

ABSTRACT

Tourism development in Greater Bandung causes various problems such as traffic jams, lack of information on tourist destinations, waste management and the availability of clean water. Responsible tourism is the development of environmental tourism (ecotourism) and sustainable tourism and is the right way to minimize the negative impacts of tourism activities. The aim of this research is to determine the behavior of the Baby Boomers Generation in contributing to the growth of responsible tourism in Greater Bandung. This research uses a qualitative approach method by interviewing respondents from the Baby Boomers Generation. Research shows that the Baby Boomers Generation is aware of implementing responsible tourism by optimizing natural resources, studying local culture and improving the economy in tourist destinations.

Keywords: Baby boomers, responsible tourism, Bandung Raya