

ABSTRACT

Bandung is one of Indonesia's premier tourist destinations, experiencing rapid growth. However, despite the abundance of information available online, tourists often struggle to find a well-structured and comprehensive guide. This issue is particularly evident for first-time visitors to Bandung, who often feel overwhelmed when planning their trips. This research aims to develop a travel guide that enhances the travel experience of tourists in Bandung. The research methodology involves collecting primary data through field surveys and interviews with tourists, as well as secondary data from literature and reliable online sources. The results indicate that a structured and user-friendly travel guide is highly needed to improve the tourist experience. This guide includes comprehensive information on tourist attractions, accommodations, local cuisine, and practical travel tips. The main conclusion of this research is the importance of having an integrated and easily accessible travel guide that can help tourists explore and enjoy Bandung's uniqueness more optimally.

Keywords: *Travel Guide, Bandung, Information Development, Tourists*