

# Human Security and Coastal Diplomacy: A Comparative Study of Indonesia and Australia in Managing Tourist Safety

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## ABSTRAK

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Keamanan pariwisata pesisir menjadi agenda diplomasi keamanan manusia, terutama bagi Indonesia sebagai negara kepulauan ( $\approx 99.093$  km garis pantai) dan Australia dengan sistem keamanan pesisirnya yang sudah mapan. Penelitian ini bertujuan untuk menilai bagaimana prinsip keamanan manusia diterjemahkan ke dalam tata kelola keamanan pariwisata serta bagaimana diplomasi pesisir Indonesia-Australia menghasilkan soft power. Metode yang digunakan adalah studi komparatif berdasarkan analisis kebijakan dan dokumen (BPS; BPS-DIY; Laporan Keamanan Pesisir Nasional 2024; Rencana Aksi 2025–2029), statistik deskriptif kunjungan, dan penilaian kelembagaan. Hasil penelitian menunjukkan pemulihan yang kuat dalam kedatangan wisatawan di Indonesia: 4,05 juta (2020), 1,56 juta (2021), 5,89 juta (2022), 11,68 juta (2023), dan 13,90 juta (2024). Di tingkat regional, DIY mencatat 9.699 wisatawan asing pada Mei 2025 (naik 35,94% m/m), dengan total kumulatif 32.823 kunjungan dari Januari hingga Mei, sementara pergerakan wisatawan domestik mencapai 3.547.415 perjalanan. Di Australia, jaringan Surf Life Saving terdiri dari  $\approx 316$  klub dengan >198.000 anggota, 558 layanan patroli, dan 8.857 penyelamatan pada 2023/24; literatur epidemiologi memperkirakan tingkat kematian terkait arus balik sebesar  $\approx 0,11$  per juta kunjungan. Perbandingan menunjukkan adanya kesenjangan dalam tingkat institusionalisasi: Australia menerapkan standar yang konsisten, uji kompetensi, dan pelaporan berbasis paparan, sementara di Indonesia hal ini masih bervariasi antar wilayah. Kesimpulannya, keselamatan pariwisata pesisir merupakan manifestasi dari keamanan manusia yang, melalui diplomasi pesisir, menghasilkan keuntungan reputasi (*soft power*). Rekomendasi meliputi penetapan SOP pantai nasional, pelaporan berbasis paparan, sertifikasi yang konsisten, dan komunikasi risiko multibahasa sebagai prasyarat untuk mengintegrasikan keamanan manusia ke dalam tata kelola pariwisata.

**Kata Kunci:** Keamanan Manusia, Diplomasi Pesisir, Pariwisata Pesisir, Indonesia, Australia.

## ABSTRACT

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Coastal tourism safety presents a diplomatic human security agenda, especially for Indonesia as an archipelagic country ( $\approx 99,093$  km of coastline) and Australia with its mature coastal safety regime. This study aims to assess how the principle of human security is translated into tourism safety governance and how Indonesia-Australia coastal diplomacy produces soft power. The methods used are comparative studies based on policy and document analysis (BPS; BPS-DIY; National Coastal Safety Report 2024; Plan of Action 2025–2029), descriptive statistics of visits, and institutional assessments. The results show a strong recovery in Indonesian tourist arrivals: 4.05 million (2020), 1.56 million (2021), 5.89 million (2022), 11.68 million (2023), and 13.90 million (2024). At the regional level, DIY recorded 9,699 foreign tourists in May 2025 (up 35.94% m/m), with a cumulative total of 32,823 visits from January to May, while domestic tourist movements reached 3,547,415 trips. In Australia, the Surf Life Saving network comprises  $\approx 316$  clubs with >198,000 members, 558 patrol services, and 8,857 rescues in 2023/24; epidemiological literature estimates a backwash-related mortality rate of  $\approx 0.11$  per million visits. Comparisons indicate a gap in the degree of institutionalization: Australia displays consistent standards, proficiency tests, and exposure-based reporting, while Indonesia still varies between regions. In conclusion, coastal tourism safety is a manifestation of human security which, through coastal diplomacy, generates reputational gains (*soft power*). Recommendations include establishing national beach SOPs, exposure-based reporting, consistent certification, and multilingual risk communication as prerequisites for integrating human security into tourism governance.

**Keywords:** Human Security, Coastal Diplomacy, Coastal Tourism, Indonesia, Australia.

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## INTRODUCTION

Tourist safety in coastal areas is an important aspect of sustainable tourism development and part of the global human security agenda promoted by the United Nations (UN) since 1994 (United Nations Development Programme, 1994). In the context of contemporary international relations, the issue of tourism safety is not only understood as a technical matter of destination management but also as an instrument of soft power that reflects a country's capacity to protect its people, strengthen its international image, and build cross-border trust (Petzold & Scheffran, 2024). The concept of human security, which emphasizes the protection of individuals from non-traditional threats such as disasters, accidents, and environmental insecurity, has expanded in meaning along with the increasing mobility of people in the global tourism sector (Diah et al., 2025). Therefore, the protection of tourists in the context of coastal safety needs to be viewed as part of the state's responsibility in the realm of public diplomacy and global governance (Liu et al., 2023).

