

ABSTRACT

Not only the natural beauty that attracts tourists to come to the city of Bandung, but also the many unique tourist attractions. People's interest in traveling after the pandemic was hindered by the Implementation of Community Activity Restrictions, or what we often call PPKM. The Bandung City Culture and Tourism Office (Disbudpar) said that there was a decrease in tourist interest by 50 percent. This research was made against the background of declining tourist interest in the post-covid-19 pandemic. This research was designed using qualitative methods, namely by collecting data that the author got through several sources. In addition to aiming to increase tourist interest again and boost the economy in the city of Bandung, this study also aims to see the development of film media as one of the media that can be useful for promoting tourist attractions.

Keywords: *Tourism, Post Pandemic, Creative Economy*