

ABSTRACT

This study aims to measure the behavior of Generation Z towards sustainable tourism in the Cekungan Bandung area, which is facing alarming conditions such as increasing temperatures, decreasing reserves of clean and healthy water, and increasing levels of environmental pollution. The research method applied is a qualitative approach with in-depth interviews involving respondents from Generation Z. The focus of this research is on the Cekungan Bandung area, which is a popular tourist destination in Indonesia. The results of the study indicate that Generation Z has shown awareness of the importance of implementing sustainable tourism. Even so, it was found that there was a need for further coaching to strengthen their attitudes and behavior in supporting sustainable tourism. The implications of this research are expected to be able to support the achievement of sustainable tourism goals, by optimizing economic, environmental and social benefits, while effectively reducing the negative impacts that may arise.

Keywords: Generation Z, sustainable tourism, behavior, Cekungan Bandung