

ABSTRACT

Bandung became an attractive tourism city and is frequented by local and foreign tourists. Things that make Bandung became one of the favorite destinations for Bandung has several themes such as heritage tourism destinations, shopping and culinary, education, nature and entertainment, and mice. The number of tourist destinations impact on the increasing number of tourists who visit. The increasing number of tourists impact on the natural surroundings. From the above phenomenon, the authors wanted to know what are the factors that are sustainable tourism in the city of Bandung.

Using factor analysis technique whose function is to reduce the form factor and new factors which will be known factor - any factor that is forming a sustainable tourism in the city of Bandung

The author uses quantitative methods, data collection through a questionnaire involving 400 respondents were distributed randomly and using the technique of factor analysis which there are six factors that create factor of sustainable tourism in the city of Bandung.

Results of this research is the creation of six factors resulting from factor analysis that attractiveness factors, environmental factors, factors of energy management, historical factor, the factor of energy savings, and economic factors.

Related to the attractiveness is the biggest factor in creating sustainable tourism it is expected that the tourism department of Bandung to increase the attractiveness of tourist destinations Bandung with how to treat regularly, increasing the number of tourist destinations, and educate about the attractiveness of Bandung that can make travelers feel more satisfied and they will recommend Bandung as a travel destination to friends / family. The attractiveness in the travelling to be a priority in the tour and of course the exciting destinations will add value to the tourist attractions in the city of Bandung.

Keywords: Travelers, social, cultural, economic, and environmental.