

## Tourism Development and Promotion in Central Kalimantan Post Pandemi Covid-19: A Sustainable Economic Approach

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### Abstract

*Tourism is one that is able to encourage the economic growth of a region. In various countries in Europe and America, tourism is a contributor to the increase in national income and foreign exchange of a country. In the data for 2020, after the COVID-19 pandemic outbreak, world tourist arrivals fell drastically by -80%. This study aims to describe the development and promotion of tourism with a sustainable economic approach by taking into account social and environmental aspects. This research is a research library where researchers obtain data based on secondary data and scientific references such as books, journals, notes and reports as well as statistical data. The approach taken is descriptive qualitative. The stages in the research consist of collecting library materials, making research notes, sorting data and drawing conclusions. The results show that the development of tourist areas in Central Kalimantan must be carried out with a social approach to the community that emphasizes local cultural customs and sustainable tourism. Development is a strategic step in increasing the interest of local and visiting foreign tourists. The development is carried out with a planning pattern that involves experts from both academics and tourism practitioners. Tourism development and promotion strategies are ways or efforts to increase interest and the number of tourist visits by developing tourist objects and other supports. Several strategies for developing and promoting tourism in Central Kalimantan after the COVID-19 pandemic include identifying targets, making policies, creating a tourism climate, designing promotional messages, selecting promotional channels, determining budgets, determining the promotion mix and evaluating promotions.*

**Keywords :** *Tourism, development, promotion, economic and sustainability*

### 1. Introduction (Times New Roman, Font 12)

Tourism is one that can encourage economic growth in a region. In various countries in Europe and America, tourism is a contributor to increasing a country's national income and foreign exchange (Porda et al., 2021) . In Europe, we know that there are many tourist destinations, one of which is famous is the Eiffel Tower in Paris, France, while for areas of the United States, such as *Hollywood* , which is in the state of California. Not only in Europe and the United States, tourist destinations are also starting to mushroom in Asian regions such as Qatar, China and Southeast Asia.

In 2020 data, after the outbreak of the Covid-19 pandemic, world tourist visits dropped dramatically, reaching -80%. This happened because in almost many tourist destination countries they have *locked down* their countries to avoid the spread of the corona virus. Thus it has implications for the minus of tourist visits in various tourist destination countries. Based on report data submitted by *the World Tourism Organization* (UNWTO) in 2020, the world lost more than 67 million foreign tourists with an estimated loss of up to 80 billion dollars (Wisata, 2021) .

Indonesia itself has felt the impact of the decline in foreign tourist arrivals. From the data submitted by the Ministry of Tourism and Creative Economy (Kemenparekraf) in 2020 there was a decrease in foreign tourists by 74.84% compared to 2019 where the total number of visits was 16.1 million more foreign tourists. Of the 26 entrances for foreign tourists, there were 3 entrances which were particularly hard hit, namely Batam Airport 84.84%, followed by Bali Ngurah Rai Airport 83.02% and Soekarno

Hatta Airport 82.01%. The number of foreign tourist visits in 2020 is only 4 million (Kemenparekraf, 2021).

Central Kalimantan is an area that has such a large area. The second outermost province after Papua has abundant natural wealth. Central Kalimantan consists of 13 districts and 1 municipality, which is an area that deviates from the potential of natural beauty. In 2019 data the number of domestic and foreign tourists increased significantly. This was conveyed by the head of the Central Kalimantan tourism service in a conference with the media crew on October 18, 2019. Central Kalimantan is experiencing rapid progress in the tourism sector. Data submitted by Disbudpar Prov. Central Kalimantan, the number of visits by Wisnus and foreign tourists in 2015 was around 373,610 people, doubled in 2016 to 844,626 people, in 2017 there were 866,074 people, in 2018 there were 990,999 people, and as of August 2019 it had reached 766,631 people. (Central Kalimantan, nd) However, the outbreak of the corona virus in Central Kalimantan also experienced a contraction in the tourism sector in 2020 where there was a significant decrease of -80%, correlating with a decrease in the number of tourist visits nationally (Central Kalimantan, nd) (News, nd).

