

**ABSTRACT**

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*The city of Bandung is one of the cities that has a high tourist attraction. One of them is educational tourism, educational tourism is a tourism concept that applies non-formal education about a knowledge to tourists visiting a tourist attraction. But most tourists visit to do shopping, nature tourism and culinary tourism compared to educational tours. This is due to the lack of tourist objects and attractions, accessibility and amenities (tourism support facilities). Tourism as a service industry must be able to provide experience to every tourist who visits. Tourist Experience is a socially constructed term in which the meaning of the tourist experience is associated with various interpretations of the social, environmental, and activity components of the overall experience. The experience gained is taken into consideration by tourists in determining the tourist objects to be visited. The Tourist Experience is measured through the dimensions of object experience, cognitive experience, introspective experience, and social experience. The method in this study uses descriptive quantitative methods with questionnaire data collection techniques. The number of samples taken was 302 respondents who had visited the Bandung Geological Museum educational tour, Bandung Zoo and Bandung Science Center. The results showed that the Cognitive Experience felt by tourists in educational tours in Bandung City had the highest percentage of 78.14%. This is because the level of knowledge and level of understanding that tourists get in tourist attraction. Social Experience felt by tourists in educational tours in Bandung City has the lowest percentage of 73.50%. Lack of availability of facilities to gather and interact with other visitors. It can be concluded that the Tourist Experience in Tourism Education in the City of Bandung is quite impressive for tourists. But there needs to be an increase in the facilities provided to tourists.*

*Keywords: Tourists Experience, Educational Tourism, Bandung City*