

ABSTRACT

One of the development of tourist destinations in the city of Bandung is developing tourist villages in urban areas as tourism with Community Based Tourism (CBT) which involves the creative economy. One of the creative tourism villages in Bandung that is still active and has quite high potential is the Cigadung creative tourism village. However, the development of the Cigadung creative tourist village needs to be balanced with improving facilities to support the ease, comfort and safety of tourist visits which can influence motivation in tourist decisions and is related to the quality of tourist experiences which can impact visitor loyalty. To determine the need for facilities (buildings that have building functions) that are in accordance with the activity and behavior needs of the community and tourists of the Cigadung creative tourism village, it is necessary to carry out a behavioral analysis study so that behavioral patterns can be found in a series of activities related to time, users and space used. This research uses a qualitative method with a case study approach with a focus on the research object, namely the Cigadung creative tourist village. The analysis was carried out by examining the six tourist destinations in the Cigadung creative tourism village. This research resulted in a behavioral study of six tourist destinations in the Cigadung creative tourism village which are related to the function of visitor center facilities. This research aims to create a standard recommendation for visitor center space as a facility that can support the needs of the community and tourists of the Cigadung creative tourism village.

Keywords: *Cigadung Creative Tourism Village, Behavior, Space Standards, Visitor Center.*