



## SAFETY AND SECURITY ANALYSIS OF TOURISTS AT MARON BEACH SEMARANG: A QUALITATIVE STUDY ON WATER TOURISM MANAGEMENT

Nurdina Prasetyo<sup>1</sup>, Pranoto<sup>2</sup>

Indonesian Tourism Economics College (STIEPARI) Semarang

E-mail: [sandyachmad697@gmail.com](mailto:sandyachmad697@gmail.com)<sup>1</sup>, [ekoagus@yudharta.ac.id](mailto:ekoagus@yudharta.ac.id)<sup>2</sup>

### ARTICLE INFO

#### Correspondent

Pranoto

[pranoto@stiepari.ac.id](mailto:pranoto@stiepari.ac.id)

#### key words:

tourist safety, water  
tourism security, Maron  
Beach, tourism  
management, qualitative  
research

#### Website:

<https://idm.or.id/JSER/index.php/JSER>

Page: 1702 – 1717

### ABSTRACT

*This research explores the safety and security conditions of tourists at Maron Beach Semarang through a qualitative approach, employing participant observation, in-depth interviews, and document analysis. The study identifies several critical issues in safety and security management at this coastal tourism destination. Findings reveal significant challenges including inadequate safety equipment, shortage of professional rescue personnel, suboptimal supporting infrastructure, and ineffective coordination among relevant stakeholders. These discoveries offer important insights for developing safer and more sustainable water tourism management policies in the coastal region of Semarang.*

Copyright © 2025 JSER. All rights reserved.

## INTRODUCTION

Tourism has emerged as one of Indonesia's most significant economic drivers, particularly following the implementation of Law No. 10/2009 on Tourism. This legislation empowers regional governments to develop their tourism potential as a source of local revenue and economic catalyst. Beyond generating foreign exchange, tourism creates employment opportunities and improves community welfare through its multiplier effects on local economies.

Semarang, as the capital city of Central Java Province, possesses diverse tourism attractions, including coastal destinations that draw both domestic and international visitors. Maron Beach represents one such coastal tourism destination with unique characteristics - featuring an extended coastline and gentle topography that makes it particularly suitable for development as a premier tourism destination along Java's northern coast.

However, as visitor numbers continue to grow, safety and security concerns have become increasingly prominent. Various incidents at water tourism sites across Indonesia highlight the urgent need for comprehensive tourist safety and security

management systems (Kurniawan & Prasetya, 2019; Sulistyorini & Wibowo, 2020). These incidents underscore the critical importance of evaluating existing safety conditions and identifying factors that influence tourist safety at coastal destinations.

The complexity of managing coastal tourism safety involves multiple dimensions, from environmental factors to human resource capacity and institutional coordination. Each coastal destination presents unique challenges that require contextual understanding and tailored management approaches. Maron Beach, with its specific geographical characteristics and governance structure, offers an interesting case study for examining how these various factors interact to influence overall safety performance.

### **Problem Statement**

This research addresses three fundamental questions that emerge from the complexity of tourist safety management at coastal destinations. First, what are the current safety and security conditions for tourists at Maron Beach Semarang, particularly regarding facilities, human resources, and management systems? Second, what factors significantly influence safety and security levels at this location, encompassing environmental, social, and managerial dimensions? Third, how do various stakeholders perceive the management of safety and security at Maron Beach, including managers, tourists, local communities, and government officials?

These questions reflect the multifaceted nature of tourism safety management, where physical infrastructure, human capabilities, and institutional arrangements must work together to create a safe environment for visitors. Understanding stakeholder perspectives becomes particularly important given the collaborative nature of tourism safety management, where different actors have varying roles, responsibilities, and expectations.

### **Research Objectives and Significance**

This study aims to comprehensively analyze tourist safety and security conditions at Maron Beach through a multi-stakeholder perspective approach. Additionally, it seeks to identify and examine determining factors that influence tourist safety levels while understanding stakeholder dynamics in safety management that could inform more effective management strategies.

From a practical standpoint, this research should generate applicable policy recommendations for enhancing tourist safety standards at coastal destinations. For tourism managers, these findings could provide strategic input for improving service quality and optimizing visitor experiences through more professional safety management systems. Academically, this research contributes to the tourism management literature, particularly in risk management and safety at coastal tourism destinations.

The significance of this research extends beyond the immediate context of Maron Beach. As coastal tourism continues to grow throughout Indonesia, understanding how to effectively manage safety challenges becomes increasingly important for sustainable tourism development. The insights generated from this case study could potentially inform safety management practices at similar destinations, contributing to the broader goal of making Indonesian coastal tourism both competitive and safe.

