

Integrating Modern Sundanese Architecture in Mountain Villa Design and Planning for Tourism

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Abstract

This study examines the integration of modern Sundanese architecture in mountain villa design and planning in Pagerwangi, Lembang, to support sustainable tourism. Using an inferential quantitative approach, data from structured surveys and observations reveal significant correlations between traditional materials, craftsmanship, and cultural symbolism with tourist preferences. The findings highlight the appeal of culturally authentic designs that combine vernacular elements with contemporary styles. Challenges in modern villa construction, such as neglecting cultural values, are addressed with recommendations for incorporating cultural heritage into design principles. This participatory approach emphasizes involving local communities to ensure sustainability and authenticity. Practical insights are offered for developers and policymakers to enhance tourism planning by creating culturally resonant and sustainable tourist destinations. The study underscores the value of modernizing traditional architecture to meet contemporary demands while preserving cultural identity.

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INTRODUCTION

The rapid growth of the tourism sector has amplified the demand for unique accommodations that embody local culture, particularly in mountainous regions. Villas, often designed as temporary residences for relaxation and recreation, have become an integral component of tourism development (Gunawan, 2007). Integrating local cultural elements into villa design not only enhances aesthetic appeal but also strengthens the connection between visitors and local heritage. This dual benefit underscores the importance of exploring innovative villa design strategies in the tourism context.

Sundanese culture, rooted in West Java, Indonesia, offers a wealth of traditions, values, and artistic expressions, particularly in its architectural heritage. Sundanese architecture prioritizes harmony with nature, utilizing natural materials, open spaces, and traditional motifs. These cultural attributes present an opportunity to integrate Sundanese design into modern villas, fostering spaces that reflect both environmental sustainability and cultural authenticity.

In the evolving landscape of Lembang's tourism industry, innovation in villa design plays a pivotal role in attracting a diverse audience while maintaining cultural and environmental sustainability. Modern features such as smart villa systems—automated lighting, air conditioning, and virtual concierge services—enhance guest convenience while preserving traditional aesthetics. For example, a villa in Cikole equipped with an infinity pool allows guests to experience luxury while enjoying panoramic views of surrounding pine forests.

Additionally, implementing green architectural practices, such as solar panels, rainwater harvesting systems, and rooftop gardens, aligns with the global trend of eco-conscious travel. Properties like Dusun Bambu Villas demonstrate how sustainable practices can coexist with immersive eco-tourism experiences. Such initiatives not only elevate the appeal of tourism properties but also contribute to broader environmental objectives.

Cultural activities offered by villas, such as Sundanese cooking classes or traditional craft workshops, provide guests with meaningful engagement with local heritage. Collaboration with local communities ensures cultural preservation while fostering pride among residents. A notable example is Imah Seniman Resort, which combines artistic elements with accommodations, creating a unique blend of relaxation and cultural immersion (Muhammad, 2003).

Strategic site planning also plays a critical role in villa development. In Lembang, areas like Pagerwangi and Cikole are ideal for implementing indoor-outdoor living concepts, where open spaces allow visitors to connect directly with nature. Hobbit House Lembang exemplifies innovative architecture, drawing inspiration from fantasy while maintaining harmony with the local landscape (Evita et al., 2012).

This study explores the integration of traditional Sundanese architectural elements with modern amenities and sustainable practices to enhance villa design. By learning from successful examples like Trizara Resort’s luxury glamping and Villa Air Natural Resort’s water-centric design, this research aims to provide actionable insights for developers and policymakers. These innovations contribute not only to the competitiveness of Lembang’s tourism accommodations but also to a meaningful connection between culture, architecture, and tourism.