Indonesia, as an archipelagic country with a coastline of 99,083 km, faces significant challenges in maintaining tourist safety in its coastal destinations (Rizaty, 2021). Data from the Central Statistics Agency shows that the number of international tourist visits to Indonesia has increased since the COVID-19 pandemic, specifically from 2020 to 2024, as shown in Figure 1 (BPS Statistics Indonesia, 2025).

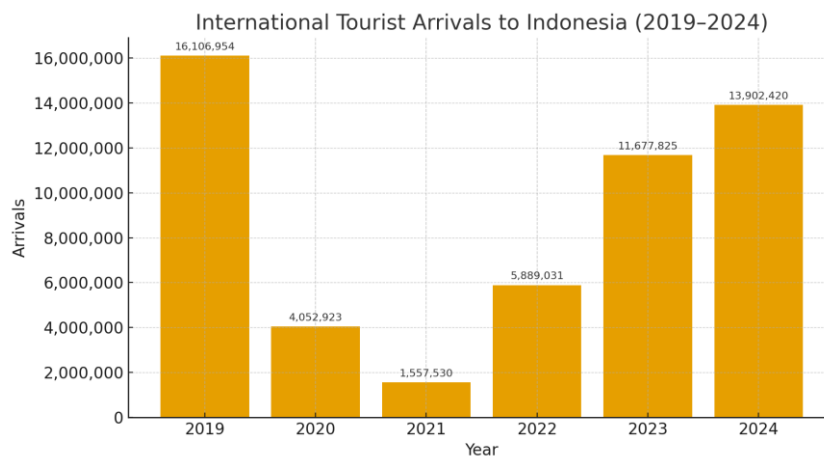


Figure 1. Number of international tourist arrivals to Indonesia (Source: BPS Statistics Indonesia)

Figure 1 shows a clear recovery in international tourist arrivals to Indonesia after the pandemic. The number of arrivals fell sharply from 4.05 million (2020) to 1.56 million (2021), then rebounded by +278% to 5.89 million (2022), nearly doubling again to 11.68 million (2023), and continuing to grow by +19% to 13.90 million (2024). With the 2024 achievement, tourist arrivals have reached around 86% of the pre-pandemic 2019 level (16.11 million), indicating a strong recovery, although still slightly below the pre-pandemic record (BPS Statistics Indonesia, 2025).

Based on the trend in 'International Visitor Arrivals to the Special Region of Yogyakarta (2023–2025)' and confirmed by the official release from BPS-DIY Province, the Special Region of Yogyakarta can be positioned as one of the strategic destinations for international tourists, with beach destinations (including Parangtritis, Drini, and Indrayanti) as one of the main attractions. Current performance shows that in May 2025 there were 9,699 foreign tourist visits, an increase of 35.94% compared to April 2025 (7,135) but still 14.34% (yoy) compared to May 2024 (11,323); The

cumulative total for January–May 2025 reached 32,823 visits. In parallel, domestic tourist trips to DIY in May 2025 were recorded at 3,547,415 trips, with a cumulative increase of 3.76% compared to the same period the previous year (BPS Statistics Indonesia, 2025; Yogyakarta Special Region Tourism Office, 2024).

This pattern confirms a strong post-pandemic recovery and a prominent seasonal trend, and highlights the role of DIY as a tourist hub in the southern corridor of Java (Diah et al., 2025). However, this increase in tourist activity is not matched by the readiness of the coastal safety system. The National Search and Rescue Agency reports annual water tourism accidents in Indonesia's coastal areas, some of which occur at popular tourist sites without adequate safety standards. Most accident victims are tourists who do not understand rip current warning signs or ignore warnings from officials (Rahmafritria et al., 2021).

In contrast, Australia, a maritime country with a coastline of 25,760 kilometers, has developed an institutionalized beach safety system through Surf Life Saving Australia (SLSA). A comparison between Indonesia and Australia shows a gap in institutional capacity, regulation, and community participation in coastal tourism safety management (Scarr, 2024). In Indonesia, the main regulation, Minister of Marine Affairs and Fisheries Regulation No. 93 of 2020 concerning Marine Tourism Safety Standards, has not been fully implemented uniformly at the regional level, especially in destinations with community-based management. The DIY regional government, through the Parangtritis Tourism and SAR Office, has made various efforts such as training beach lifeguards, installing rip current warning signs, and educating coastal schools, but the limited number of personnel (only 45 active officers) and lack of technological support remain significant obstacles. This condition shows that the approach to tourism safety in Indonesia is still reactive and has not been fully integrated into the national human security framework or the ASEAN regional framework (Diah et al., 2025; Hidayat et al., 2023).

In the context of international relations, coastal tourism safety can be viewed as an instrument of coastal diplomacy a diplomatic strategy that combines aspects of human security, maritime resource management, and cross-border tourism promotion (Anholt, 2005, 2013; Arnakim et al., 2023). Since 2018, Indonesia and Australia have established bilateral cooperation in the field of coastal safety through the Coastal Safety Partnership program, which involves the exchange of SAR training, community education, and the formulation of joint safety standards. This cooperation not only strengthens technical capacity but also serves as a means of enhancing trust and the positive image of both countries in the eyes of international tourists. Thus, tourist safety in coastal areas not only reflects domestic responsibility but also reflects a country's global reputation and diplomatic credibility (Government of the Republic of Indonesia and the Government of Australia, 2025).

