

**PENGEMBANGAN DESA WISATA
DI KECAMATAN TELUK SAMPIT KALIMANTAN
TENGAH PASCA PANDEMI COVID-19**

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ABSTRACT

Kotawaringin timur has the potential for diverse natural and cultural tourism, and has the potential to become a leading tourist destination that can attract both domestic and foreign tourists. To synergize the development of the coastal area of Sampit bay and the tip of Pandaran, the next step is to make the area around the area with a tourist village. This research aims at compiling and making studies to develop a strategy to develop Basawang village into a tourist village that represents Sampit Teluk Kotawaringin Timur subdistrict. The subject matter in the research is the identification and analysis of the potential and problems that exist in the Basawang Village and the formulation of the concept of developing Basawang Village into a tourist village. The research method used is a qualitative method and data collection using observation, interviews, documentation and questionnaires and data analysis using SWOT.

The results showed that the basawang village in Teluk Sampit sub-district has great potential if it is managed and the potential in the Basawang village continues to be improved and developed into a tourist village that can be the main guideline and reference in the development of a tourist village in East Kotawaringin district. Basawang Village is supported by the surrounding community and the Culture and Tourism Office of East Kotawaringin Regency as the leading sector for regional tourism development. Improvement and development in the aspects of destinations, marketing, industry and institutions in Basawang Village really need to be considered to make Basawang Village a tourist village.

Keywords: *Kotawaringin Timur, Development, Potential.*