Table 1. Innovative Features of Villas in Lembang

Feature	Description	Example
Smart Villa Systems	Automated systems for lighting, air conditioning, and virtual concierge.	Trizara Resort
Eco-Friendly Practices	Solar panels, rainwater harvesting, and rooftop gardens.	Dusun Bambu Villas
Cultural Activities	Workshops on Sundanese crafts, cooking classes, and traditional dance.	Imah Seniman Resort
Indoor-Outdoor Living	Open spaces connecting with nature for a tranquil experience.	Hobbit House Lembang
Infinity Pool Design	Seamless pools overlooking scenic landscapes.	Villa in Cikole

LITERATURE REVIEW

Villas play a significant role in the tourism industry, functioning as temporary residences designed for relaxation and recreation. Gunawan (2007) defines villas as places of rest that provide a retreat from the hustle and bustle of urban life, while expands on this by emphasizing their dual function as accommodations and providers of additional services for both overnight guests and day visitors. This dual functionality is vital in meeting the diverse needs of tourists, especially in popular destinations. Data from illustrates the increasing demand for such accommodations, noting that 54,406 visitors utilized hotel and villa services in one year, a significant rise compared to previous years. This growing popularity has driven the expansion of villa developments, as seen in Bali, where 45.6% of villas are concentrated in North Kuta, with other areas like South Kuta, Mengwi, and Abiansema also playing significant roles (Evita et al., 2012). Such strategic locations are chosen to maximize tourist accessibility and to capitalize on natural or cultural attractions nearby, as supported by Spillane (1987), who underscores the importance of situating accommodations close to their target markets.

The categorization of villas further highlights their adaptability to different environments and tourist preferences. According to villas can be divided into resort villas, mountain villas, and beach villas, each type designed to complement its respective setting. For instance, mountain villas prioritize integration with natural landscapes, while beach villas emphasize coastal aesthetics. This adaptability aligns with the principles of organic architecture discussed by Ganguly (2008), who stresses the need for harmony between built structures and their surrounding environment. In the context of Lembang, mountain villas can integrate Sundanese architectural elements, such as traditional motifs and natural materials, to enhance cultural resonance and environmental sustainability. also highlights the importance of regional uniqueness in tourism, suggesting that incorporating cultural heritage into villa design can create a distinct identity that attracts tourists. For example, cultural activities like Sundanese cooking classes or traditional craft workshops not only enrich the guest experience but also contribute to the preservation of local traditions. These efforts reflect a participatory approach to tourism development, where collaboration with local communities ensures cultural heritage is maintained and celebrated.

Sustainability is a critical consideration in modern villa developments, particularly as global tourism trends increasingly prioritize eco-conscious practices. Evita et al. (2012) emphasize the importance of integrating sustainable features, such as solar panels, rainwater harvesting systems, and rooftop gardens, to reduce the environmental footprint of villa construction and operation. These eco-friendly initiatives align with the global shift toward sustainable tourism and reinforce the role of villas as contributors to environmental stewardship. Furthermore, notes that the success of tourism accommodations lies in their ability to provide relaxation and recreation while maintaining harmony with the environment. In this regard, villas that adopt holistic designs—combining strategic site planning, cultural integration, and sustainability—can create a meaningful and competitive tourism experience. By leveraging the cultural and natural assets of their locations, villa developments in regions like Lembang can simultaneously support economic growth, cultural preservation, and environmental sustainability.

METHODS

This study utilized an inferential quantitative approach to analyze preferences for villa and resort architecture in Lembang, with a focus on integrating Sundanese cultural elements. A total of 331 respondents were selected using a random sampling technique to ensure diverse demographic representation. Respondents were categorized based on age, gender, and occupation, including students, private-sector employees, entrepreneurs, professionals in architecture or design, and civil servants. Data collection was conducted through an online questionnaire comprising demographic questions and a 5-point Likert scale to measure attitudes toward traditional, modern, and culturally integrated villa designs.

