

STRATEGI PENGEMBANGAN WISATA KAMPUNG CHINA RAJA SEBERANG
PANGKALAN BUN KALIMANTAN TENGAH
PADA ERA *COVID-19*

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ABSTRACT

Kampung China Raja Seberang is one of the tourist attractions in the Pangkalan Bun, Central Borneo. Kampung China Raja Seberang has an infinite number of tourist attractions that have yet to be widely known. The potential of Kampung China Raja Seberang still needs to be managed and better developed, as a tourist attraction at Pangkalan Bun, Central Borneo. The study has a purpose to know how to organize the development strategy for Kampung China Raja Seberang attractions in the covid-19 era and the role of the people and government in managing Kampung China Raja Seberang travel destination, then identify the strengths and weaknesses to find the strategy in the Kampung China Raja Seberang, finally to introduce the Kampung China Raja Seberang to general public as the cultural and culinary travel destination in Pangkalan Bun, Central Borneo. The study uses qualitative and SWOT analysis, which focuses on the Kampung China Raja Seberang strategy in the covid-19 era. The results of this study help improve management, promotion, public cooperation with government, economics, facilities, and accessibility of the Kampung China Raja Seberang as an appropriate tourist destination for the visiting tourists.

Key Words: Kampung China Raja Seberang, Pangkalan Bun, Cultural tourism, Culinary tourism.