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Galih A Putra, Helda Risman



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SECURITIZATION OF TOURISM ACTIVITIES TO DEFEND NATIONAL INTEREST

Galih A. Putra*

Republic of Indonesia Defense University
INDONESIA

Helda Risman

Republic of Indonesia Defense University,
INDONESIA

Abstract

Indonesia's current dynamic of tourism activities brings about positive impacts such as increasing the GDP and making good diplomatic relations. On the other hand, it can also create security threats, including terrorism, crime, and a new variant of the COVID-19 virus appearance. These issues impacted many stakeholders from the states up to the society. This research aims at explaining the securitization of tourism activities interfered with the defense of Indonesia's national interests by conducting a descriptive analysis method based on data from books, previous research, and some regulations. It portrays many challenges faced by Indonesia and the opportunities they get to defend national interest from the securitization of tourism activities. It also shows that the government's strategy in measuring security threats needs to be done hand-in-hand with all stakeholders to increase the effectiveness.

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Introduction

Security studies as much as the Copenhagen School and its theory of securitization are influenced by a few approaches. Agreeing with the affirmation that the nature of security is socially developed, the Copenhagen School's key contention is that security threats are not impartially given but reflect shared understandings, in which something is surrounded as an existential risk to a few esteemed referent question (Buzan et al., 1998). It leads to the chance of being moved out of the circle of common administrative issues and into the domain of crisis legislative issues, where it can be overseen rapidly and without the standard law-based rules and regulations of policy-making. In other words, labeling something with a speech act as a security threat that gets to end up one, and it is by communicating that something or someone is threatened in its presence that policymakers claim a right to extraordinary measures to guarantee the referent object's survival. In this way, security has digressive and political constrain and can be a concept that does something – it securitizes – rather than being an objective or subjective condition (Balzacq & Guzzini, 2015; Floyd, 2021).

Securitization theory has been created in numerous streams, shapes, and headings. It has also broadened its focus beyond Europe. It is directly associated with policy ranges such as foreign policy, European integration, terrorism, energy security, water deficiency, aid and progression, relocation, climate change, and a degree of health-related issues (Abrahamsen, 2016; Caballero-Anthony, 2008; McDonald, 2011). Particular fundamental advancement is the endeavor to move the theory beyond a "speech act" and toward a "pragmatic act" embedded in a specific setting. In substance, this suggests taking the gathering of people more seriously (Balzacq, 2016; Filimon, 2016). Balzacq also fights that rather than seeing securitization as an arrangement through which an audience is persuaded that something





may be a serious threat, we should see it as a handle through which securitizing specialists manage to gain the consent of a gathering of people based on a shared see of vulnerabilities.

Considering that the security issue does not, as it were, cover issues concerning militarization but has extended to other issues, one of which is tourism which can be seen as a security issue. Tourism security is a new rising discipline focusing on the security and well-functioning of the tourist system and domestic and international destinations. Without a doubt, security is not as it appeared to be fundamental for the industry's survival but incorporates complex connections with the local socioeconomic foundation (Tarlow, 2014; Tiffany, 2020). Tourism researchers and experts have taken up tourism securitization with vigor (Hall et al., 2004; Mansfeld & Pizam, 2006; Tarlow, 2014).

Tourism advancement involves negative and positive impacts (Almeida et al., 2018). The positive effect of tourism advancement is often in the form of a contribution to GDP. A World Travel & Tourism Council clarifies that Earlier to the pandemic, Travel & Tourism (including its direct, indirect, and induced impacts) was one of the world's most significant sectors, bookkeeping for 1 in 4 of all current occupations made in the world, 10.3% of all occupations (333 million), and 10.3% of worldwide GDP (USD 9.6 trillion). Meanwhile, the international guest investment amounted to USD 1.8 trillion in 2019 (6.8% of total exports) (World Travel & Tourism Council, 2022). In any case, a couple of sorts of writing also clarify that separated from the positive impacts of tourism improvement, a few unfavorable impacts ought to be overviewed (Almeida et al., 2018; Lechner et al., 2020). Ordinarily, the negative impacts are characteristic issues related to land clashes and natural framework damage (Almeida et al., 2018). To continue with the triumph of the Millennium Development Goals (MDGs), the United Nations is making Sustainable Development Goals (SDGs), where SDGs are separated into 17 objectives with 169 targets (Trupp & Dolezal, 2020).