### **Theoretical Framework of Tourist Safety and Security**

Tourist safety and security constitute fundamental elements in the tourism industry that cannot be separated from overall tourism experience quality. The World Tourism Organization (UNWTO, 2017) defines tourist security as protection from various

physical threats, including crime, terrorism, and public order disturbances that could cause material or immaterial harm to tourists. Safety, meanwhile, relates closely to minimizing accident risks, injuries, and hazards that may occur during tourism activities, including risks arising from natural environmental conditions, infrastructure, and human error.

Pizam and Mansfeld (2006) developed the concept of tourist security as a multidimensional construct encompassing physical, psychological, and social dimensions that interact and influence tourist perceptions and behaviors. The physical dimension relates to protection against direct physical threats such as accidents, injuries, and environmental hazards. The psychological dimension encompasses feelings of safety and comfort experienced by tourists while at the destination. The social dimension concerns tourist interactions with local communities, culture, and social norms prevailing at the destination.

Research conducted by Santana (2003) and reinforced by findings from Korstanje and Clayton (2011) demonstrates that safety and security perceptions have a significant positive correlation with tourist satisfaction and intention to revisit. Tourists who experience high levels of safety and security tend to have positive perceptions of destinations, spend more time there, and engage in word-of-mouth recommendations that can sustainably enhance destination reputation.

The theoretical understanding of tourism safety has evolved from simple risk prevention approaches to more comprehensive frameworks that consider the complex interactions between tourists, destinations, and various stakeholders. Contemporary safety management theories emphasize the importance of proactive rather than reactive approaches, focusing on risk assessment, prevention strategies, and building resilient systems that can adapt to changing conditions and emerging threats.

### **Characteristics and Risk Management in Coastal Tourism**

Coastal or marine tourism possesses specific and complex risk characteristics compared to other types of tourism because it involves direct interaction between tourists and dynamic, unpredictable aquatic environments. Bentley et al. (2013) categorize major risks in coastal tourism into four broad categories: physical risks from drowning and injuries caused by waves and sea currents, health risks from excessive ultraviolet exposure and water contamination, environmental risks from extreme weather and unstable oceanographic conditions, and operational risks related to equipment quality and operator competence.

Liu and Var (1986) demonstrated in their study on resident attitudes that effective coastal tourism safety management requires a systematic and integrated approach involving active collaboration among various stakeholders, including government as regulator and policy maker, tourism managers as direct operators, local communities as host communities, and tourists as end users who have responsibilities to comply with applicable safety regulations.

Research by Morgan (1991) on beach safety management shows that implementing comprehensive safety management systems can reduce accident rates by 60-70% through a combination of preventive and responsive strategies. Preventive strategies include providing adequate safety facilities, training certified rescue personnel, and educating tourists about potential hazards. Responsive strategies focus on developing effective emergency response systems and coordination with crisis management institutions such as hospitals, police, and search and rescue teams.

The complexity of coastal tourism environments requires safety management approaches that can adapt to changing conditions while maintaining consistent service quality. This includes understanding seasonal variations in weather patterns, tide cycles, and visitor behaviors that can affect overall safety levels. Effective coastal tourism safety management also requires integration with broader environmental management systems to ensure that tourism activities do not compromise the natural systems that support both tourism and local community livelihoods.

### **Indonesian Tourism Regulation and Safety Standards**

Law No. 10/2009 on Tourism establishes that tourism business operators have fundamental obligations to provide comfort, hospitality, security protection, and safety to tourists as an integral part of tourism services. This regulation provides a binding legal foundation for all stakeholders in the tourism industry to implement minimum safety standards appropriate to the characteristics and risks of each type of tourism business.

Minister of Tourism Regulation No. 3/2018 on Operational Guidelines for Managing Physical Special Allocation Funds in Tourism provides technical guidance on developing safe and sustainable tourism infrastructure, including technical specifications for safety facilities in coastal tourism. This regulation also emphasizes the importance of integrating safety aspects into every stage of tourism destination development, from planning and construction to operation, evaluation, and continuous improvement.

Ismayanti (2010) explains in her study on tourism introduction that implementing tourism safety regulations in Indonesia still faces various structural challenges including limited financial resources and human capital, coordination complexity among agencies, and variations in regional capacity to implement established safety standards. These challenges require adaptive and contextual approaches that consider the local characteristics of each tourism destination.

The regulatory framework for tourism safety in Indonesia reflects a decentralized approach where local governments have significant autonomy in implementing safety standards while being guided by national policies and standards. This approach recognizes the diversity of tourism destinations across Indonesia but also creates challenges in ensuring consistent safety standards and effective enforcement mechanisms.

### **RESEARCH METHODOLOGY**

This research employs an interpretivist paradigm with a qualitative approach aimed at understanding tourist safety and security phenomena from the perspectives and direct experiences of involved stakeholders. The qualitative approach was chosen because it enables in-depth exploration of complex social phenomena that are difficult to quantify, such as perceptions, expectations, and subjective experiences of stakeholders regarding safety and security management at Maron Beach Semarang.

