

**DAMPAK PANDEMI COVID-19 DAN PERSIAPAN
MENGHADAPI ERA KEBIASAAN BARU PADA DESTINASI
WISATA PEMANDIAN SUBAN AIR PANAS, CURUP,
BENGKULU**

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ABSTRACT

Pemandian Suban Air Panas are hot springs located in Cawang Baru, Curup Timur, Rejang Lebong. This area is a tourist attraction because of the hot water that flows directly from Kaba Hill. However, after being affected by the Covid-19 pandemic, this bathhouse experienced a decrease in tourist visits which had an impact not only on the management but also on local residents. However, at this time the Pemandian Suban Air Panas have started operating again using the health protocol. This article aims to explore the potential and strategies that can be taken to develop this tourism area again in this new habitual adaptation period. This article uses a data collection study technique which is ultimately analyzed by means of a SWOT analysis. From this research it is concluded that the Pemandian Suban Air Panas have good potential and also have competitors which if they are still like this it will be competed with by its competitors. And during the adaptation period of this new habit, it is hoped that the strategy implemented can continue to develop in order to increase the track number of visits to this area and it is hoped that it can maximize the tourism sector in this region.

Key words: Pemandian Suban Air Panas , Pandemic, covid-19