Over the past few years, tourism activities have been genuinely undermined by the need for more safety and security. This figure has been distinguished as one of the five forces causing changes within the tourism sector in the new millennium. Crime, terrorism, food safety, health issues, and natural catastrophes are the main areas of concern (Breda & Costa, 2005). Moreover, Harmawan and Pertiwi declare that the advancement of tourism looks brilliant because of the accomplishment of its economic contribution. However, the current tourism management, particularly in Indonesia, needs to pay more attention to the biological viewpoints of the environment and the social community (Pertiwi & Harmawan, 2022). Not only that, tourism activities are mainly seen from the economic aspect. In contrast, another aspect, such as security, is being ignored which it has supposed to be considered because it is essential since it influences the people involved in tourism activities and the whole country, especially in defending the national interest. Therefore, through this paper, the researchers discuss the securitization of Indonesia's tourism to defend the national interest and its national defense approach from any perspectives

The Dynamic of Current Tourism in Indonesia

Indonesia sees one of the world's fastest-growing numbers in the tourism industry. With a vast and different potential for tourism, Indonesia is one of the foremost well-known destinations for foreign and domestic visitors looking for cultural, culinary, experience, wildlife, and numerous more sorts of tourism. Tourism is also essential to Indonesia's economy, and it has experienced significant growth in recent years. In 2019, 16.10 million foreign visitors were recorded to have visited Indonesia, producing around USD 18.40



million or a rise to 1.6% of Indonesia's GNP, making it one of Indonesia's most significant sources of foreign currency. Aside from foreign guests, the domestic traveler base forms a massive market for Indonesia's economy (Statistik, 2019).

Income from tourism activities constitutes a critical part of the world's economy, particularly in creating nations with curious and extraordinary goals. The devisa produced from this industry is utilized to purchase capital products and fortify investments. It pushes other associated divisions of businesses, creating the locale by expanding work opportunities, salary, and the spread of innovation. In Indonesia, tourism revenues increased to 2413.75 USD Million in the third quarter of 2022 from 1626.32 USD Million in the second quarter of 2022 (Fedec & Sousa, 2022).

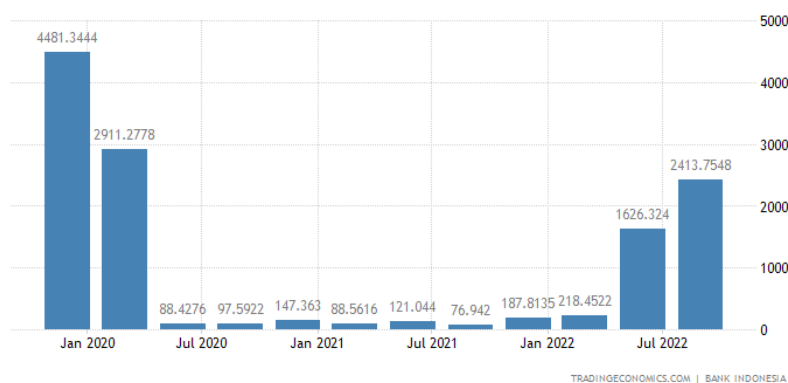


Figure 1. Indonesia's revenue chart
Source: Bank Indonesia (2022)