Geographically, Central Kalimantan is divided into 3 parts. The northern part of Central Kalimantan or commonly called the Barito River Basin (DAS Barito) is an area with a hilly geography which holds a lot of natural beauty such as waterfalls, cascades and cultural sites. This area is also thick with a history of resistance to the Dutch Colonialism. Meanwhile, the central part of Central Kalimantan, from Palangka Raya to Kuala Kapuas, is a plain and peat area. Save natural charms such as Sebangau National Park, black peat river, captivity of forest people, and various kinds of processed rattan. Meanwhile, in the western part of Central Kalimantan, which is an area with geographical hills, peat and coasts starting from Katingan Regency to the western tip of Sukamara Regency, there are many tourist destinations such as Bukit Raya National Park, Yellow Palace, Ujung Pandaran Beach, Tanjung Puting National Park and so on.

There are so many tourism potentials in Central Kalimantan that are not accompanied by efforts to develop destination areas. Although several regional heads have issued policies in the form of tourism area management activities, in particular the tourism sector has not been able to become a mainstay in increasing regional own-source revenue. Visits by foreign tourists are only at a few points, such as the Tanjung Puting National Park, which incidentally is only tourists from primate researchers. For this reason, it is necessary to carry out a comprehensive and integrated development between the provincial and district/city governments.

The development of tourist areas in Central Kalimantan must be carried out with a social community approach that emphasizes local cultural customs and sustainable tourism. Development is a strategic step in increasing interest in visiting local and foreign tourists. Development is carried out with a planning pattern that involves experts from both academics and tourism practitioners (Rulianto et al., 2019).

In addition to development, no less important is the effort to introduce tourist areas with massive promotional breakthroughs. Promotion is a step taken to introduce tourism objects by considering aspects of the promotion mix such as advertising, personal selling, publications and so on. Promotion is also carried out by involving many parties, both the central government and local governments. Effective tourism promotion will have implications for increasing the number of tourist visits in an area (Manafe et al., 2016).

Efforts to develop and promote tourist areas in Central Kalimantan can be carried out using a sustainable economic development approach. Sustainable economic development can be understood as an effort to improve people's welfare evenly from generation to generation so that development is carried out by looking at current and future conditions. Tourism which is certainly very close to the community

must be carried out by involving the community both in development and management so that it will have an impact on the progress of tourism and increase in people's income in particular.

## **2. Literature Review**

Development can be defined as an effort to make adjustments and adaptations to the changes that occur. Development is carried out to achieve the predetermined vision and mission. While the development of tourism potential is an effort to increase the quantity and quality of tourism potential both facilities and infrastructure as well as factors that support the creation of sustainable tourism and have an impact on the surrounding community (Purwanto et al., 2014). Meanwhile, tourism potential is everything that exists around a tourist area that is able to increase the attractiveness of visitors to travel. Each region has different potential. As in Central Kalimantan, there are a variety of tourism potentials that are needed for continuous development. The development of tourism areas is expected to be able to boost the economy. The development of tourism potential will have implications for improving tourism areas and reorganizing natural wealth and biological resource areas in an integrated manner (Nurdianti et al., 2013).

The main reason for the development of tourist areas in the area both locally and nationally is closely related to the economic development of a region. It is not uncommon for regions that focus on tourism development to focus their budget on building facilities that support this development. The development of tourist areas will certainly consider aspects of the advantages and disadvantages of tourism area development activities (Sugianti, 2016).

From the above understanding, it can be concluded that the development of tourist areas (tourism) is an activity carried out to realize integration in using tourism resources in connecting aspects outside the tourist area, whether related directly or indirectly. Development includes advancing, improving and improving the conditions of tourist areas so that they are more attractive and increase tourist visits.