Based on this background, this study seeks to analyze how the concept of human security is articulated in coastal tourism safety management policies and practices in Indonesia and Australia, as well as how coastal diplomacy is used as an instrument of soft power to strengthen bilateral cooperation and international image. By emphasizing the comparison between coastal safety practices in Indonesia, with a sample from the Special Region of Yogyakarta, and the institutional system in Australia, this study is expected to provide an empirical contribution to the international relations literature on the integration of human security in cross-border tourism governance.

## LITERATURE REVIEW

This study is based on various previous studies that show important developments in the understanding of human security and safety management in coastal areas. Petzold and Scheffran (2024) emphasize that human security in coastal areas is influenced by climate risk dynamics, socioeconomic pressures, and the adaptive capacity of local communities. This perspective expands the concept of human security from the context of conflict to ecological and social dimensions, which is highly relevant to the conditions of coastal tourist areas in Indonesia that face the threat of rip currents and high waves. Furthermore, Faidal et al. (2025) explain that safety culture is an important determinant of safe behavior in the tourism sector. Safety awareness is formed through interactions between organizational values, managerial policies, and routine training. This view reinforces the institutional safety governance dimension that plays a role in realizing a tourist protection system.

Another study by Rahmafritria et al. (2021) highlights the importance of collaboration between government stakeholders, communities, and the private sector in improving tourism resilience to disasters. Their approach is based on the Hyogo Framework for Action and shows that weak institutional coordination is often the main cause of low effectiveness in tourism disaster mitigation. This is in line with the reality in Parangtritis, Drini, and Indrayanti beaches, which still face challenges in institutional integration between SAR, BPBD, and local communities. Meanwhile, Wang et al. (2023), through a study in *Frontiers in Marine Science*, applied the Pressure-State-Response (PSR) approach to assess the vulnerability of coastal tourist destinations to oil pollution. This model is relevant for adaptation in the Indonesian context to analyze environmental pressures (such as backwash and tourist density), safety infrastructure conditions, and institutional responses such as SAR training and early warning systems.

On the other hand, the research by Putra et al. (2018) reviews the comparison of Corporate Social Responsibility (CSR) implementation in the tourism sector between Indonesia and Australia. The results show that Australia has a more established CSR system, including in the empowerment of coastal communities. This approach has implications for tourism diplomacy because CSR can function as a soft power instrument that strengthens a country's image through sustainable tourism practices. Loosemore et al. (2020) also made an important contribution by analyzing the differences in safety climate between Indonesia and Australia. Their study found that cultural factors and institutional commitment significantly influence safety behavior, a framework that can be applied to the context of coastal tourism safety management in both countries. In addition, various studies on climate security and community-based adaptation governance emphasize that coastal protection requires synergy between ecological, social, and diplomatic aspects (Petzold & Scheffran, 2024; Wang et al., 2023), Rahmafritria et al. (2021) and Faidal et al. (2025) also emphasize the important role of educational institutions and local governments in building risk awareness and a culture of safety, although neither has directly linked this to

international norms such as the Sendai Framework for Disaster Risk Reduction and UNWTO Global Tourism Ethics.

Based on this literature synthesis, this study has several novel elements. First, this study is the first to integrate the concept of human security with coastal diplomacy to examine coastal tourism safety as an instrument of non-conflict humanitarian diplomacy between Indonesia and Australia. Second, this study uses primary data from the Parangtritis, Drini, and Indrayanti areas combined with Australian coastal safety institutional models, such as the Surf Life Saving Australia Framework, thus presenting an empirical comparative approach that is rarely done in Southeast Asia. Third, this study is multidisciplinary because it combines international relations theory, tourism policy, and disaster studies in a single analytical framework. Fourth, this study introduces a new conceptual idea, namely tourism safety diplomacy, a form of soft diplomacy that places tourist safety as a strategic resource to strengthen Indonesia's image, trust, and international reputation in the global tourism sector.

## THEORETICAL FRAMEWORK

The theoretical framework of this study places human security as the normative foundation for understanding coastal tourism safety. Since UNDP (1994), security is no longer narrowed down to military threats but extends to the protection of six dimensions: economic, food, health, environmental, personal, and community. In the context of coastal tourism, these dimensions are particularly intertwined with the personal and environmental dimensions (United Nations Development Programme, 1994). The shift from state-centric to people-centered security affirms that tourists, as cross-border actors, are entitled to protection from non-traditional threats such as backwash, extreme waves, erosion, and climate impacts (Liu et al., 2023). In Southeast Asia, this perspective is relevant to regional governance, so coastal tourism safety needs to be interpreted as a mandate for human protection as well as compliance with regional norms (Tabales & Jurado, 2022).

Based on these foundations, the study formulates tourism safety governance as an operational instrument that translates the principles of human security into practice: standardization of signs/flags and SOPs, competency and certification of lifeguards, an incident reporting system ideally based on exposure (per visit/hour of visit), as well as multilingual education and periodic safety audits. Empirical evidence shows that destinations with mature safety systems tend to have better safety perceptions, increase market confidence, and strengthen tourism resilience to disruptions (Leon et al., 2023; Student et al., 2020). Thus, the quality of safety governance is not merely a technical issue, but a key mediating variable between human security principles and destination reputation outcomes.