The dynamic of tourism in Indonesia can be related to securitization in many ways. The tourism industry is an imperative supporter of Indonesia's economy, and the government has prioritized the safety and security of tourists as a critical portion of its national security strategy. This has included the securitization of tourism, which incorporates measures to guarantee the safety and security of tourists, such as strengthening border controls, expanding surveillance, and upgrading emergency response capabilities. In terms of securitization of tourism, Indonesia's government has been taking action by making some regulations and laws to ensure the safety and security of tourists as well as tourism activities in the country which have been implemented by various government agencies, including the Indonesian National Police, the Ministry of Tourism and Creative Economy, and the Ministry of Foreign Affairs. Unfortunately, it still needs to be improved due to some issues related to securitization in tourism. A series of earthquakes struck the island of Lombok in 2018, for instance, causing far-reaching damage and driving a decay in tourism to the region. In 2019, the eruption of the Anak Krakatau volcano within the Sunda Strait caused the cancellation of flights and disturbing travel to and from the region (Rindrasah et al., 2019).

Security threats, such as terrorism and crime is being concerned, can harm tourism in Indonesia. For example, if tourists are targeted by terrorist assaults or violence, this could lead to a diminish in tourism demand and a negative effect on the tourism industry. In response, the government takes measures to address these threats and improve the security of tourists to secure the tourism industry's financial interface. It is supported by the data from UNDP and USAID about Bali Bombing. On October 12, 2002, two bombs exploded at tourist locations on the island of Bali, which is a vulnerable location to be attacked by a terrorist (Korstanje & Hugues Seraphin, 2020), killing 202 people and injuring hundreds



more. Many of the victims were foreign tourists. The assaults were carried out by the radical group Jemaah Islamiyah, a Southeast Asian militant organization with links to al-Qaeda. The group focused on foreign visitors to disturb Indonesia's tourism industry and destabilize the country (UNDP & USAID, 2002). The bombings were the deadliest terrorist assaults in Indonesia's history and critically affected the country's tourism industry. In reaction to the assaults, the Indonesian government executed several measures to improve security and combat terrorism, including the establishment of the Densus 88 Counterterrorism Unit and the execution of the 2003 Anti-Terrorism Law.

From this case, it can be seen that terrorism prevention was not a priority for Indonesia's government then. Even though the government has taken action by creating counter-terrorism units and executing anti-terrorism laws, the government still needs to realize how dangerous the threat is. Professor Hwang from Goucher College also supports it by stating that it happened due to a few Indonesian lawmakers were hesitant to recognize the risk of terrorism because they did not want to estrange preservationist Muslim constituencies, who did not accept the risk was real (Hwang & Clarke, 2022). It is also supported by the report on the APEC Counter-Terrorism Working Group's Workshop, which states that even though numerous police divisions have prepared and committed to the security of tourism destinations and businesses, only some of the economies have tourism crisis communication manuals. It infers that having information on terrorist financing would permit economies to avoid terror assaults from happening, especially at tourist destinations (APEC Secretariat, 2017). It shows how vital terrorism prevention is.

In addition, the role of tourism in national security is the third way. Tourism can also play a part in Indonesia's national security strategy in other ways. For example, the government may utilize tourism as an instrument to advance regional stability and strengthen diplomatic relations with other nations. In addition, the tourism industry can provide work and other financial benefits, which can offer assistance to advance social and political stability within the country. The research done by Minardi and friends, for instance, shows that through tourism diplomacy, they discovered that Indonesia attracted India by utilizing social similarities and have successfully expanded tourists' visits from India (Minardi et al., 2020). It is proof that tourism has a role in securing national interests by strengthening diplomatic relations with other countries.

Challenges and Opportunities

A number of challenges can emerge from the securitization of tourism activities in defending Indonesia's national interests. Some particular cases of these challenges incorporate limited resources, balancing security and freedom, unforeseen circumstances, and public perception. The first challenge is limited resources. Indonesia needs more resources available to secure tourism activities and protect the national interface. This could incorporate constrained budgets, personnel, or technology, which can make it challenging to execute effective security measures. Developing countries like Indonesia will mostly face this first challenge. Take a look at one point, limited budgets, for instance. Indonesia is allocated Rp9.2 trillion for tourism, especially recovering after COVID-19, with some programs such as rebranding tourism destinations as well as small and medium industries (Pangastuti & Kristianus, 2021).