Tourism or commonly known as Tourism in a foreign language is a service industry which does not only cover tourist objects but also includes transportation services, accommodation (hotels/motels), food and drink, souvenirs and many others. (Ministry & RI, n.d.) In Law No.10/2009 it states that tourism is a variety of tourism activities that are supported by facilities and services provided by the community, entrepreneurs, central and regional governments. Whereas article 1 states that tourism activities are trips undertaken by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period (Laksana et al., n.d.).

Many countries and regions depend on the tourism industry where tourism is able to boost revenue in the form of taxes, revenues and other services. Therefore it is necessary to develop the tourism industry with comprehensive strategies. The development of tourism and tourist areas is a step taken to improve tourist areas which has implications for the emergence of a tourism industry.

Meanwhile, tourism marketing is an activity aimed at customers or users of tourism services starting from the process of creating tourist areas, conveying information to tourists. Tourism marketing activities must provide the advantage of trying to impress tourists and always be responsible for the wider community in the tourism area (Laksana et al., n.d.). Tourism economic development is carried out as an effort to increase the welfare of the people in a country, especially

in increasing the per capita income of the population. Economic development is carried out over a long period of time in harmony with fundamental and fundamental changes for income distribution. The impact of economic development is the occurrence of changes in society both in terms of institutions, technology, mindset and culture of society. Economic development serves to avoid social inequality, especially the income gap of the small, middle and upper class (Wong, 2015). According to Prof. Meier, economic development is an effort to increase the real per capita income of citizens in a fairly long period of time (Economics & Development, 2012). Meanwhile, Adam Smith argued that economic development is a process of combining or combining population growth (per capita income) accompanied by advances in the use of technology. More broadly, Schumpeter argues that economic development is a change in employment (industry) and trade related to per capita income and national income where the process occurs continuously over a long period of time (Nasir et al., 2017).

### **3. Methodology**

This research is a literature study where researchers obtain data based on secondary data and scientific references such as books, journals, notes and reports as well as statistical data (George, 2008) . The approach taken is descriptive qualitative. The research subject is the development and promotion of tourism in Central Kalimantan after the Covid-19 pandemic: a sustainable economic approach. The data in this study consisted of primary data and secondary data. Primary data is books from Brandl et al, Butler et al, Chams et al, and Kotler regarding development, promotion, marketing of the public sector, strategy (Sugiyono, 2017) . Then secondary data in the form of references from national and international journals related to the discussion in this study. The stages in the research consist of collecting library materials, making research notes, sorting data and drawing conclusions (George, 2008) .

### **4. Result and Discussion**

#### **4.1 Result**

This research is a library research taken from many references. Based on the results of mapping and data analysis, the results of the research can be presented as follows:

#### **Tourism Destination Development**

Areas that have a high level of visits by both foreign and local tourists are areas that always carry out the development of tourist destination areas. One area that has a very good level of development is like Bandung, West Java and Bali. These two areas are tourist destinations that have a diversity of destination areas. Therefore, development is absolutely necessary (Sugianti, 2016) . Development can be defined as an effort to make adjustments and adaptations to the changes that occur. Development is carried out to achieve the predetermined vision and mission. Meanwhile, the development of tourism potential is an effort to increase the quantity and quality of tourism potential, both facilities and infrastructure as well as factors that support the creation of sustainable tourism and have an impact on the surrounding community (Purwanto et al., 2014) .

Meanwhile, tourism potential is everything that exists around a tourist area that is able to increase the attractiveness of visitors to travel. Each region has different potential. As in Central Kalimantan, there are a variety of tourism potentials that are needed for continuous development. The development of tourism areas is expected to be able to boost the economy. The development

of tourism potential will have implications for improving tourism areas and reorganizing natural wealth and biological resource areas in an integrated manner (Nurdianti et al., 2013) .