The research framework is coastal diplomacy, a cross-border strategy that synergizes maritime security agendas, coastal environmental management, and tourism mobility. In global governance, this diplomacy works through intergovernmental channels

(agreements, protocols, standardization) as well as people-to-people channels (joint training, knowledge sharing, data interoperability, safety campaigns). Practices such as the Surf Life Saving Australia (SLSA) network and partnership schemes with Indonesia illustrate how standard exchange and capacity building can reduce the capability gap of community-based destinations (Cardak et al., 2025). At the regional level, the AADMER framework and the ASEAN Tourism Strategic Plan affirm safe mobility and cross-border protection as shared norms.

The output dimension of the two pillars above is formulated as soft power/diplomacy of safe, friendly, and responsible tourism, becoming a symbolic resource that enhances legitimacy and international appeal. In other words, human security strengthens tourism safety governance, and through coastal diplomacy, there is an acceleration of policy learning and diffusion of standards; the combination of the two results in soft power in the form of global image and trust in destinations. Conceptually, this study tests the propositions that (1) the internalization of human security increases the maturity of safety governance; (2) the intensity of coastal diplomacy strengthens governance and perceptions of security; and (3) the influence of human security on reputation is mediated by safety governance and coastal diplomacy, comparing Indonesia and Australia to assess how institutional differences affect the trajectory of safety and the image of coastal destinations (Castelle et al., 2016; Lee & Oh, 2018; Mooser et al., 2021; Wilks, 2017). An illustration of the integration of this research theory framework can be seen in Figure 2 below.

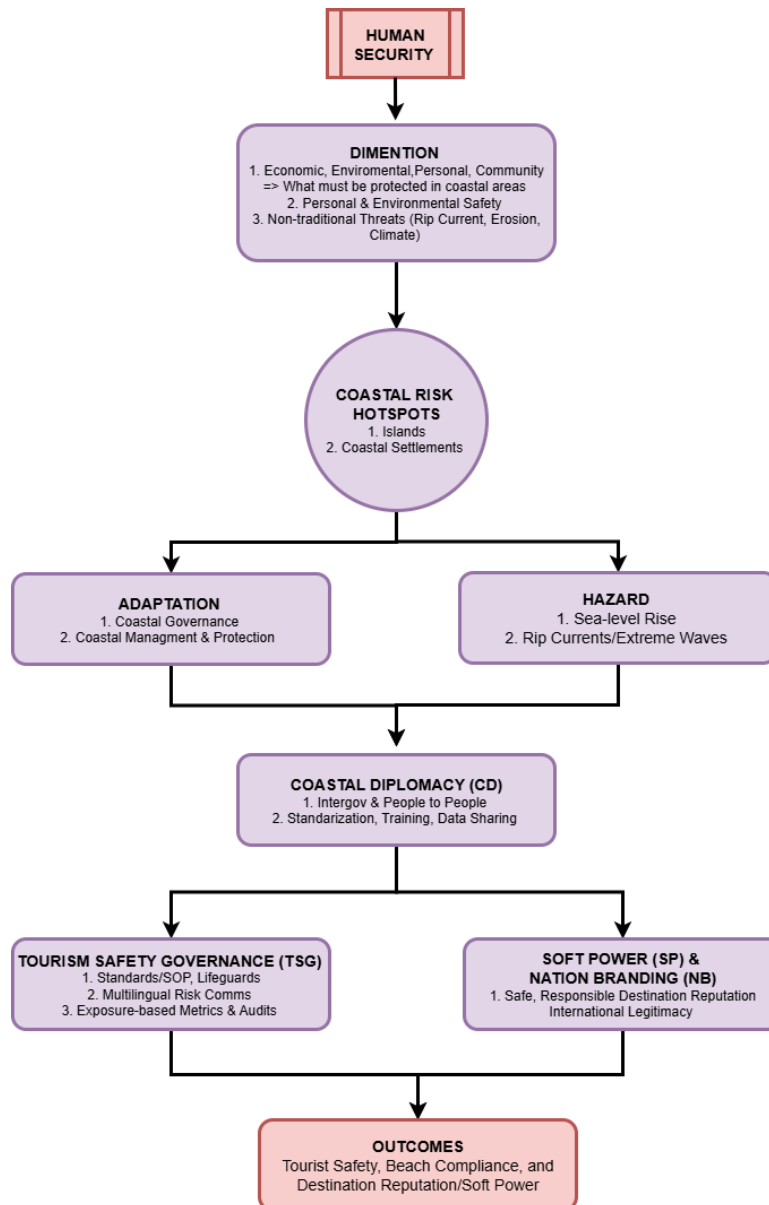


Figure 2. Illustration of the integration of the Coastal Diplomacy and Human Security theoretical frameworks

The illustration presents a conceptual flow that places human security as a normative premise in coastal tourism safety management. The dimensions of economic, environmental, personal, and community security define what must be protected in coastal areas, with an emphasis on personal-environmental safety and non-traditional threats (backwash, erosion, and climate impacts). This orientation guides the identification of coastal risk hotspots (islands and coastal settlements) as the main areas of exposure. At these nodes, two vectors work simultaneously: hazard (sea level rise, backwash/extreme waves) as a risk trigger, and adaptation (coastal governance; coastal management–protection; nature-based solutions; community-based adaptation) as a vulnerability reduction mechanism.