The statistical analysis employed included t-tests, regression analysis, and correlation analysis. The t-tests were used to compare preferences across demographic groups, revealing significant differences between age categories in their attitudes toward traditional versus modern architectural styles. Regression analysis was applied to identify the influence of demographic characteristics (such as age, gender, and occupation) on preferences for cultural integration in villa designs. Relationships between variables were analyzed using the following correlation formula:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Where r represents the correlation coefficient, n is the sample size, and x and y are the variables under analysis. The symbol Σ indicates the summation of values. This analysis identified a strong positive correlation ($r = 0.82$) between the use of local materials and the perceived architectural appeal of villas, underscoring the importance of authenticity in design.

The findings indicate that 90.3% of respondents believe traditional architecture remains relevant for tourism, while 87.6% prefer villas incorporating Sundanese cultural elements. Additionally, 86.1% agree that using local materials, such as bamboo and wood, enhances architectural appeal, and 87% acknowledge that villa architecture significantly influences tourists' decisions. These results underscore the importance of integrating local cultural elements into modern villa designs. The strong preference for traditional architecture suggests that cultural authenticity plays a vital role in shaping tourists' experiences and choices. Moreover, the emphasis on local materials aligns with the growing demand for sustainable tourism, highlighting the aesthetic and environmental advantages of bamboo and wood. The significant influence of architecture on tourist decisions further reinforces the need for distinctive, culturally enriched designs to enhance the appeal of Sundanese villas. To capitalize on these insights, the study recommends adopting culturally responsive designs, incorporating eco-friendly practices such as rainwater harvesting and solar energy utilization, and implementing strategic branding to emphasize the unique identity of Sundanese villas. By integrating these strategies, stakeholders can create sustainable, competitive, and culturally rich tourism accommodations in Lembang, reinforcing the region's attractiveness as a heritage-driven destination.

RESULTS AND DISCUSSION

Lembang District stands out as a premier tourist destination in West Bandung, renowned for its cool climate, stunning natural scenery, and rich biodiversity. This region offers an inviting retreat from the urban hustle, drawing both domestic and international tourists. Its agricultural landscapes and lush greenery further enhance its appeal, creating a harmonious blend of nature and culture. However, with the growth of tourism in Lembang, critical evaluation of its development trajectory becomes imperative. Unchecked commercialization poses a threat to the region's unique ecological and cultural attributes, necessitating a balanced approach that prioritizes sustainability and the preservation of local identity.

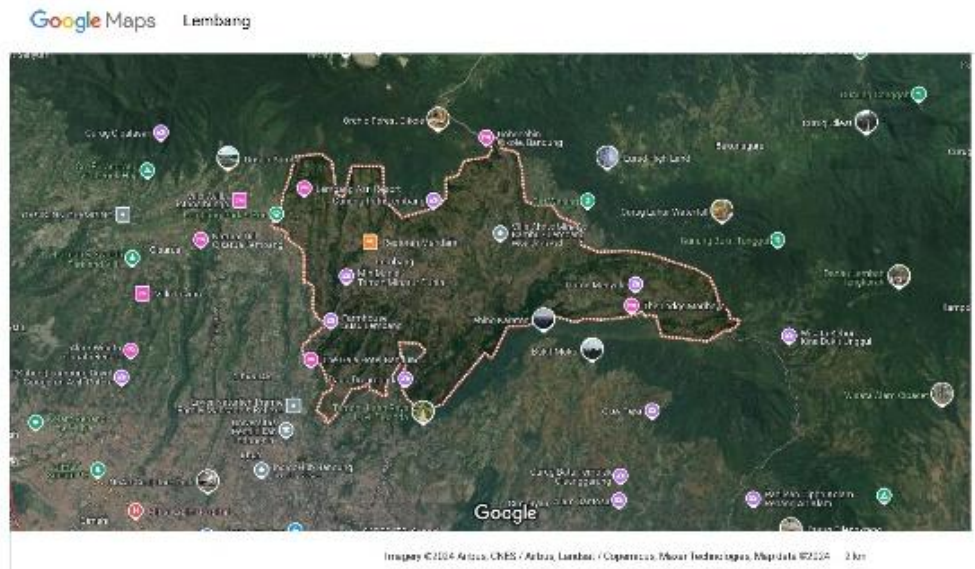


Figure 1. Location of Lembang
(Source: <https://maps.google.com/maps>)