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From the above understanding, it can be concluded that the development of tourist areas (tourism) is an activity carried out to realize integration in using tourism resources in connecting aspects outside the tourist area, whether related directly or indirectly. Development includes advancing, improving and improving the conditions of tourist areas so that they are more attractive and increase tourist visits.

Tourism development can be carried out by determining development priorities such as development goals, development visions and development impacts. There are several things to consider in tourism development such as community participation, potential approaches and tourism characteristics, areas, access and potential optimization approaches. The development of tourist areas must also prioritize sustainability for the benefit of the future (Kabupaten et al., 1987) .

#### Tourism and Tourism

Tourism is a travel activity carried out by a person either independently or by a certain agent. The term tourism is closely related to tourism, which means a temporary change of residence for vacation purposes or recreational activities. Tourism varies depending on the needs and desires of someone who travels (tourists). Tourism or commonly known as *Tourism* in a foreign language is a service industry which does not only cover tourist objects but also includes transportation services, accommodation (hotels/motels), food and drink, *souvenirs* and many others. (Kementerian & Ri, nd) Law No. 10/2009 states that tourism is a variety of tourism activities supported by facilities and services provided by the community, businessmen, central and regional governments. Whereas article 1 states that tourism activities are trips undertaken by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period (Laksana et al., nd) .

Many countries and regions depend on the tourism industry where tourism is able to boost revenue in the form of taxes, revenues and other services. Therefore it is necessary to develop the tourism industry with comprehensive strategies. The development of tourism and tourist areas is a step taken to improve tourist areas which has implications for the emergence of a tourism industry.

#### Marketing and Promotion

Marketing is synonymous with activities carried out by certain corporations or business units to introduce their products or services. In a broader sense, marketing does not only apply to profit corporations, but also government agencies or other public sectors. Kotler & Armstrong defines that marketing is a managerial process in which people get what they want or need by providing value *to* others. (Butler et al., 2010) According to Kotler, marketing is an activity that aims to meet needs through a process of recognition and exchange. Marketing does not only talk about sales and advertising, but more than that where marketing must be able to provide more value to customers through the process of identifying customer needs and wants (Laksana et al., nd) .

Meanwhile, tourism marketing is an activity aimed at customers or users of tourism services starting from the process of creating tourist areas, conveying information to tourists. Tourism

marketing activities must provide the advantage of trying to impress tourists and always be responsible for the wider community in the tourism area (Laksana et al., nd) .

Marketing must be done by considering the aspects of effectiveness and efficiency. For this reason, tourism marketing must be managed professionally with managerial aspects starting from planning, organizing, implementing, monitoring and evaluating. In tourism marketing, managers must understand the potential and target market. Potential is a resource needed to meet visitor needs such as destination areas, facilities, and tourism support. Meanwhile, the target market is the person/subject that is the target of the tourism activity (Normelani et al., 2016) .

One part of marketing is promotion. Promotion is the process of introducing a product or service to customers by using the media used. Promotion literally comes from the word Promote which means to develop and improve. In the marketing promotion process it is used as a tool to increase sales turnover. Promotion is also interpreted as an activity of informing customers of products and services to increase buying interest and reminding customers not to forget the products or services provided by the manufacturer. Promotion according to Kotler is part of the marketing strategy process as a way to communicate with the market using the composition of the promotion mix or commonly known as the " *promotion mix* " (Wardani & Krisnanda, 2021) .

The purpose of promotion is to influence consumers in making purchasing decisions. Promotion is not only related to communicating and introducing products and services, but promotion must be able to create an atmosphere so that customers are willing to choose a product. While the main function of promotion is to provide information related to service products, persuade and influence, create an impression/image, and a tool to achieve goals. Components of promotion include advertising, *personal selling* , sales promotion, and publicity. Forms of promotion can be carried out in the form of publications, events, news, *community involvement*, social media and social investment (Chams & García-Blandón, 2019) .