Below this, coastal diplomacy acts as a lever for cross-border governance that connects intergovernmental and people-to-people channels for standardization, training, and data sharing. This process produces two intermediate outputs: first, strengthening tourism safety governance through the establishment of standards/SOPs and beach guard competencies, multilingual risk communication, and exposure-based reporting–auditing; second, the formation of soft power/nation branding through a reputation for safe and responsible destinations and international legitimacy. The entire series culminates in measurable outcomes of increased tourist safety, beach compliance (e.g., swim between the flags), and strengthened destination reputation, linking human protection, coastal diplomacy, and governance performance as a mutually reinforcing policy ecosystem.

## RESEARCH METHODS

This study uses a comparative qualitative approach to analyze the application of the human security concept and coastal diplomacy practices in tourist safety management in Indonesia and Australia. Field studies were conducted in three major coastal areas in the Special Region of Yogyakarta, namely Parangtritis Beach, Drini Beach, and Indrayanti Beach, which are administratively located in Indonesia, specifically in the Special Region of Yogyakarta. These three locations were selected purposively because they represent different types of coastal tourism but have high safety risks due to rip currents, large waves, and high tourist visitation volumes. Primary data was obtained through field observations and semi-structured interviews with SAR DIY. Observations were conducted using assessment sheets based on the Beach Safety and Risk Assessment Manual from Surf Life Saving Australia (SLSA) to ensure equivalence of assessment standards between the two countries.

In addition to primary data, this study also uses secondary data from Basarnas (2020–2024), BPS (2024), Surf Life Saving Australia Annual Reports (2020–2024), Australian Bureau of Statistics (ABS, 2024), and various policy documents such as Minister of Tourism Regulation No. 5 of 2020 and the Beach Safety and Coastal Risk Management Framework (Australia). All data were analyzed using a combination of descriptive and qualitative thematic analysis based on the comparative governance- s model. To ensure validity, triangulation of sources and methods was conducted between observational data, interviews, and policy documents. This approach enabled the study to comprehensively assess how human security, institutional capacity, community participation, and international diplomacy interact in shaping Indonesia's coastal tourism safety system compared to Australia's.

## RESULTS AND ANALYSIS

### A. Comparison of Coastal Tourism Safety Policies and Regulations

Comparatively, Australia's coastal tourism safety ecosystem is more mature and institutionalized than Indonesia's, as seen in the combination of best practice-based national technical guidelines (e.g., the Surf Life Saving Australia/SLSA network) and risk-based management tools at the state level that result in measurable performance indicators (rescues, prevention, and incident reporting) (Surf Life Saving Australia, 2025). According to Surf Life Saving Australia, the coastal safety network includes ±316 clubs with >198,000 members. The National Coastal Safety

Report 2024 records patrol services from 558 units (315 clubs + 243 lifeguard services), which in the 2023–24 season performed 8,857 rescues and documented 150 coastal drowning deaths. Recent epidemiological studies estimate the rate of rip current-related deaths at  $\approx 0.11$  per 1 million coastal visits ( $\approx 0.011/100,000$ ), suggesting risk assessments should use exposure-based metrics rather than generic per 100,000 visitors (Surf Life Saving Australia, 2024).

Exposure-based risk assessment shows a rip current-related death rate of  $\approx 0.11$  per 1 million beach visits ( $\approx 0.011/100,000$ ), confirming the importance of exposure-based metrics rather than crude rates per 100,000 visitors. The Australian government also integrates beach safety with tourism diplomacy through the Beachsafe campaign and cross-border learning initiatives. The Australian government also makes tourist safety part of its international tourism diplomacy through the Tourism Australia Safety Campaign and Beachsafe Global Initiative, which play a role in strengthening Australia's image as a safe and responsible tourist destination (Scarr, 2024).

At the intervention level, Australia has also adopted technological devices such as Emergency Response Beacons (ERBs) for unpatrolled locations; however, a survey of 301 beachgoers in New South Wales showed that only 28% had heard of ERBs (of those who knew about them, 54% could describe their function), while 72% rated ERBs as very useful, but 80% of respondents with low swimming ability were more likely to enter the water if there was an ERB a finding that calls for sharpening risk communication and strategic placement of devices (Pastore et al., 2025) . Additionally, cross-cultural safety literacy remains a challenge: in a cross-country study, only 16.4% of respondents correctly understood the red-yellow flag, while approximately 60% interpreted it as a danger zone, underscoring the need for standardized icons, multilingual signage, and pre-departure education for tourists (Shibata et al., 2024).