The research design used is an intrinsic case study focusing on deep understanding of the specific case of Maron Beach without the goal of generalizing to broader populations. This design choice is based on the unique geographical, socio-economic, and managerial characteristics of Maron Beach that require contextual analysis to generate comprehensive understanding of tourist safety and security management dynamics at this location.

The interpretivist paradigm acknowledges that reality is socially constructed and that understanding complex phenomena requires attention to the meanings and interpretations that social actors give to their experiences. This approach is particularly appropriate for studying tourism safety management, where perceptions and interpretations of various stakeholders significantly influence the effectiveness of safety interventions and policies.

### **Research Setting and Context**

The research was conducted at Maron Beach located in West Semarang District, Semarang City, Central Java Province. The location selection was based on several strategic considerations including adequate accessibility for researchers, significant tourist visitation levels enabling observation of tourist interactions with the beach environment, and governance complexity involving various stakeholders providing diverse perspectives on safety and security management.

Data collection was conducted during April to May 2025, considering seasonal factors and tourist visitation patterns to obtain representative data. This period was chosen because it coincides with the dry season transition which typically has high visitation rates and relatively stable weather conditions, allowing observation of tourism activities under normal and optimal conditions.

The temporal scope of data collection was designed to capture both weekday and weekend patterns, as well as normal and peak visitor periods. This approach ensures that the research findings reflect the full range of conditions and challenges faced in safety management at Maron Beach throughout different operational scenarios.

### **Data Collection Strategies**

Research data was collected through a combination of three main techniques that complement each other to ensure data comprehensiveness and trustworthiness. Participant observation was conducted to directly observe the physical condition of the beach, available safety facilities, tourist activity patterns, interactions between tourists and security personnel, and safety management practices implemented in the field. Observations were conducted at various times and conditions, including working days and weekends, to obtain a comprehensive picture of tourism activity dynamics and safety management.

In-depth interviews were conducted using purposive sampling with key informants selected based on their involvement and knowledge about safety and security management at Maron Beach. Research informants included Maron Beach managers with direct experience in daily operations, security and rescue personnel who interact directly with tourists, tourists with various demographic characteristics and visit motivations, local communities living around the beach who have knowledge about environmental conditions, and officials from Semarang City Tourism and Culture Department responsible for tourism destination supervision and development.

Document studies were conducted to analyze various documents relevant to safety and security management, including applicable regulations and policies, accident and incident reports that have occurred, tourist visitation statistical data, and documentation of facilities and safety programs that have been implemented. This document analysis aims to provide historical and regulatory context that can enrich understanding of the studied phenomena.

The triangulation approach in data collection helps ensure that findings are not dependent on a single source or method, thereby increasing the credibility and

dependability of the research results. Each data collection method provides different but complementary perspectives on the same phenomena, enabling a more complete and nuanced understanding.

### **Data Analysis and Validity**

The collected data was analyzed using thematic analysis techniques following the framework developed by Braun and Clarke (2006). The analysis process began with verbatim transcription of all interview recordings and observational field notes, followed by repeated reading to gain familiarity with the data. The next stage involved initial coding conducted inductively to identify meaning units relevant to research questions, followed by categorization and development of main themes that emerged from the data.

Data interpretation was conducted considering the socio-cultural context and unique characteristics of the research location, and linked to relevant theories and previous research. The final stage involved result verification through member checking with key informants to ensure accuracy of researcher interpretation and reduce subjective bias.

Data validity was ensured through implementing multi-method triangulation combining observation, interviews, and document studies, source triangulation involving various stakeholders with diverse perspectives, and prolonged engagement allowing researchers to gain deep understanding of the research context. Additionally, researchers applied reflexivity by conducting critical reflection on researcher position and bias that might influence data collection and interpretation processes.

The analytical process was designed to be both rigorous and transparent, with clear documentation of decision-making processes and interpretative steps. This approach helps ensure that findings are grounded in the data while also being accessible and meaningful to various audiences who might use the research results.

## **RESULTS AND DISCUSSION**

### **Profile and Characteristics of Maron Beach**

Maron Beach is situated in the northern coastal area of Semarang City, facing the Java Sea with strategic geographical coordinates. The beach features gentle topographical characteristics with relatively moderate slopes, enabling tourists to engage in various water recreational activities with lower risks compared to steep cliff beaches. Wave conditions at Maron Beach tend to be calm to moderate due to natural bay protection, making it a relatively safe location for swimming and water play activities for tourists with various swimming abilities.

Accessibility to Maron Beach is reasonably good as it can be reached by land transport with approximately 30 minutes travel time from Semarang city center. The existence of public transportation routes and relative proximity to the city center makes this beach a favorite destination for day trips and weekend getaways for Semarang residents and surrounding areas. However, road infrastructure conditions leading to the beach still require improvement, especially on the final segment that frequently experiences damage due to tourist vehicle loads and weather conditions.

