

ABSTRACT

Film Tourism is a media film widely used in the modern era to introduce tourist attractions, such as nature tourism, historical tourism, and others. This is used to improve the tourism sector in some places that have a lack of visitors. In the city of Bandung itself has many tourist attractions such as nature tourism, culinary tourism, horror tourism, historical tourism, and others, but the most visited tourist places are natural attractions, making some sectors of tourist areas become deserted visitors. In addition, the lack of information media to introduce other tourist attractions, such as historical attractions is one of the impacts that make historical tourism places fewer visitors and less desirable especially by the youth millennials, whereas history is a thing that the young generation should not forget. At this time, the millennials of the youth have been many who have traveled to several places both with the family and with their friends. The design of tourism film begins with research to get information related to the phenomenon that will be used as a need for stories. The research was conducted using qualitative methods. The Film aims to introduce the historical tourist places in the city of Bandung to the millennials of the youth.

Keywords: Tourism History, Youth, Film Tourism.