Conversely, in Indonesia, policy architecture is still in the consolidation stage. Destination safety umbrella standards are available in training frameworks and guidelines, but specific beach SOPs (lifeguards, rip current signage, exposure metrics, and periodic audit systems) have not been standardized across regions, so monitoring and reporting practices tend to vary between destinations (Loosemore et al., 2020). This gap reinforces the argument that coastal tourism safety needs to be placed within a human security and tourist-oriented risk communication framework, namely a strategy that has been empirically proven to determine behavioral change, is sensitive to cultural/linguistic differences, and requires cross-institutional orchestration (Liu et al., 2023). A comparison table of coastal safety regulations in Indonesia and Australia can be seen in Table 1.

Table 1. Comparison of coastal safety regulations in Indonesia and Australia

Aspect	Australia	Indonesia
Legal & policy framework	National practical guidelines (SLSA/ACPSG) + risk-based coastal management framework at the state level; integrated into regional planning.	CHSE umbrella standards exist, but specific beach SOPs (lifeguards, rip signage, risk audits, exposure metrics) are not uniform across regions.

Aspect	Australia	Indonesia
Key institutions	Surf Life Saving Australia (SLSA): national network of clubs/volunteers + professional lifeguards; centralized reporting & coordination.	Basarnas/SAR, BPBD, Tourism Office, Satlinmas/volunteers, Pokdarwis; decentralized structure, varying coordination between districts/cities.
Operational standards	Patrol/rescue procedures, hazard assessment, and location audits based on SLSA guidelines; practices standardized on many beaches.	SOPs differ between destinations; some beaches are guarded by SAR, others rely on communities/Pokdarwis.
Data & metrics	Risk measurement uses exposure-based metrics (per visit/hour of visit); integrated digital reporting system (Beachsafe).	Incident data exists, but exposure metrics are not yet consistent; digital reporting is not yet centralized nationally.
Risk communication & signs	Standardization of signs/flags, multilingual educational materials, Beachsafe app/website for beach status & hazards.	Signs exist but are not standardized across regions; multilingual educational materials/icons are still limited and inconsistent.
Technology & infrastructure	Use of Emergency Response Beacons (ERB) and beach equipment; integration with command and data systems.	Emergency infrastructure is uneven; ERBs/similar aids are still sporadic and not standardized.
Human Resource Capacity	Professional lifeguards + trained volunteers in a national scheme; regular training and tiered certification.	Availability of personnel is uneven; training exists but standards and frequency vary between regions.
Funding & programs	Federal/state funding schemes for coastal mitigation & safety; strong corporate/community support.	Dependent on local budgets/central support & local partnerships; programs are often project-specific and short-term.
Indicative performance	Main cause: rip currents; fatality rates and preventative/rescue measures are measured each season/report.	Significant coastal incidents (rip currents dominant) but performance benchmarks between beaches are not yet uniform.
Policy orientation	Beach tourism safety is a core mandate (state responsibility) in coastal governance.	Safety is often viewed as an additional task for the tourism/security sector; the approach remains sectoral.

Sources: Loosemore et al. (2020), Shibata et al. (2024), Pastore et al. (2025), Scarr (2024).

The differences between Australia and Indonesia reflect not only operational capacity and policy instruments, but also governance readiness to mainstream exposure-based metrics, multilingual signage literacy, and the use of three-pillar emergency technology, which consistently appear in the latest literature on coastal tourism safety.

### **B. Institutional and Operational Capacity: Indonesian SAR vs Australian SLSA**

Field findings indicate that the most significant differences between Indonesia and Australia lie in institutional aspects and human resource capacity. Surf Life Saving Australia (SLSA) has a strong institutional structure supported by fixed funding from the federal and state governments, as well as an internationally recognized professional certification system. Every SLSA club is required to conduct annual proficiency tests for its members, including swimming ability, emergency rescue, and first aid tests (Surf Life Saving Australia, 2025).

Meanwhile, in Indonesia, Basarnas is the national agency responsible for maritime safety, but it does not yet have a specific focus on coastal tourism (Nugraheni, 2022). Based on Basarnas data (2024), the number of active SAR officers throughout Indonesia reached around 2,100 people, but only 13% had special training in marine tourism rescue (Nugraheni, 2022). In the Special Region of Yogyakarta, there are only 45 active personnel in the Parangtritis–Drini–Indrayanti area, with the majority being local community volunteers. An interview with the Parangtritis SAR Post (2025) revealed that beach lifeguard training is still incidental and depends on the availability of grants from local governments or donor agencies.

Sociologically, these institutional differences impact operational capacity along the coastline. In Australia, beach safety has become a social identity with a large volunteer base, multi-layered funding (federal–state–local–donors), standardized operational toolkits (ACPSG/SLSA standards), and a public information system (Beachsafe) that allows visitors to easily access patrol status and hazard information, all of which reinforce the national safety culture (Scarr, 2024; Surf Life Saving Australia, 2024, 2025). In Indonesia, the institutional pattern is more dispersed: Basarnas holds the national SAR mandate, while daily monitoring of beach destinations relies heavily on a combination of SRI/local volunteers–Tourism Office–BPBD–Pokdarwis, resulting in varying operational standards, incident reporting, and competency levels between regencies/cities. This picture is consistent with international literature emphasizing that coastal safety effectiveness is greatly influenced by governance (data flow, standardization of practices, continuous training) and risk communication to tourists (e.g., flag/icon literacy), not merely the availability of resources (Cardak et al., 2025; Kelly et al., 2025; Koon et al., 2023; Pastore et al., 2025; Shibata et al., 2024).