#### Economic Development Concept

Economic development is carried out as an effort to increase the welfare of the people in a country, especially in increasing the per capita income of the population. Economic development is carried out over a long period of time in harmony with fundamental and fundamental changes for income distribution. The impact of economic development is the occurrence of changes in society both in terms of institutions, technology, mindset and culture of society. Economic development serves to avoid social inequality, especially the income gap of the small, middle and upper class (Wong, 2015) .

According to Prof. Meier, economic development is an effort to increase the real per capita income of citizens in a fairly long period of time (Economics & Development, 2012) . Meanwhile, Adam Smith argued that economic development is a process of combining or combining population growth (per capita income) accompanied by advances in the use of technology. More broadly, Schumpeter argues that economic development is a change in employment (industry) and trade related to per capita income and national income where the process occurs continuously over a long period of time (Nasir et al., 2017) .

From the above opinion, it can be concluded that economic development is a process of increasing gross national product or real national income which is reflected in an increase in the real per capita income of the community and an increase in the use of technology used to carry out production activities. Economic development reflects an increase in the standard of living with real output per person.

The desired expectations from economic development are to increase employment opportunities by providing jobs, improve economic quality by equal distribution of income,

improve the quality or quality of education and human resources, increase public understanding which includes social, religious, cultural values and national character.

#### Sustainable Economic Development

It is said that economic development will not succeed if it only prioritizes per capita income. However, economic development is said to be successful if it is carried out with due regard to environmental and sustainability aspects which will continue to be utilized by future generations. Sustainable economic development emphasizes the existence of a balance between humans and nature so that it is mutualism (O'Sullivan et al., 2009) .

Emil Salim argues that sustainable economic development or *sustainable development* is a development process that optimizes the benefits of natural resources by maintaining a balance with human resources. Kleden also believes that sustainable development is the optimal utilization of natural resources and human resources (Secretariat et al., 1979) . So, sustainable economic development is a development activity that optimizes human and natural resources by taking into account aspects of the balance between human interests and environmental sustainability. Sustainable economic development emphasizes the importance of protecting the environment for future generations.

The principles of sustainable economic development include the principles of democracy, the principles of justice and the principles of sustainability. The first is the principle of democracy. This principle emphasizes that economic development must go through democratic mechanisms that are managed by the community and carried out democratically (from, by and for the community). The second is the principle of justice, where the principle of economic development must emphasize the aspect of justice. Justice is the existence of opportunities given to all people and the distribution of income in all sectors. Lastly is the principle of sustainability. Economic development is expected to continue to pay attention to environmental aspects by maintaining a balance. Production waste is expected to be more environmentally friendly and use green energy with low carbon emissions (Goharipour & Mahdavi, 2016) .

The strategy for developing and promoting tourism in Central Kalimantan is an effort made to introduce tourist destinations in Central Kalimantan. Each head and stakeholder must have an accurate tactic so that tourism in their area is known, visited and becomes an alternative tour for tourists. Therefore, the strategy is very important so that what is expected can be carried out properly. Before we discuss what strategies are in tourism development and promotion, it would be nice if we got to know what is meant by strategy (Laksana et al., nd) .

Strategy is understood as a method or tactic that is used as a whole by utilizing the available resources starting from planning to evaluation. Strategy emerged from Europe during the time of the Athenian empire which comes from the word *stratēgos* which is interpreted as "military commander". In the Middle Ages strategy emerged as an attempt to win the war. All leaders have different strategies depending on the situation and conditions (Brandl et al., 2017) .

The strategy will work well if it is supported by all the teams involved. Therefore, strategy does not only emerge from the leader's ideas, but can also be based on input from subordinates or colleagues who have similar ideas. The strategy will work if there is a common perception, team support, support resources, adequate funds, and also understand the supporting and inhibiting factors. In contrast to tactics, strategies are carried out with a fairly long time allocation and are not practical (D & Obang, 2012) .