On the other hand, the National Security Agency budget was reported only at 201.400 IDR bn in 2019 (CEIC, 2019). This records a decrease from the previous number of 277.700 IDR bn for 2018, which is an essential aspect of defending the national interest. This



case can make it challenging to implement adequate security measures. This may require prioritizing resources and identifying cost-effective solutions, and the government's effort will be limited.

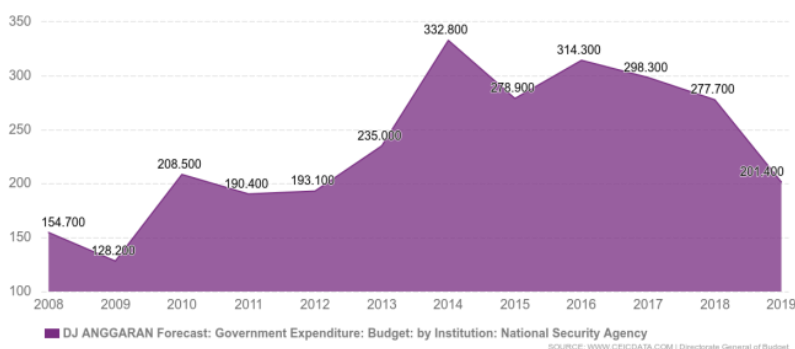


Figure 2. National Security Budget
Source: Directorate General of Budget (2019)

Another challenge of securing tourism activities in defending national interests in Indonesia is balancing security and freedom. A challenge may be balancing the requirement for security with the desire to maintain freedom and civil freedoms in Indonesia. For example, expanded security measures may be essential to ensure tourists and defend the national interface, but these measures may also be seen as infringing on the freedom of people or causing burdens. Security measures that are targeted and proportionate to the risk level can assist in adjusting the requirement for security to preserve opportunity and civil freedoms in Indonesia. For example, instead of executing cover security measures that influence all tourists, targeted measures that are based on particular threats or dangers may be more effective and less intrusive. Alice Edward also supports it by stating the more someone is protected, the more individual's freedom will be disturbed (Edwards, 2011).

The next challenge is unforeseen circumstances that arise, such as natural disasters, economic recessions, or global pandemics, which can disrupt tourism activities and threaten national interests in Indonesia. Normal disasters can have a critical effect on the tourism industry in Indonesia. Indonesia is a nation located within the Pacific Ring of Fire, which implies it is inclined to earthquakes, volcanic eruptions, and tsunamis. These sorts of disasters can disturb travel and damage infrastructure, leading to a diminish in tourism. In recent years, Indonesia has experienced a few natural disasters that have influenced the tourism industry, including earthquakes and volcanic emissions. For example, in 2018, a series of earthquakes struck the island of Lombok, causing far-reaching damage and driving a decay in tourism to the region. In 2019, the eruption of the Anak Krakatau volcano within the Sunda Strait caused the cancellation of flights and disturbing travel to and from the region (Rindrasih et al., 2019). In addition, the appearance of new variant of COVID-19 (Pandey et al., 2021), is possibly to be a big challenge in Indonesia since the tourism activities here is openly which allow foreign to come to Indonesia.

Public perception is another challenge where managing public recognition of the securitization of tourism activities, as a few people may see these measures as pointless or meddlesome. It may be essential to communicate these measures' significance to the public to gain support and cooperation. Negative public perception of security measures may also affect tourism in Indonesia, as visitors may be discouraged by perceived inconvenient or troublesome measures. This may require finding ways to minimize the effect of security measures on tourists while still effectively protecting national interests.



