

ABSTRACT

Tourist behavior psychologically has an important role in tourists' decisions to choose attractions. The variety of tourist attractions in Bandung Regency attracts the attention of visitors to tourist destinations, so the purpose of this study is to analyze the behavior of Gen X tourists in supporting Sustainable Tourism in Bandung Regency. The research method used is a qualitative method with descriptive data presentation.

Keywords: The role of tourists, Sustainable Tourism, Bandung Regency.