The strategy has levels that become a reference in decision making. The first level is a strategy related to community response (*enterprise strategy*) . This strategy arises because of the desire of the community that cannot be controlled by the organization. Organizations must

understand what the people want and need so that a quick organizational response is needed. The second is organizational strategy (*corporate strategy*). This strategy is a grand strategy born from the internal organization which becomes the vision and mission. The vision and mission make the organization have to make the right strategy scheme. Third, business strategy (*business strategy*). This strategy is made to win the market. Business strategy is a collaborative strategy between strategies originating from community and organizational responses. Business strategy is an effort to win the market against competitors. The last one is a functional strategy (Mahfoozi et al., 2018).

Several types of strategies that we often see are integration strategies, intensive strategies, diversification strategies, defensive strategies, Michael Porter's general strategy (Cycyota et al., 2016). The types of strategies can be seen in table 2.1 as follows:

**Table 1 Types of Strategy**

No	Types of Strategy	Information
1	Integration Strategy	This strategy is a strategy of connecting or unifying both vertically and horizontally with the aim of being able to control competitors.
2	Intensive Strategy	Is a strategy by increasing the superiority of a product or service with a focus on development and innovation in order to exist against many opponents
3	Diversification Strategy	This strategy includes 3 things such as concentric, horizontal and conglomerate by adding new products and services from all lines.
4	Defensive Strategy	This strategy is carried out by doing things that are out of the ordinary by divesting assets to increase product and service development through increasing liquidity.
5	General Strategy Michael Porter	This strategy focuses on competitive advantage by increasing cost efficiency, product and service differentiation as well as focusing on customer satisfaction.

The tourism development and promotion strategy is a way or effort to increase the interest and number of tourist visits by developing tourist objects and other supports (Di & Lebak, 2018). Several tourism development and promotion strategies in Central Kalimantan are as follows:

#### Identify Targets

This strategy aims to determine who will be the target of tourism. Identifying the target is the tourist himself. Whether the target is local tourists or foreign tourists. This target must be clearly visible from the planning. Then it must be able to determine the number of targets continuously (Wahyuni & Maryani, 2015). For example, the tourism target for Central Kalimantan in 2022 is 70% local tourists and 30% foreign tourists. Local tourists must be clear where they are coming from, for example internal Central Kalimantan what percentage, from Kalimantan itself what percentage and from provinces outside Kalimantan what percentage. Then for foreign countries, it must also be specific from which country, whether from the nearest neighboring countries, for



example Asean and Australia or precisely from Europe and America. All of that must be well identified based on the target. If we have determined the target identification then we can make what steps will be made.

**Table 2 Example of Target Identification**

No	Target	2022	2023	2024	2025
1	Local travelers	70%	65%	60%	55%
2	Foreign Travelers	30%	35%	40%	45%

#### Defining Development and Promotional Goals (Communication)

After target identification has been carried out, the next step is to determine development and promotion objectives. Development and promotion are of course carried out by paying attention to who is the target of tourism (Di & Lebak, 2018) . The purpose of development and promotion is none other than so that anyone who becomes the target can be realized properly. The purpose of promotion and communication is none other than to increase public awareness to travel, create new pleasures, become alternative experiences, increase confidence to travel and increase the number of tourist visits.

#### Create Policy

The right policy will have an impact on the success of a vision. Making policies means creating a responsive bureaucratic ecosystem (Kremer et al., 2019) . Therefore, making policies is increasingly important so that what is the goal can be carried out properly. The policy for the development and promotion of tourism in Central Kalimantan is to make special regional regulations for development and tourism purposes which include the development of destination areas, intensive promotion, convenience for stakeholders, tax breaks for tourism actors and also environmental sustainability of destinations. These regional regulations must be linear with district/city government policies.

#### Creating a Tourism Climate

The tourism climate must be a long-term policy. How can tourism be well received if the surrounding community is not friendly to tourists. Therefore it is necessary to educate the wider community, especially to create a more *friendly climate* (Manafe et al., nd) . The slogans of hospitality and *welcoming* must continue to become the culture of society. Tourism does not only sell destinations, but also the uniqueness of the community is a characteristic that must be created (Mistriani et al., 2018) .