Based on data obtained from management, tourist visitation levels show fluctuating patterns with peak seasons on weekends and national holidays. Average visits reach 3,000 to 3,600 people on holidays, while on regular days it ranges between 400 to 800 visitors. This high variability in visitation numbers creates particular challenges in safety

and security management because it requires management system flexibility that can accommodate fluctuating demand without compromising safety standards.

The seasonal nature of tourism at Maron Beach also affects the complexity of safety management, as different seasons bring different risks and challenges. During the rainy season, for example, access roads become more difficult to navigate, while wave conditions may become less predictable. Understanding these seasonal patterns becomes crucial for developing adaptive safety management strategies.

### **Existing Safety and Security Conditions**

#### **Safety Facility Evaluation**

Observational results indicate that safety infrastructure at Maron Beach remains inadequate when compared to international standards for coastal tourism safety. Available rescue equipment is very limited both in quantity and quality aspects. Provided life jackets are insufficient to accommodate tourist numbers during peak season, with life jacket availability ratios to tourists below minimum standards recommended by the International Life Saving Federation. The condition of existing life jackets also shows signs of wear and tear that could reduce their effectiveness in emergency situations.

The absence of 24-hour operational rescue boats represents a critical gap in Maron Beach safety systems. Although management provides boats for periodic patrols, there are no clear protocols regarding deployment procedures in emergency situations. First aid equipment and emergency communication are also very minimal, with only simple first aid kits available that are not equipped with basic medical equipment such as automated external defibrillators or oxygen supply essential for handling drowning cases.

Warning and safety information systems show suboptimal conditions in terms of coverage and effectiveness. Warning signs are available in limited numbers and some have been damaged due to weather exposure and lack of maintenance. Information presented on warning signs is also less comprehensive and not updated regularly according to environmental condition changes. The unavailability of audio warning systems for emergency conditions becomes a significant weakness in disaster preparedness, especially for providing early warnings to tourists about dangerous weather conditions or wave heights.

The current state of safety facilities reflects broader challenges in tourism infrastructure investment and maintenance. Many coastal tourism destinations in developing countries face similar challenges in balancing the costs of safety infrastructure with available financial resources, particularly for facilities that may not generate direct revenue but are essential for visitor safety.

#### **Human Resource Analysis**

Human resource aspects in safety and security management show several fundamental weaknesses requiring serious attention from management. Based on interviews with Mr. M. Syahrir as manager, it was acknowledged that security patrol facilities for swimmers have been provided through boats conducting periodic patrol routing. However, observational results show that rescue personnel on duty do not have formal certification as nationally or internationally recognized lifeguards, raising questions about their competence in handling complex emergency situations.

The ratio of security personnel to tourist visitation volume shows significant imbalance, especially during peak hours and high season. With limited personnel numbers and no structured shift system, security coverage becomes suboptimal and leaves blind spots

potentially dangerous to tourist safety. The absence of regular and documented patrol schedules also indicates weak systematic approaches in operational security management.

Training and capacity building for security personnel have not been conducted in structured and continuous manner. Personnel lack adequate knowledge about water rescue techniques, first aid procedures, and emergency response protocols essential for coastal safety management. The absence of refresher training and regular skill assessment also potentially reduces personnel readiness and effectiveness in facing emergency situations.

The human resource challenges at Maron Beach reflect broader issues in the tourism industry regarding the professionalization of safety services. Many tourism destinations struggle with finding and retaining qualified safety personnel, particularly in locations where tourism is seasonal or where compensation levels may not be competitive with other employment opportunities.

### **Supporting Infrastructure**

Supporting infrastructure conditions show various deficiencies that can affect overall tourist safety and comfort. Accessibility to the beach is still constrained by damaged road conditions, especially during rainy seasons that can complicate emergency vehicle access if medical evacuation is needed. The absence of adequate lighting for evening and night activities creates accident risks and reduces visibility for security monitoring.

Unorganized parking systems can create traffic flow chaos and complicate emergency vehicle access in emergency situations. This becomes a serious concern in disaster preparedness because it can hinder response time for medical evacuation or emergency response operations. The proximity of parking areas to beach access points, while convenient for visitors, also creates potential bottlenecks during emergency evacuations.

Sanitation and hygiene facilities show below-standard conditions with poorly maintained public toilets that do not meet public health standards. Limited numbers of trash bins cause scattered waste that not only reduces beach aesthetic value but can also create environmental hazards and health risks. The unavailability of rinse facilities or fresh water showers for cleaning after swimming also reduces hygiene standards and can increase skin problem risks due to prolonged salt water exposure.

Infrastructure deficiencies often reflect broader challenges in coastal zone management, where multiple government agencies may have overlapping or unclear responsibilities for different aspects of infrastructure development and maintenance. Coordinating infrastructure improvements across different jurisdictions and funding sources can be particularly challenging in coastal areas.