Besides the challenges, several opportunities can arise from the securitization of tourism activities in defending national interests in Indonesia, such as economic benefits, diplomatic relations, intelligence collecting, and military security. Adequate security measures that secure visitors and protect the national interface can lead to increased tourism requests in Indonesia. This may result in expanded income for the tourism industry and related businesses such as transportation, accommodation, and entertainment. It also supports the result of Syahputra's research which states that Tourism activities are considered one of the sources of economic development in world income; when the income from the tourism industry increase, then other businesses will follow it (Syahputra, 2020). Moreover, increased tourism demand can also lead to increased tourism revenue in Indonesia. This may result in increased government revenue from taxes on tourism-related activities and increased revenue for the tourism industry and related industries. It will be a significant opportunity for the country to be more advanced in many aspects, including security, by increasing the security budget and providing new job opportunities.

The next opportunity is intelligence collecting, where The tourism industry in Indonesia can serve as a source of intelligence collecting for the government, which can offer assistance to protect the national interface by giving data about potential threats or other issues of concern—for example getting data from tourism information where the information may be gathered through interactions with tourists, such as through interviews or surveys. Then, employees of the tourism industry in Indonesia, such as hotel staff or tour guides, may also be a source of intelligence collecting. They may have insights into potential threats or other issues of concern based on their interactions with tourists. By doing so, the government has an opportunity to prevent something terrible from happening to the country.

The third opportunity is diplomatic relations. The securitization of tourism activities in Indonesia can also promote regional stability and strengthen diplomatic relations with other countries, which can contribute to national interests by building more substantial economic and cultural ties with these countries. The safety of tourists from other countries, for example, while visiting Indonesia, can be a factor in diplomatic relations. If tourists from a particular country are subject to threats or attacks in Indonesia, this may affect diplomatic relations with that country. Moreover, partnerships between Indonesia's tourism industry and other countries' tourism industries may also be impacted by the securitization of tourism activities. For example, if security measures are perceived as disruptive or inconvenient, this may affect the willingness of other countries to engage in tourism industry partnerships with Indonesia. Last but not least, Indonesia's tourism industry's reputation can also impact diplomatic relations with other countries. If the tourism industry in Indonesia is perceived as unsafe or unreliable, this may affect the willingness of other countries to engage in tourism-related activities with Indonesia.

The last opportunity is military security. In some cases, the securitization of tourism in Indonesia may also be driven by military security concerns, such as the need to protect tourists from external threats or to prevent the use of tourism as a cover for espionage or other types of hostile activities. Military patrols are one thing that can be done by deploying in areas of Indonesia that are popular with tourists in order to provide security and protect tourists. This may involve the use of ground patrols, air patrols, or a combination of both. In addition, Military personnel in Indonesia may also receive training in tourism security in order to be prepared to respond to threats or incidents that may occur in tourism-related areas. This training may involve scenario-based exercises or other forms of training.



In short, the securitization of tourism activities to defend Indonesia's national interest bring out many challenges and opportunities that have been explained in the previous paragraphs. From this point, the researchers discover a new finding that the absence of a national security council in Indonesia can be both a challenge and an opportunity. The absence of national security will create a new burden because the government will be able hardly to review and analyze the possible security threats that will help them in creating new laws and regulations related to this issue. It will also bring the government an opportunity to create a national security system to assist them concerning security issues. It is also supported by previous researchers by stating the concept of national security is fundamental to promptly be constituted by the coordinated execution of all national components in reaction to comparative things with multi-dimensional impacts in the future. They have to be compelled to start the concept of national security can be carried out by creating non-military defense and activating the National Defense Council under the President's solid strategic leadership (Risman et al., 2020).

National Defense Approach

The national defense approach can be seen from many perspectives such as government perspectives, tourism ecosystem activities perspectives, general activities perspectives, and also national interest perspectives. National defense approach from the government perspective in terms of securitization of tourism activities to defend the national interest able to implicate a variety of measures designed to secure tourists as well as defend national interests. These measures may include security planning, intelligence collecting, security measure, and public communication.

