

**PENGELOLAAN PANTAI PALM BEACH DALAM UPAYA  
MENINGKATKAN WISATAWAN DI MASA PANDEMI COVID-19  
DI KOTA SINGKAWANG KALIMANTAN BARAT**

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***ABSTRACT***

*Palm Beach tourism is located in Singkawang Selatan District, Singkawang City. This tourist attraction has the potential of white sand and sea water that has green gradations, sunsets and sunrises. This study uses qualitative methods with data collection techniques obtained through observation, in-depth interviews and documentation. In order to obtain the appropriate data, data triangulation techniques were used, while for data analysis, SWOT analysis was used. The results of the analysis show that in terms of management there is still a need for a strategy to attract tourists and not to forget the role of the government, managers and local communities, good cooperation is needed to improve services and better health protection facilities.*

***Keywords:*** *Palm Beach, Management, Potential*