### **Factors Influencing Safety and Security**

#### **Environmental and Oceanographic Conditions**

Oceanographic conditions at Maron Beach are generally conducive to water recreational activities based on previous research data conducted by Sujarwo (2008). Significant wave height of 0.31 meters with wave periods of 3.88 seconds indicates relatively calm water conditions suitable for swimming activities. Sea level range between Lowest Low Water Level (LLWL) of 110 cm and Highest High Water Level (HHWL) of 236 cm shows moderate and predictable tidal variation, enabling consistent safety protocol implementation.

However, weather condition variability and seasonal changes can significantly affect safety conditions. During rainy seasons and monsoon periods, wave and current

conditions can change dramatically and create hazards unpredictable by average visitors. The absence of real-time monitoring systems for oceanographic conditions becomes a weakness in providing accurate information to tourists about safe swimming conditions.

Seawater quality also becomes a concern from health safety aspects. Pollution from tourist waste and domestic waste discharge can increase water-borne disease risks and skin irritations. During rainy seasons, run-off from land can carry various pollutants that reduce water quality and create health hazards for tourists engaging in water activities.

Environmental factors are often beyond the direct control of tourism managers, but understanding and monitoring these factors becomes crucial for effective safety management. Climate change and increasing extreme weather events also add new dimensions to environmental risk management that coastal tourism destinations must address.

### **Management and Governance Factors**

Maron Beach governance complexity involves multiple stakeholders with different interests and jurisdictions, creating coordination challenges in implementing comprehensive safety management. Based on information from Mr. Agung Priyo Utomo as Head of Semarang City Tourism and Culture Department, developing Maron Beach as an official tourist destination requires coordination with various authorities including Penerbad Kodam IV/Diponegoro, Squadron 13, and Angkasa Pura Authority due to proximity with airport facilities.

Complexity in land ownership and regulatory jurisdiction becomes an impediment in development and implementation of standardized safety procedures. Unclear authority and responsibility for safety management can cause enforcement and monitoring gaps, potentially creating regulatory vacuum dangerous for tourist safety. These governance challenges are not uncommon in coastal areas where different government agencies may have overlapping or conflicting mandates.

The absence of clear and comprehensive Standard Operating Procedures (SOPs) for safety management indicates weakness in systematic approaches to risk management. There are no regular security audit mechanisms that can identify potential hazards and ensure compliance with safety standards. This shows that current management approaches remain reactive rather than proactive in facing safety challenges.

Effective governance requires clear roles and responsibilities, adequate resources, and mechanisms for coordination and accountability. The complex institutional landscape at Maron Beach highlights the need for more integrated approaches to coastal tourism governance that can bridge different sectoral interests and jurisdictional boundaries.

### **Social Dimensions and Tourist Behavior**

Observations of tourist behavior show various patterns that can influence safety levels at Maron Beach. A significant number of visitors demonstrate lack of awareness regarding potential risks and applicable safety protocols. Many tourists do not use safety equipment such as life vests when swimming, despite available information about the importance of using safety equipment.

The tendency to ignore warning signs and safety instructions from security personnel shows low levels of safety consciousness that can endanger not only individual safety but also overall safety atmosphere at the beach. Risk-taking behaviors such as swimming in prohibited areas or engaging in water activities without proper supervision indicate the need for enhanced safety education and stricter enforcement of safety regulations.

Cultural factors also influence safety behaviors, with perceptions that beach activities are naturally safe and do not require special precautions. This contradicts risk management principles that emphasize the importance of constant vigilance and adherence to safety protocols regardless of apparent safety conditions. Cultural attitudes toward risk and authority can significantly influence the effectiveness of safety management interventions.

Understanding tourist behavior patterns becomes crucial for designing effective safety interventions. This includes recognizing that tourists may have different cultural backgrounds, risk tolerances, and expectations regarding safety services, all of which must be considered in developing comprehensive safety management strategies.

### **Stakeholder Perceptions of Safety Management**

#### **Management Perspective**

Maron Beach management demonstrates reasonably good awareness about existing limitations in safety facility and service provision. In interviews, management acknowledged significant financial constraints in procurement of professional safety equipment and recruitment of certified lifeguards. Limited revenue streams and high operational costs become major barriers in upgrading safety infrastructure according to international standards.

Management also expresses concern about regulatory complexity involving multiple government agencies with different requirements and procedures. Bureaucratic complexity in obtaining permits and approvals for infrastructure development becomes a significant impediment in implementing necessary safety improvements. Despite these challenges, management shows commitment to improving safety conditions within existing resource constraints.

However, there are indications that current management approaches remain ad-hoc and reactive rather than systematic and proactive. The absence of long-term strategic planning for safety management development indicates the need for capacity building in strategic management and risk assessment for managers.

The management perspective reveals the practical challenges faced by tourism operators in balancing safety investments with financial sustainability. This tension between safety requirements and economic viability is common in tourism destinations, particularly in developing countries where profit margins may be narrow and access to capital limited.