Pagerwangi Village, situated within this picturesque district, exemplifies the fusion of natural beauty and tourism potential. Known for its breathtaking panoramic views, the village attracts both visitors and investors eager to explore its recreational opportunities, such as hiking, nature walks, and eco-tourism activities. However, this growing popularity is a double-edged sword. Increased foot traffic and development pressures threaten to erode the village’s pristine environment and cultural authenticity. To ensure sustainable growth, it is vital to adopt strategies that protect the natural landscape while integrating tourism into the local ecosystem responsibly.

In this context, the proposed villa development in Pagerwangi Village emphasizes a thoughtful approach to land use. The site plan prioritizes the harmony between architectural structures and the surrounding environment, respecting the natural topography and local cultural heritage. Beyond ecological compliance, the design aims to enhance the visitor experience by optimizing views, promoting accessibility, and preserving the village’s character. This approach underscores the importance of creating a symbiotic relationship between the built and natural environments, fostering both tourism growth and local livelihoods.



Figure 2. The Mapping of Pagerwangi
(Source: <https://maps.google.com/maps>)

To reinforce the connection between tourism and culture, the incorporation of Sundanese architectural elements becomes a cornerstone of this development. The use of traditional materials, motifs, and open-air layouts reflects the region’s

rich heritage while providing a distinct cultural identity for the villas. However, such integration must move beyond superficial representation; it requires a genuine commitment to authenticity, ensuring that the architecture serves as a living embodiment of Sundanese culture rather than merely catering to aesthetic trends.

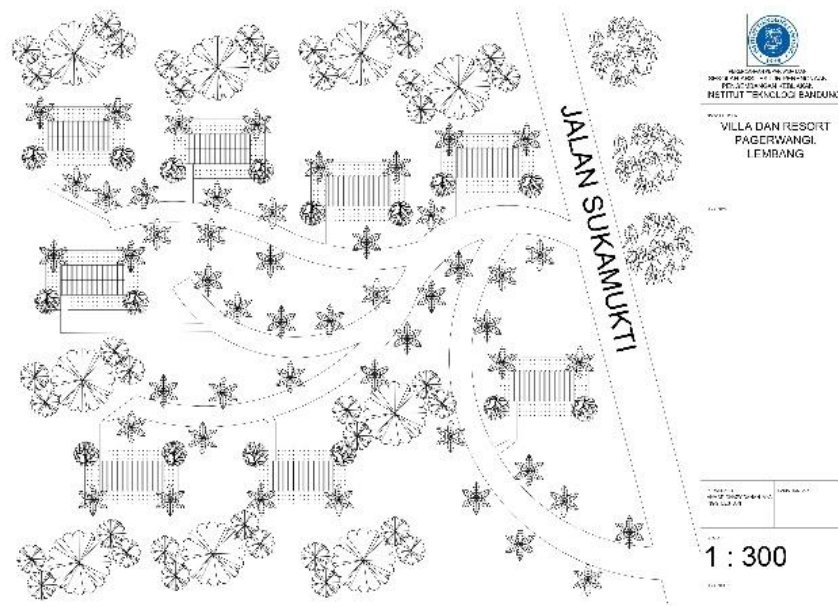


Figure 3. The Siteplan Villa

Tourist preferences further validate the importance of cultural integration. Survey results indicate that modern travelers increasingly seek accommodation that reflects local culture and heritage, aligning their travel experiences with meaningful connections to the destination. This trend highlights the need for villa developers to move beyond generic luxury offerings and embrace cultural authenticity as a core differentiator. By aligning tourism development with cultural expectations and environmental stewardship, this research advocates for a participatory approach where local communities play an active role in shaping narratives of development.



