

***Analysis of the Implementation of Sustainable Management Principles in
Jopuro Tourism, Banyuwangi***

Ardina Lutvianti

***Department of Language, Communication, and Tourism
Tourism Destination Study Program***

ABSTRACT

Jopuro Banyuwangi is a natural tourist destination with great potential to support sustainable tourism development. However, changes in land use and an increase in the number of tourist visits require management that aligns with the principles of sustainable tourism. This study aims to analyze the implementation of sustainable management principles at Jopuro Banyuwangi Tourism based on Regulation of the Minister of Tourism and Creative Economy No. 9 of 2021, identify the factors supporting and hindering its implementation, and formulate recommendations for sustainable management strategies. This study employed a descriptive qualitative method, using data collection techniques such as observation checklists, interviews, documentation, and literature review. The study involved 8 informants selected through purposive sampling. An assessment was conducted on 70 indicators of sustainable tourism management based on Ministerial Regulation No. 9 of 2021. The results show that Jopuro Tourism has implemented most of the management indicators, particularly regarding management responsibility, stakeholder engagement, destination promotion, and visitor management. However, there are still several aspects that need improvement, such as long-term planning documents, monitoring and evaluation, climate change mitigation, risk management, and community understanding of management administration. This study concludes that Jopuro Tourism has the potential to develop as a sustainable tourism destination if these strategies are consistently implemented.

Keywords: *Sustainable management, Permenparekraf No. 9 of 2021, Jopuro Tourism*