The first measure that is need to be done by the government is security planning, which may include recognizing potential dangers toward tourists and national interests as well as developing strategies to moderate or avoid these threats. At this point, the government has the critical role to gather all of the stakeholders namely researcher from both tourism and security, tourist guide, hotelier, manager of tourist destination, and others. This meeting is expected to review and analyze the possible threat in the tourism industry and then find the solution together. It also contains evaluating the vulnerabilities of tourism-related regions and executing measures to address these vulnerabilities. Security planning is a critical component of the national defense approach because it empowers a nation to anticipate and prepare for potential dangers and to require proactive measures to anticipate or mitigate these threats (Cynoteck, 2020). It does not only a range of activities such as intelligence collecting who will do the risk assessment and the advancement as well as implementation of security measures but security planning also needs to be carried out with the cooperation of some institutions and agencies, such as law enforcement agencies, intelligence agencies, and military organizations. It will also need the cooperation of other partners, such as the private division, civil society organizations, and the public.

Intelligence collecting is a step that needs to be done to measure the potential threat that is possible to happen in the future. Intelligence collection is an important aspect of national security and is often carried out by intelligence agencies, military units, and other specialized organizations. The ultimate goal of intelligence collection is to provide accurate, timely, and relevant information that can be used to inform policy, strategy, or other decisions. The involvement of tourist and tourism industry employees is also needed to collect useful information because they are the first person who deals with the tourist directly In addition, there are also security measures, which may include a range of



measures designed to protect tourists and defend national interests by providing military patrols, training, equipment advancement, and other measures such as surveillance cameras or security checks.

Public communication is also one of the measurements which allude to the process of communicating with the public about security measures and issues of concern. It includes giving data to the public about the rationale behind security measures, looking for to address concerns or objections from the public, and engaging with partners such as the private segment, civil society organizations, and the public in order to guarantee that their needs and concerns are taken into consideration within the plan and execution of security measures. It is a critical component of the national defense approach because it helps to guarantee that the public is aware of the measures that are being taken to secure their safety and security and that their concerns are taken into consideration within the improvement and execution of these measures. Examples of these action activities such as gaining good relations with the media, community outreach, or public education campaigns.

The implementation of the national defense approach from the government perspective in Indonesia so far is exemplary. However, it needs to be done throughout because the government only does some of the measurements that need to be done effectively. The implementation of laws and regulations, for instance, is not optimal simply because the government creates law and regulation based on a particular condition; where it will be better if the combination of the measurement is carried out well and create a continuous follow-up toward the implementing of the law and regulation on the field. The execution of Law No. 10 of 2009 on Tourism proves that Indonesia's government could be more optimal in implementing its regulation. This law sets up the legitimate system for the tourism industry in Indonesia and incorporates arrangements related to the industry's promotion, improvement, and management. It also incorporates arrangements related to the safety and security of tourists, including requirements for tourist facilities and transportation to actualize appropriate security measures (DPRRI, 2009). The condition in the entire field is different from the expectation of the regulation because many tourist destinations still need to be safer for tourists, especially after being viral on social media. The government needs to focus more on the destination's promotion before thinking critically about the effect after being viral. Goa Pindul in Yogyakarta, for instance, is one of the tourist destinations that is broken after being viral (Pujani & Sanjiwani, 2017). The government and the management of the destination just created a new regulation to stop tourists from coming to that destination simply because the place is overcrowded and it does not feel safe to have to relax time at that place.

The next national defense approach is coming from tourism ecosystem perspectives. When the discourse related to terrorism is presented, many important things can be discussed, including the travel and hospitality industries, as well as cultural and natural attractions, transportation systems, and other supporting businesses and organizations (Mann, 2015). Those are the various components that contribute to the tourism industry. It is not uncommon for countries to consider the role of tourism in their national defense strategies. But in Indonesia, tourism is a significant contributor to a country's economy and can also play a role in diplomatic and cultural exchange. As such, Indonesia can consider the potential impacts of conflicts or other disruptions to the tourism industry as part of their broader national defense approach. If we take a look at the hospitality perspective, for instance, we can see that hospitality industry which is one aspects inside tourism activities can create many job vacancy that can improve the economic condition of Indonesia (Ardani & Harianto, 2021). In addition, the natural wealth in Indonesia is very potential to be tourist