#### **Tourist Perspective**

Interview results with various tourist categories show mixed perspectives about current safety conditions at Maron Beach. As expressed by Mr. Mustafid as a representative of visitor groups, there are high expectations for professional management including infrastructure improvement, facility enhancement, and service quality upgrading. Tourists generally recognize existing limitations but hope for gradual improvements that can enhance overall experience and safety assurance.

An interesting finding is the dichotomy between expressed safety concerns and actual behavior patterns. Although tourists express desires for better safety facilities, many of them do not fully utilize existing safety measures or strictly follow established safety guidelines. This indicates the need for behavior change interventions through education and awareness programs.

Tourists also show appreciation for natural beauty and accessibility of Maron Beach but express concerns about cleanliness, facility maintenance, and service consistency. There

is an expectation that safety management improvements must be accompanied by overall enhancement in destination management quality.

Tourist perspectives highlight the complex relationship between safety expectations and personal responsibility. Many tourists expect destinations to provide comprehensive safety services while not necessarily being willing to comply with safety requirements or modify their own risk-taking behaviors.

### **Government Perspective**

Government stakeholder perspectives, as represented by officials from Semarang City Tourism and Culture Department, show recognition of Maron Beach tourism potential but also acknowledgment of existing regulatory and coordination challenges. Government agencies recognize the need for comprehensive approaches in destination development integrated with safety management requirements.

However, there are indications of bureaucratic constraints and limited coordination mechanisms between different government levels and agencies. Existing regulatory frameworks are not yet fully supportive of rapid tourism development required for competitive destination positioning. Government officials also acknowledge limitations in providing technical assistance and financial support for private operators in implementing safety standards.

There is expectation from the government side that private operators should take more initiative in safety improvement, while from the private sector perspective there is expectation for more supportive regulatory environment and technical assistance from government. This indicates the need for better public-private partnership frameworks in tourism safety management.

The government perspective reflects broader challenges in tourism governance, where multiple agencies may have different priorities and limited resources for supporting tourism development while ensuring adequate safety standards.

### **Local Community Perspective**

Local communities show mixed feelings about tourism development at Maron Beach. On one hand, there is appreciation for economic opportunities generated from tourism activities, including employment opportunities and business development for local entrepreneurs. Community members also show pride in recognition of their local assets as tourist attractions.

However, there are also concerns about environmental impacts and potential negative externalities from increased tourism activities. Community members express worry about waste management, traffic congestion, and potential cultural impacts from mass tourism development. Regarding safety management, local communities show readiness to support safety initiatives but require proper guidance and capacity building.

An interesting insight is that local communities possess valuable indigenous knowledge about local environmental conditions, seasonal patterns, and potential hazards that could be input for safety management development. However, mechanisms for incorporating local knowledge into formal safety management systems are not yet available.

Local community involvement in tourism safety management can provide important benefits, including additional monitoring capacity, local knowledge about environmental conditions, and community support for safety initiatives. However, this

requires appropriate training and clear roles and responsibilities for community members.

## **Implications for Sustainable Tourism Development**

### **Integrated Safety Management Framework**

Research findings indicate the need for developing integrated safety management frameworks that combine elements of risk assessment, preventive measures, emergency response, and continuous improvement in single coherent systems. This framework must consider unique characteristics of Maron Beach including geographical features, visitor patterns, and existing resource constraints while being flexible enough to adapt to changing conditions.

Integration with broader sustainable tourism development agendas becomes essential for ensuring that safety improvements are not only reactive to immediate problems but also proactive in supporting long-term destination competitiveness. This requires alignment between safety management objectives with economic, social, and environmental sustainability goals, recognizing that safety is fundamentally connected to overall destination quality and visitor satisfaction.

The integrated framework should also consider the interconnections between different aspects of tourism management, recognizing that safety issues often reflect broader challenges in destination governance, infrastructure development, and stakeholder coordination. Addressing safety challenges effectively may require interventions in multiple areas simultaneously.

### **Multi-stakeholder Collaboration Model**

Complexity in the stakeholder landscape at Maron Beach requires development of effective collaboration mechanisms that can facilitate coordination, communication, and joint action among various parties. Multi-stakeholder platforms can function as forums for regular consultation, problem-solving, and joint planning for safety management initiatives while ensuring that different perspectives and interests are appropriately represented.

Collaboration models must incorporate clear roles and responsibilities for each stakeholder, along with mechanisms for accountability and performance monitoring. Public-private partnership principles can provide frameworks for organizing collaboration while ensuring sustainability and effectiveness of joint initiatives. This includes developing shared understanding of safety goals and collaborative approaches to achieving them.

Effective collaboration also requires addressing power imbalances and ensuring that all stakeholders have meaningful opportunities to participate in decision-making processes. This may require capacity building for some stakeholders and the development of appropriate communication and coordination mechanisms.

