

ABSTRAK

Kurangnya pengetahuan dan perilaku terkait keselamatan. Penelitian ini bertujuan untuk mengidentifikasi peran pengetahuan keselamatan dan kepemimpinan keselamatan dalam pengelolaan wisata melalui iklim keselamatan terhadap perilaku keselamatan di Wisata Bukit Tawap Lengleg Sumenep; mengidentifikasi hubungan *Safety Knowledge*, *Safety Leadership*, dan *Safety Climate* dalam meningkatkan *Safety Behaviour* pada objek wisata; mengetahui pengelolaan *Safety Knowledge*, *Safety Leadership*, dan *Safety Climate* dalam meningkatkan *Safety Behaviour* dan mengurangi kecelakaan kerja Wisata Bukit Tawap Lengleg Sumenep. Penelitian ini menggunakan metode penelitian kuantitatif. Data dikumpulkan dengan teknik kuesioner, responden dalam penelitian ini sebanyak 30 pengelola dan karyawan wisata. Alat analisis yang digunakan adalah SmartPLS v4.0.9.6 metode dengan metode analisis SEM (*Structural Equation Modeling*). Hasil penelitian ini menunjukkan bahwa Terdapat pengaruh langsung positif yang signifikan *safety leadership* terhadap *safety climate* pada pengelola dan karyawan bukit tawap lengleg.

Kata kunci: pengetahuan keselamatan, kepemimpinan keselamatan, iklim keselamatan, perilaku keselamatan, wisata

ABSTRACT

Lack of knowledge and related safety behavior. This research aims to identify the role of safety knowledge and safety leadership in tourism management through safety climate on safety behavior at Bukit Tawap Lengheng Tourism, Sumenep; identify the relationship between Safety Knowledge, Safety Leadership and Safety Climate in improving Safety Behavior at tourist attractions; understand the management of Safety Knowledge, Safety Leadership, and Safety Climate in improving Safety Behavior and reducing work accidents at Bukit Tawap Lengheng Tourism, Sumenep. This research uses quantitative research methods. Data was collected using questionnaire techniques, the respondents in this study were 30 tourism managers and employees. The analysis tool used is the SmartPLS v4.0.9.6 method with the SEM (Structural Equation Modeling) analysis method. The results of this research show that there is a significant positive direct influence of safety leadership on the safety climate of the managers and employees of Bukit Tawap Lengheng.

Key words: *safety knowledge, safety policy, safety climate, safety behavior, tourism*