

**PENGEMBANGAN WISATA SUMBERAWAN
UNTUK MENINGKATKAN JUMLAH KUNJUNGAN
WISATAWAN SETELAH PANDEMI COVID-19
DI MALANG JAWA TIMUR**

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ABSTRACT

Sumberawan tourism is a destination that has several potentials consisting of natural scenery views, Sumberawan temples, and Sumberawan baths. This paper aims to look at the development of sumberawan tourism to Increase the Number of Tourist Visits after the Covid-19 Pandemic in Malang, East Java. Because this resource tourism has several interesting potentials and can bring in a lot of tourists if it is managed properly. This research activity was carried out in November 2020, data was collected through observation, interviews, and documentation, then analyzed using SWOT. This research uses qualitative research methods, in which this method identifies internal factors and external factors. Activities that can be done on this Sumberawan tour such as playing with family, enjoying the beautiful natural view accompanied by the view of the pine forest, learning about the history of the Sumberawan temple, swimming or bathing in the Sumberawan bath.

Keywords: *Sumberawan Tourism, Management, Potential, Qualitative*