### **Capacity Building and Human Resource Development**

Investment in human resource development becomes a critical success factor for sustainable safety management improvement. Capacity building programs must address different levels and types of competencies required, from technical skills for frontline staff to strategic management capabilities for decision makers, recognizing that effective safety management requires competence at multiple levels.

Certification programs for safety personnel, training programs for tourism operators, and awareness programs for visitors can be components of comprehensive capacity building strategies. Partnerships with educational institutions and professional organizations can provide sustainable mechanisms for ongoing capacity development while ensuring that training programs remain current with best practices and emerging challenges.

Capacity building should also include developing local capacity for ongoing monitoring and evaluation of safety performance, enabling continuous improvement and adaptation of safety management approaches based on experience and changing conditions.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Synthesis of Key Findings**

Based on comprehensive analysis conducted, it can be concluded that current safety and security conditions for tourists at Maron Beach remain below optimal standards and require systematic improvements across various dimensions. Gap analysis shows significant deficiencies in infrastructure, human resources, management systems, and stakeholder coordination that can affect overall safety performance and visitor experience quality.

Factors influencing safety and security conditions are multidimensional and interconnected, encompassing environmental factors, management capabilities, regulatory frameworks, and socio-cultural dynamics. The complexity of these factors requires comprehensive and systematic approaches in developing effective and sustainable solutions that can address both immediate safety concerns and longer-term development challenges.

Stakeholder perspectives show consensus about the importance of safety improvements but also reveal different priorities, expectations, and constraints that must be considered in strategy development. Alignment of stakeholder interests and development of shared vision become prerequisites for successful implementation of safety enhancement initiatives.

### **Strategic Recommendations**

#### **Immediate Actions (0-6 months)**

Implementation of basic safety equipment upgrading becomes an immediate priority that can be accomplished with relatively modest investment. Procurement of adequate life vests, emergency communication devices, and basic first aid equipment can provide immediate improvement in safety preparedness while demonstrating management commitment to visitor safety.

Installation of comprehensive warning signage with clear and multilingual information can enhance visitor awareness about potential risks and safety procedures. This should include not only static signage but also information systems that can be updated based on changing conditions such as weather or tide levels.

Training programs for existing staff in basic water rescue techniques, first aid procedures, and emergency response protocols must begin immediately to improve human resource readiness. Partnerships with certified training providers or professional lifeguard associations can provide cost-effective solutions for skill development while ensuring that training meets recognized standards.

#### **Medium-term Initiatives (6-18 months)**

Infrastructure development programs must focus on critical safety facilities including construction of permanent lifeguard stations, installation of emergency communication systems, and improvement of access roads for emergency vehicles. Development of visitor information centers with comprehensive safety briefing facilities can enhance visitor education and awareness while providing professional focal points for safety information.

Implementation of formal certification programs for all safety personnel through partnerships with recognized training institutions or international lifeguard associations becomes crucial for ensuring adequate competence levels. Investment in professional development for management staff in areas of risk management, crisis communication, and tourism safety standards will support more effective safety management systems.

Development of comprehensive safety monitoring systems including regular environmental condition monitoring, visitor behavior observation, and incident tracking can support evidence-based safety management decisions. Integration with weather monitoring systems and early warning networks can provide better predictive capabilities for risk management.

#### **Long-term Development (18 months - 5 years)**

Establishment of formal safety management certification for Maron Beach through national or international tourism safety standards schemes can provide external validation of safety performance and competitive advantage in tourism marketing. This certification can also provide frameworks for continuous improvement and benchmarking against recognized standards.

Development of integrated destination management approaches that incorporate safety management as core components of overall tourism development strategies becomes essential for sustainable improvement. Integration with regional tourism development plans and sustainable tourism frameworks can provide broader support and resources for safety improvements.

Investment in research and development for innovative safety technologies and management approaches appropriate for local conditions can support long-term competitiveness and effectiveness. Partnerships with academic institutions can provide ongoing technical support and capability development for continuous improvement in safety management.

#### **Implementation Considerations**

Successful implementation of recommended improvements requires careful attention to various critical success factors. Financial sustainability becomes a primary concern that requires development of diversified funding mechanisms including public funding, private investment, and innovative financing schemes such as tourism levies or public-private partnerships.

Regulatory coordination and institutional strengthening become essential for creating supportive environments for safety improvements. Development of clear regulatory frameworks and streamlined approval processes can facilitate faster implementation of necessary improvements while ensuring compliance with relevant standards.

Community engagement and stakeholder buy-in become critical for sustainable success. Ongoing consultation processes, transparent communication about progress and challenges, and inclusive decision-making processes can build necessary support and commitment from all stakeholders while ensuring that improvements reflect local needs and conditions.