For the human security agenda, the main difference is not only in the number of personnel, but also in the degree of institutionalization: Australia has a standardized and measurable cycle of patrols, reporting, evaluation, and competency maintenance across regions; Indonesia needs to standardize beach SOPs, centralized digital reporting with exposure-based metrics, and a periodic certification/proficiency scheme for regional lifeguards (SRI/Pokdarwis) in synergy with Basarnas and BPBD. These efforts will reduce the operational capacity gap and shift tourism safety from a voluntary community burden to a public right guaranteed by national governance.

### **C. Public Education and Community Awareness**

In the context of safety education, Australia has a strong and sustainable community education system. Programs such as the Beachsafe App and CoastSafe Schools have been run by SLSA since 2015 to provide interactive digital education on beach hazards, rip currents, and self-rescue procedures. The app has been downloaded more than 2 million times, and annual evaluations show an increase in public awareness of beach risks to 91% in 2023 (Surf Life Saving Australia, 2024). In contrast, in Indonesia, public awareness of beach safety remains low. Based on a survey conducted by researchers on 390 tourists at Parangtritis, Drini, and Indrayanti beaches (2024), only 43% of

respondents understood the meaning of the red warning flag, and 27% admitted that they did not know the safe swimming zone. Most tourists (72%) obtained safety information not from warning signs, but from fellow visitors or social media. Although the local government has initiated a "Safe Coastal School" program in Parangtritis since 2023, its implementation is still limited to basic education in schools around the beach. This shows a significant gap in public literacy, where human security has not been internalized as a collective responsibility between the government and the community. As a result, tourist accidents in Indonesia tend to occur not because of a lack of warnings, but because of a lack of understanding and compliance with existing safety systems.

#### **D. Coastal Diplomacy and Indonesia–Australia Bilateral Cooperation**

Indonesia–Australia coastal diplomacy can be understood as a combination of capacity building, policy transfer, and public diplomacy that utilizes the issue of coastal tourism safety as a common security good. Since around 2018, the two countries have developed coastal safety cooperation within the framework of a partnership coordinated by intergovernmental channels (Ministry of Foreign Affairs/DFAT) and strengthened by Australian technical partners including Surf Life Saving Australia (SLSA) and the Royal Life Saving Society Australia (RLSSA) for joint training, development of educational modules, and sharing of standard beach safety practices. The DFAT maritime cooperation document affirms the Indonesia–Australia commitment to improving maritime safety and environmental incident prevention/management as part of the long-term partnership agenda, which was then reaffirmed in the latest Plan of Action (2025–2029) (Government of the Republic of Indonesia and the Government of Australia, 2025).

From an international relations theory perspective, this collaboration works through three causal mechanisms. First, policy learning & transfer: the adoption of safety standard elements (between the flags lifeguarding, multilingual signage, lifeguard skills maintenance, and exposure-based incident reporting), which are in line with SLSA practices and its network. The National Coastal Safety Report 2024 notes the architecture of 558 patrol units (315 clubs + 243 lifeguard services) and safety operation outputs (e.g., 8,857 rescues and 150 coastal drowning deaths in 2023/24), providing empirical benchmarks for cross-country policy learning (Surf Life Saving Australia, 2024). Second, networked governance & epistemic communities: the formation of a community of practice (lifeguards, academics, tourism agencies/BPBD) that links scientific knowledge (backwash literacy) with operational SOPs and public campaigns, including through the Beachsafe platform and multilingual materials that expand the reach of safety education for international tourists. Third, public diplomacy & nation branding: the success of safety practices is projected to domestic and global audiences through the national SLSA campaign, resulting in soft power that enhances the legitimacy and trustworthiness of Australian beach destinations and their partners.

Normatively, this collaboration is based on the human security paradigm, which shifts the focus of security from state-centric to people-centered and has been a global reference since the 1994 Human Development Report (UNDP). Theoretical debates position human security as a conceptual shift that emphasizes human welfare and freedom from non-traditional threats (United Nations Development Programme, 1994), with strong relevance in Southeast Asia as described by Acharya. At the regional level, the ASEAN Agreement on Disaster Management and Emergency Response (AADMER) requires cooperation in prevention-mitigation, early warning, and strengthening

community participation in policy spaces compatible with coastal diplomacy and tourism safety programs.

Thus, Indonesia-Australia coastal diplomacy is not merely a technical exchange, but also a process of norm diffusion regarding human safety in tourist destinations. Through intergovernmental channels (MoU, plan of action) and people-to-people channels (training, multilingual materials, safety information applications), coastal safety practices are constructed as shared values that increase the resilience of partner destinations, while strengthening the soft power of both countries in the Indo-Pacific region. This agenda is in line with global/regional governance architecture and provides a results-based evaluation framework, such as compliance with signs, certification and proficiency test coverage, response time, multilingual education coverage, and a reduction in exposure-based incident rates, which can be used as indicators of partnership sustainability.