Figure 4. The Design Villa

Survey results reveal a compelling trend: tourists are increasingly drawn to accommodations that reflect local culture and heritage. This finding is significant; it underscores the need for villa developers to move beyond generic luxury offerings and embrace cultural authenticity as a key differentiator. The research highlights the importance of aligning tourism development with the cultural expectations of visitors, thereby enhancing customer satisfaction and loyalty. Developers must acknowledge that today's travelers seek not just luxury but also meaningful experiences that deepen their connection to the destination.

Design Integration for Cultural and Modern Fusion

Integrating Sundanese elements into the interior design of villas is a key strategy to establish a strong cultural identity while meeting modern hospitality standards. Interior designs that incorporate traditional Sundanese motifs, such as batik-patterned upholstery, wooden carvings, and woven bamboo panels, enhance the authenticity of the space. These elements not only reflect the cultural heritage of West Java but also create a unique aesthetic appeal that resonates with both local and international visitors.



Figure 5. Interior Design Villa

The inclusion of modern amenities such as ergonomic furniture, smart lighting systems, and energy-efficient appliances ensures guest comfort while maintaining a balance between tradition and contemporary expectations. For example, combining bamboo or rattan furniture with sleek, minimalist décor can create an ambiance that is both elegant and rooted in local heritage. Additionally, vibrant color palettes inspired by Sundanese textiles can enliven spaces, making them more inviting.

To enhance the guest experience, villas can offer customizable spaces that cater to different preferences. For instance, modular furniture allows guests to reconfigure their living areas, creating a more personalized and interactive environment. This blend of traditional craftsmanship and modern flexibility ensures that the interior design is not only functional but also memorable.

Table 2. Integration of Villas in Lembang

Interior Feature	Traditional Element	Pelengkap Modern
Wall Panels	Bamboo or woven rattan	Acoustic insulation with LED accents
Furniture	Hand-carved wooden chair	Modular and ergonomic seating
Décor	Batik-patterned cushion	Minimalist modern lighting fixtures
Flooring	Polished natural stone	Heated flooring systems
Technology	None	Smart climate control and lighting

Sustainable Design Solutions

To align with global sustainability trends, villas in Lembang should adopt eco-friendly materials and practices in their interior designs. Using locally sourced materials, such as reclaimed teak wood, natural stone, and bamboo, reduces the environmental footprint while supporting local artisans. These materials not only enhance the sustainability of the villa but also reinforce its connection to the surrounding environment. The integration of energy-efficient technologies, such as LED lighting, solar-powered appliances, and water-saving fixtures, is another crucial aspect of sustainable interior design. Smart home systems can further optimize energy usage by allowing guests to control lighting, temperature, and security features from their smartphones, ensuring both convenience and efficiency.

Moreover, villas can implement biophilic design principles to create interiors that promote well-being and a sense of connection with nature. Features such as indoor gardens, large windows that provide natural light, and spaces designed to maximize airflow contribute to healthier and more sustainable living environments. These designs can be complemented by educational signage explaining the environmental benefits of the materials and practices used.

Table 3. Sustainable of Villas in Lembang

Sustainability Feature	Description	Impact
Locally Sourced Material	Bamboo, stone, reclaimed wood	Supports local economy, eco-friendly
Energy-Efficient Fixtures	LED lighting, solar panels, smart systems	Reduces energy consumption
Indoor Greenery	Vertical gardens, potted plants	Enhances air quality, aesthetic
Water-Saving Systems	Low-flow faucets and showers	Reduces water usage
Educational Elements	Informational signs about materials	Raises environmental awareness

Enhanced Visitor Experience through Design

Modern travelers seek immersive and meaningful experiences. Interior designs that reflect local stories and traditions can play a pivotal role in enriching these experiences. For example, each villa room can feature murals or artworks that narrate tales from Sundanese folklore, creating an emotional connection between the guests and the culture. Functionality is equally important in enhancing visitor experiences. Incorporating multi-purpose spaces—such as living areas that can transform into yoga or meditation zones—caters to diverse guest needs. This adaptability ensures that the villa remains attractive to a broader audience, including families, couples, and solo travelers.