destination as it is now. Bromo Mountain, for example, is a well-known tourist destination in the world. In the period September 1-11 2022, the number of tourists visit to Bromo reached 18,488 who come from both domestic and foreign (Febrianto, 2022). On contrary, a higher number of tourists in a certain place can create a higher number of crimes. It is supported by the appearance of fraud which not only happen in Bromo but also in other tourist destinations like Labuan Bajo and Bali (Panggabean, 2018; Taris, 2022).

General activities such as education in the school may be an important point of view in the national defense approach. In Indonesia, national defense education is an imperative part of the school curriculum. The Indonesian government places a solid emphasis on the part of education in building a solid and secure country, and as such, national defense is instructed at different levels of the education system. In primary and secondary schools, students may get instruction on subjects such as the history and principles of national defense, the structure, and function of the military and other defense organizations, and the strategies and technologies utilized to secure the country's interface. This may be instructed through a variety of implies, including classroom instruction, experiential learning opportunities, and extracurricular activities. In expansion to formal instruction, there are also a number of youth organizations in Indonesia that focus on national defense education and training. These incorporate programs such as the Indonesian Red Cross (PMI), the Indonesian Scout Movement (Pramuka), and the Indonesian Military Cadets Corps (KORPRI). These organizations give opportunities for youthful individuals to learn about national defense and develop leadership and other imperative skills. Overall, national defense education in Indonesia is an important part of the country's efforts to build a strong and secure nation. It helps to promote a sense of responsibility and citizenship among young people, and can also help to prepare them for careers in the military or other defense-related fields.

Lastly, the national defense approach toward Indonesia's national interest. In order to protect the nation's interests, including its sovereignty, territorial integrity, and citizens from external threats, a government should adopt a set of principles, strategies, and actions which is called national security. While, a national security policy system refers to the structures and processes that a government uses to develop, implement, and review its national security policies. In securitization of tourism, Indonesia needs a lot to be done in order to protect the national interest such as ensuring the safety and security of tourists by optimizing their way of maintaining a strong military and other defense agencies, developing and implementing security strategies, and enhancing intelligence gathering and analysis. Then, the national security policy system of Indonesia should support the promotion of cultural exchange and understanding through tourism, and adopt measures such as strengthening international partnerships and alliances and promoting intercultural dialogue. Moreover, prioritizing the protection and preservation of the country's natural and cultural heritage, which is a major attraction for tourists is also a critical part of the action that should be done by the national security policy of Indonesia. This will involve adopting measures such as promoting sustainable tourism practices and investing in conservation and preservation efforts. Last, the government should support the development of infrastructure necessary for the tourism industry, such as airports, roads, and hotels. This will be adopting measures such as investing in infrastructure development and promoting a stable and secure business environment.



Conclusion

By examining the above explanation, it can be concluded that the securitization of tourism activities to defend national interests in Indonesia involves a range of measures. These measures is including security planning, intelligence collecting, security measures, and public communication. The national defense approach to securing tourism activities in Indonesia is able to be seen from any aspects such as tourism ecosystem activities, general activities, and national interest which involve a range of institutions and agencies, including the military, law enforcement agencies, intelligence agencies, and diplomatic bodies. It may also involve the participation of other stakeholders, such as the private sector, civil society organizations, and the public.

Overall, the securitization of tourism activities to defend national interests in Indonesia is a complex and multifaceted process involving identifying and managing potential threats and vulnerabilities and implementing measures to protect tourists and defend national interests. It is critical to ensure that these measures are effective, transparent, and accountable and consider all stakeholders' needs and concerns. Last but not least, the researchers suggest that the government need to consider creating a national security council that can help them decrease their burden in term of security. Then, the government is also expected to maintain their regulation related to security and tourism, so that will be no lack or insecurity appearing on the field which can create the tourist not safe and impact national security.

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