#### **E. Implications for Human Security and Soft Power**

The findings of this study confirm that coastal tourism safety is an operational manifestation of human security, not merely a technical issue at the destination level that carries high diplomatic value. In Australia, the coastal safety regime has achieved a high degree of institutionalization (standardization of SOPs, tiered certification, annual skills maintenance, and exposure-based incident reporting), thus functioning as a mechanism of legitimacy and an element of state/nation branding: the image of a "safe and responsible destination" is consistently reproduced through policy, infrastructure, and public risk communication. In Indonesia, similar practices are still moving from a community-based approach towards more integrated governance, but the existence of bilateral partnerships (e.g., with Australia), the strengthening of epistemic networks (lifeguards–academics–local government), and the adoption of comparable performance indicators (exposure-based metrics, sign compliance, mean time to respond) are strategic prerequisites for mainstreaming human security in national and regional tourism policy (Cardak et al., 2025; Koon et al., 2023, 2025; Shibata et al., 2024).

The conceptual relationship illustrated in Figure 3 highlights how coastal tourism safety and integrated governance jointly contribute to strengthening human security in tourism policy, which in turn generates soft power outcomes through the reduction of human vulnerability and the diffusion of safety norms that enhance national reputational capital.

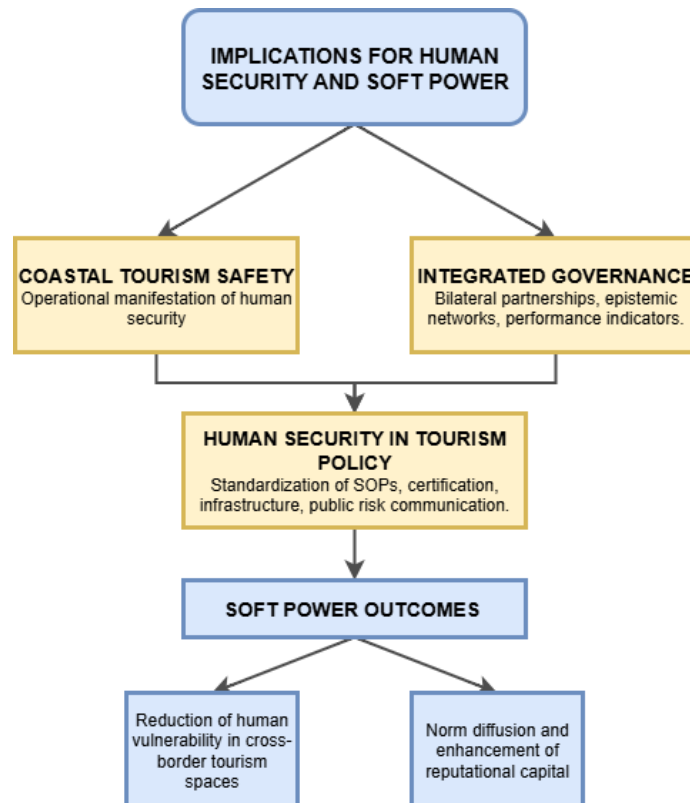


Figure 3. Implications for Human Security and Soft Power

Based on Figure 3, the relationship between coastal tourism safety, integrated governance and human security suggests a multidimensional pathway through which safety governance contributes to the formation of a country's soft power. Theoretically, this finding expands the scope of the concept of soft power, which previously focused on cultural products and normative values, towards governance performance in protecting human safety. By demonstrating measurable commitment through periodic safety audits, standardized response mechanisms, multilingual risk literacy and transparent data systems, Indonesia has the opportunity to strengthen its diplomatic position in the ASEAN region as well as in wider global forums. A credible security reputation not only builds international trust and expands tourism market access, but also generates reputational spillovers to other strategic sectors such as education, investment, and technical cooperation. In practical terms, this opens up space for non-traditional security-based diplomacy (known as coastal diplomacy) where the protection of travelers is positioned as a regional public good that is collectively generated through policy transfer, joint training and interconnected data systems. Coastal safety thus has two main roles: (i) reducing human vulnerability in transnational tourism spaces, and (ii) serving as a medium for norm diffusion that enhances a country's reputational capital as a constructivist soft power channel in the dynamics of interstate competition and collaboration.

**CONCLUSION**

This study confirms that coastal tourism safety is a tangible form of human security that must be approached not only as a technical matter but as part of governance and cross-border diplomacy. Comparative evidence from Indonesia and Australia reveals asymmetries in institutional maturity: while Australia's ecosystem features standardized

patrol systems, annual proficiency evaluations, and exposure-based metrics, Indonesia remains in the consolidation stage, with uneven implementation of safety protocols, local capacity, and reporting systems. These differences underscore that the effectiveness of prevention still relies heavily on community-based initiatives rather than a nationally standardized framework.

From a policy and theoretical standpoint, this research contributes to linking human security, tourism safety governance, and coastal diplomacy within one causal framework. The study highlights that post-2018 bilateral cooperation between Indonesia and Australia has facilitated norm diffusion and policy learning through standardized practices, training, and multilingual communication. Strengthening national SOPs, digital reporting, certification schemes, and multilingual risk communication are key policy priorities. Future research should expand comparative analysis across provinces and incorporate standardized exposure data to better evaluate how safety governance performance evolves into reputational capital and international credibility for sustainable coastal tourism.

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