

***Error Management Analysis at the Ecotourism Destination
Kampung Kerapu Situbondo***

Milawaty, S.Hum., M.Hum. as a chief counselor

Bachtiar Ilham Gunawan
Study Program of Tourism Destination
Majoring of Language, Communication, and Tourism

ABSTRACT

This research aims to analyze management errors occurring at the Kampung Kerapu ecotourism destination in Situbondo and their impact on the sustainability of ecotourism in the area. A descriptive qualitative approach was used, with data collected through observation, interviews, documentation, and literature review. The findings indicate that management errors occur in various aspects, including weak institutional structure, lack of regular evaluations, damaged infrastructure, minimal digital promotion, and limited community participation in tourism management. These errors negatively affect tourist experiences, reduce the destination's attractiveness, and hinder the development of conservation-based and community-empowering tourism. Therefore, it is essential to improve management systems, enhance human resource capacity, and foster synergy among stakeholders to realize sustainable ecotourism in Kampung Kerapu.

Keywords: Management Error, Ecotourism, Sustainability, Kampung Kerapu, Community Empowerment.