas can get further support in the form of incentives or other assistance to improve the facilities or services offered by establishing good relationships with village governments and related agencies. The presence of tourism travel associations can help promote glamping services to prospective tourists. There are opportunities to strengthen glamping services and facilities widely with related institutions and agencies to improve other facilities and institutions to support the development of MSMEs, including the provision of training or other assistance.	The rapid changes in the media and tourism industry can also cause glamping tourism to continue to follow the necessary trends and adaptations, otherwise it will be left behind. Lifestyle changes and bad weather can also be a threat to the number of visitors, because it can reduce the attractiveness and comfort of visiting Ciwidey glamping tourism. Competition from other tourist attractions and ease of transportation can be a threat to wide glamping tourism because it can reduce the number of visitors who choose widely glamping tourism as the main tourist destination. Not improving or not contributing to the improvement of public facilities, such as surrounding public roads, can create discontent in the surrounding community, which can threaten good relations between Ciwidey, glamping tourism and local communities and reduce support from the community.

Source: Processed by Researchers (2024)

E. Strategy for developing glamping tourism facilities to support the comfort of tourists

From the results of the SWOT analysis that has been described, here are some strategies for developing glamping tourism facilities to facilitate and improve the comfort of tourists who carry out glamping tourism activities:

1. Improve lighting facilities that are useful both for tourists and the community around glamping tourism in the Ciwidey tourist area.
2. Improve the necessary shopping facilities around glamping tourism in the Ciwidey tourist area.
3. Improving culinary centre facilities around glamping tourism in the Ciwidey tourist area
4. Creating health facilities such as health clinics needed around glamping tourism in the Ciwidey tourist area

CONCLUSION

From the results of research on the comfort of glamping tourism facilities in the Ciwidey Tourism Area, Bandung Regency, West Java, it can be concluded that Tourist responses to glamping tourism facilities in terms of physical conditions show that the available facilities are quite good and can satisfy tourists in visiting glamping tours in Ciwidey Based on the answers given by tourists from 13 aspects of facility comfort, The majority answered in agreement and strongly agreed, it can be concluded that the perception of tourists is well seen from the factor of interest in tourist visits gives positive results to glamping tourist destinations in the Ciwidey

Tourism Area, but tourists also agree that they will choose uncomfortable related to facilities, namely road access to glamping tourism, lighting conditions, shopping facilities, culinary centre facilities, and health facilities. In addition, the strategy of developing glamping tourism facilities in the Ciwidey tourist area by maintaining facilities and maintaining glamping tourism facilities in terms of quality and quantity, collaborating with many parties, following the development of *trends* to increase competition, increasing safety and hygiene factors and urging tourists to comply with applicable regulations.

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