Personalized services can be further enhanced through tech-enabled features. For instance, interactive digital screens in villas can provide guests with information about local attractions, cultural activities, and dining options. By blending cultural richness with modern technology, the interior design fosters a sense of discovery and engagement.

Table 4. Experience of Villas in Lembang

Visitor Experience Feature	Example	Benefit
Cultural Artwork	Murals depicting Sundanese folklore	Builds cultural connection
Multi-Purpose Spaces	Yoga/meditation-friendly living areas	Attracts diverse guest profiles
Interactive Screens	Smart displays with local information	Enhances guest convenience
Local Materials in Décor	Stone carvings, batik cushions	Adds authenticity to interiors
Personalized Amenities	Tailored room settings, digital concierge	Boosts satisfaction and comfort

Community Engagement through Interior Craftsmanship

Community engagement is critical for promoting cultural preservation while supporting local economies. Villas in Lembang can partner with local artisans and craftsmen to produce unique interior elements such as handmade furniture, traditional textiles, and custom décor. These collaborations not only enrich the villa interiors but also provide sustainable livelihoods for local communities.

Workshops hosted by local craftsmen can also be integrated into the villa experience. Guests can participate in activities such as batik making, wood carving, or bamboo weaving, allowing them to take a piece of Sundanese culture back home. This interactive approach transforms villa stays into memorable cultural experiences.

Promoting artisan stories within the villas can further enhance the guest experience. Displaying information about the origins of the interior elements and the craftsmen who created them adds depth and meaning to the space. This storytelling fosters a deeper appreciation for the culture and heritage of Lembang.

Table 5. Community Design of Villas in Lembang

Community Engagement Element	Activity	Outcome
Handmade Décor	Locally crafted furniture and textiles	Supports artisans, cultural value
Guest Workshops	Batik making, carving, weaving	Enriches guest experience
Artisan Profiles	Stories displayed within the villa	Builds appreciation for culture
Collaborative Design	Custom designs by local craftsmen	Creates unique villa aesthetics
Sustainable Partnership	Long-term collaborations with artisans	Economic and cultural sustainability

Design as a Branding Tool

Interior design can serve as a powerful branding tool for villas in Lembang, enabling these accommodations to stand out in the highly competitive tourism market. A well-thought-out interior design not only appeals to the aesthetic preferences of guests but also creates a memorable identity that resonates with their overall experience. By establishing a cohesive and recognizable design identity, villas can differentiate themselves and foster stronger connections with their guests. This identity can draw heavily from Sundanese culture, blending traditional aesthetics

with modern sensibilities to appeal to a diverse demographic of travelers. The fusion of cultural elements and contemporary design offers an authentic yet sophisticated experience that elevates the brand's appeal and reinforces its uniqueness in the marketplace.

Signature design elements rooted in Sundanese heritage can play a pivotal role in building this identity. Features such as intricately carved wooden headboards, batik-patterned wall accents, or handwoven rugs made by local artisans can become iconic aspects of the villa's décor. These unique elements not only create a strong visual impression but also offer guests a tangible connection to the local culture. By incorporating such distinctive features, villas can establish an emotional bond with their guests, fostering brand recall and long-term loyalty. Moreover, ensuring consistency across interior spaces and promotional materials—such as brochures, websites, and social media—further reinforces the brand's image and builds trust with prospective visitors.



Figure 6. Bedroom Design Villa

Immersive storytelling through interior design can add another layer of differentiation to a villa's brand. For instance, thematic designs inspired by Sundanese folklore, natural landscapes, or agricultural heritage can transport guests into a narrative that reflects the region's rich history and cultural identity. A villa room could depict stories of Sundanese mythology through murals, artwork, or decorative elements, creating an environment that feels both personal and culturally significant. Similarly, integrating design elements that reference the natural beauty of Lembang, such as its lush tea plantations or scenic mountain vistas, can offer a sense of place that enriches the guest experience. Such story-driven designs not only enhance guest satisfaction but also encourage word-of-mouth recommendations and repeat visits, as guests are more likely to remember and share accommodations that offer meaningful and unique experiences.

