

ABSTRACT

This study aims to measure the level of awareness and participation of millennial generation tourists in realizing sustainable tourism in Greater Bandung. By increasing the millennial generation's understanding and awareness of the importance of responsibility in tourism, it is expected to create sustainable tourism and have a positive impact on local communities and the environment in the Greater Bandung area. This research uses descriptive qualitative research methodology is used in this study to gain in-depth insight into the behavior of millennial tourists towards sustainable tourism. With a case study conducted in the Greater Bandung area, because this area is known to have diverse and attractive tourist attractions for millennial tourists. The results showed that the millennial generation has not fully understood the concept of sustainable tourism. However, this generation supports the application of tourism concepts to prevent negative impacts caused by tourism activities.

Keywords: sustainable tourism, tourists, behavior, millennial generation,