

## ABSTRACT

---

*The tourism potential of the City and Regency of Bandung has not been fully utilized to its maximum potential. This is due to limited facilities and infrastructure provided by the city and regency governments, which have hindered the implementation of tourism development programs in terms of amenities, facilities, and infrastructure. This research aims to analyze the prioritization of tourism amenity development that should be prioritized by stakeholders in the City and Regency of Bandung. The research utilizes a quantitative descriptive method, using the Analytic Hierarchy Process (AHP) technique. Data were collected through questionnaires distributed to members of the Pentahelix, consisting of academics, business practitioners, tourism community members, government officials, and media within the City and Regency of Bandung. The research results indicate that the top priority for tourism amenity development in the Regency of Bandung is accommodation, while in the City of Bandung, it is recreation.*

*Keywords : Amenities, Pentahelix, AHP, City and Regency of Bandung, Tourism*