This holistic approach to interior design as a branding tool allows villas to move beyond simply providing luxury accommodation. Instead, they become storytellers, crafting spaces that speak to the cultural essence of Lembang while meeting modern standards of comfort and elegance. By doing so, they ensure that their brand remains memorable, competitive, and deeply connected to the identity of the region they represent.

Innovation must serve as the driving force behind contemporary villa design, blending vernacular architecture with modern sensibilities. However, the risk of losing cultural integrity in the name of progress is palpable. Developers must tread carefully, ensuring that innovative solutions enhance rather than dilute the cultural essence of the region. Employing sustainable technologies and design practices can provide a pathway for modernization while reinforcing the local character. This fusion of old and new not only attracts diverse visitors but also underscores the narrative of continuity and resilience in the face of change.

This research illustrates the substantial potential for sustainable tourism development in Lembang and Pagerwangi Village. However, achieving this potential requires a critical and nuanced approach that prioritizes cultural authenticity, environmental sustainability, and community engagement. The insights drawn from this study offer a comprehensive framework for stakeholders, including developers, local governments, and community members—to navigate the complexities of tourism development. By balancing economic aspirations with cultural and ecological stewardship, Lembang can cultivate a vibrant, resilient tourism landscape that honors its heritage

while embracing the future. This approach is essential for ensuring that the region remains a compelling destination for generations to come, providing a model for other areas grappling with similar challenges.

Table 6. Branding Tools of Villas in Lembang

Branding Feature	Example	Brand Impact
Signature Design Elements	Carved headboards, batik wall accents	Enhances visual identity
Thematic Storytelling	Rooms inspired by Sundanese folklore	Creates memorable guest experience
Cultural Consistency	Uniform Sundanese aesthetics	Strengthens brand authenticity
Customizable Spaces	Personalized interior settings	Builds brand flexibility
Iconic Décor	Unique locally inspired art pieces	Boosts guest recognition

CONCLUSION

This research evaluates public preferences for the architectural design of villas and resorts in Lembang, focusing specifically on the integration of local Sundanese cultural elements. The findings indicate a strong inclination among respondents toward architectural designs that incorporate traditional elements while embracing modern aesthetics. Notably, 90.3% of participants affirmed the continued relevance of traditional architecture in contemporary tourism. This underscores the potential of integrating cultural heritage into villa designs to enhance their appeal, providing a competitive edge in a tourism market increasingly drawn to authenticity and uniqueness. Furthermore, 87.8% of respondents expressed a clear preference for villas and resorts that reflect local cultural elements, highlighting the importance of cultural representation in attracting and retaining tourists.

The analysis also reveals a significant positive correlation between the use of local materials and the perceived architectural appeal of villas. Specifically, 86% of respondents acknowledged that incorporating materials like bamboo and wood not only enhances the aesthetic value of accommodations but also strengthens their connection to the cultural and natural environment. These findings emphasize the dual importance of design elements that resonate culturally while appealing to the modern sensibilities of guests. This balance between tradition and modernity is critical for maintaining the uniqueness of Lembang’s tourism offerings.

For future research, it is recommended to explore the long-term impacts of cultural integration in architectural design, particularly regarding tourist satisfaction, loyalty, and repeat visits. Additionally, further investigation is needed into the economic implications of culturally integrated designs for local communities, including potential boosts to employment and artisan industries. Future studies should also focus on the development of sustainable architectural practices that address environmental considerations while preserving cultural authenticity. This approach is vital to ensure the enduring legacy of Lembang's rich cultural heritage amidst the evolving demands of modern tourism. By adopting strategies that marry tradition with innovation, stakeholders can create accommodations that benefit both the local community and visitors seeking meaningful, authentic experiences.

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