### **Research Limitations and Future Directions**

This research has several limitations that must be considered in interpreting findings and implementing recommendations. Geographic focus on a single location may limit generalizability of findings to other coastal tourism destinations with different characteristics. Temporal limitations of the data collection period may not fully capture seasonal variations and long-term trends in safety conditions and visitor patterns.

Limited access to historical accident data and comprehensive visitor satisfaction surveys may limit the depth of analysis about actual safety performance and visitor perceptions. Future research should incorporate quantitative assessment of safety incidents, comprehensive visitor surveys, and comparative analysis with similar destinations for providing more robust evidence bases.

Recommendations for future research include development of standardized safety assessment frameworks for coastal tourism destinations, longitudinal studies for evaluating effectiveness of safety interventions, and comparative studies for identifying best practices from successful coastal safety management initiatives. Research collaboration with international tourism safety organizations can provide access to global best practices and innovative approaches in coastal tourism safety management.

### **DAFTAR PUSTAKA**

- Bentley, T., Page, S., Meyer, D., Chalmers, D., & Laird, I. (2013). How safe is adventure tourism in New Zealand? An exploratory analysis. *Applied Geography*, 38, 88-99. <https://doi.org/10.1016/j.apgeog.2012.11.017>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101. <https://doi.org/10.1191/1478088706qp063oa>
- Cooper, C. (2016). *Essentials of tourism*. Pearson Education Limited.
- Garau, C. (2015). Perspectives on cultural and sustainable rural tourism in a smart region: The case study of Marmilla in Sardinia (Italy). *Sustainability*, 7(6), 6785-6800. <https://doi.org/10.3390/su7066785>
- Hall, C. M., Timothy, D. J., & Duval, D. T. (2004). *Safety and security in tourism: Relationships, management, and marketing*. Routledge.
- Henderson, J. C. (2007). *Tourism crises: Causes, consequences and management*. Butterworth-Heinemann.
- Ismayanti, I. (2010). *Pengantar pariwisata*. Grasindo.
- Korstanje, M. E., & Clayton, A. (2011). Tourism and terrorism: Conflicts and commonalities. *Worldwide Hospitality and Tourism Themes*, 3(3), 249-266. <https://doi.org/10.1108/17554211111142202>
- Kurniawan, A., & Prasetya, B. (2019). Analisis manajemen risiko keselamatan wisata bahari di Indonesia. *Jurnal Pariwisata Indonesia*, 15(2), 45-62. <https://doi.org/10.14710/jpi.2019.15.2.45-62>
- Liu, J. C., & Var, T. (1986). Resident attitudes toward tourism impacts in Hawaii. *Annals of Tourism Research*, 13(2), 193-214. [https://doi.org/10.1016/0160-7383\(86\)90037-X](https://doi.org/10.1016/0160-7383(86)90037-X)
- Morgan, D. (1991). *Beach safety management*. Australian Water Safety Council.

- Page, S., Bentley, T., & Walker, L. (2005). Tourist safety in New Zealand and Scotland. *Annals of Tourism Research*, 32(1), 150-166. <https://doi.org/10.1016/j.annals.2004.06.002>
- Pitana, I. G., & Gayatri, P. G. (2005). *Sosiologi pariwisata*. Andi Offset.
- Pizam, A., & Mansfeld, Y. (Eds.). (2006). *Tourism, security and safety*. Routledge.
- Rahayu, D. (2004). *Analisa faktor keamanan dalam pengelolaan objek dan daya tarik wisata di Pantai Petanahan Kabupaten Kebumen*. STIEPARI Semarang.
- Republic of Indonesia. (2009). *Law Number 10 of 2009 concerning Tourism*. Jakarta: State Secretariat.
- Santana, G. (2003). Crisis management and tourism: Beyond the rhetoric. *Journal of Travel & Tourism Marketing*, 15(4), 299-321. [https://doi.org/10.1300/J073v15n04\\_05](https://doi.org/10.1300/J073v15n04_05)
- Sujarwo, E. (2008). *Wave height study for determining reclamation elevation at Marina Beach Semarang*. UNDIP Semarang.
- Sulistiyorini, R., & Wibowo, A. (2020). Pengembangan model keselamatan wisata pantai berbasis community-based tourism. *Indonesian Journal of Tourism and Leisure*, 1(2), 78-95. <https://doi.org/10.36256/ijtl.v1i2.78>
- Timothy, D. J. (2011). *Cultural heritage and tourism: An introduction*. Channel View Publications.
- UNWTO. (2017). *Tourist safety and security: Practical measures for destinations*. World Tourism Organization. <https://doi.org/10.18111/9789284418916>
- Wilks, J., & Page, S. J. (Eds.). (2003). *Managing tourist health and safety in the new millennium*. Elsevier Science.
- World Tourism Organization. (2019). *International tourism safety and security guidelines*. Madrid: UNWTO Publications. <https://doi.org/10.18111/9789284421527>