#### Designing Promotional Messages

Messages that are easy to understand are messages that people expect. Therefore, it is necessary to design an effective message (Csiernik et al., 2012) . The ideal message is one that raises the attention of tourists so that their interest increases. When their attention increases, it is hoped that it will result in Action. The message must be able to answer 4 things such as “ *How* ’, “ *What* ”, “ *Who* ” and “ *When* ”. If the promotional message is able to be answered, then the message can be said to be effective (Wardani & Krisnanda, 2021) .

#### Promotion Channel Selection

There are many organizations that fail to carry out promotions due to the wrong promotion channels. Promotional channels are the media used to convey promotional messages (Wardani & Krisnanda, 2021) . Currently there are so many tourism promotion channels, so you have to be able

to select promotion channels. Consideration of the effectiveness of the promotion must be the main one. Then, the consideration of affordability is also very important so that anyone who becomes the target must be properly conveyed.

#### Determination of the Promotional Budget

Some corporations have fantastic promotion budgets. No half-hearted promotion costs incurred almost equal to production costs. This shows that the promotion budget is so important in determining marketing success. Likewise with tourism promotion, the regions must determine the promotion budget well (Ministry & RI, nd) . The promotion budget must be multi-year by involving stakeholders. The promotion budget is carried out through the APBN, APBD, and jointly with the private sector. The tourism promotion budget must also be carried out in a professional manner with the principles of transparency and accountability.

#### Defining the Promotion Mix

The promotion mix is done to determine what tools or methods are most ideal for promotion. Likewise with tourism promotional tools determine the success of a tourism promotion. The most effective promotion tool today is advertising (pamphlets, banners, billboards, tv, radio and social media) (Csiernik et al., 2012) . The use of social media is the right policy in introducing tourism in Central Kalimantan.

#### Promotion Evaluation

If the promotion has been carried out by taking into account the above aspects, the next step is to carry out monitoring and evaluation. Monitoring and evaluation aims to measure the extent to which tourism promotion activities are running and whether they are on target or not (Martens, 2018) . Evaluation is also used to find any obstacles that occur in the field and can be used as an improvement in tourism promotion policies

## **4.2 Discussion**

From the explanation above, it can be concluded that tourism development in Central Kalimantan after the Covid-19 Pandemic is an activity carried out to realize integration in the utilization of tourism resources in connecting aspects outside the tourist area, both directly and indirectly related. This tourism development includes advancing tourist destinations by providing adequate tourist facilities, improving areas based on local wisdom and making tourist sites as attractive as possible so as to increase tourist visits after the Covid-19 pandemic.

Promotion is one of the efforts in introducing tourist destinations that can be done by providing information related to all elements of tourism through online or offline media such as tourism product services, services, and creating impressions/images. Components include advertising promotions, personal promotion sales, sales, and publicity by utilizing the currently developing technology. In addition, it is necessary to develop tourism areas in a sustainable manner. The development and promotion of tourism is a strategic step in advancing tourism in Central Kalimantan.

The tourism development and promotion strategy is a way or effort to increase the interest and number of tourist visits in Central Kalimantan. Several strategies for developing and promoting tourism in Central Kalimantan after the Covid-19 pandemic such as identifying target tourists both local and foreign, making policies or regulations related to tourism, creating a climate tourism by opening broad access to destinations, and making attractive promotions to tourists.

## 5. Conclusion

Tourism development in Central Kalimantan after the Covid-19 Pandemic is an activity carried out to realize integration in the utilization of tourism resources in connecting aspects outside the tourist area, both directly and indirectly related. This tourism development includes advancing tourist destinations by providing adequate tourist facilities, improving areas based on local wisdom and making tourist sites as attractive as possible so as to increase tourist visits after the Covid-19 pandemic.

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