

Analysis of Malaysian and Indonesian Foreign Policies in Campaigning for Disaster Aware Tourism

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Abstract -This study analyzes the foreign policies of Indonesia and Malaysia in promoting disaster-aware tourism as part of tourism diplomacy and sustainable development strategies. Using a qualitative approach with a comparative case study design and the Foreign Policy Analysis (FPA) framework, this research examines policy documents, international agreements, and tourism governance strategies implemented by both countries. The findings indicate that Indonesia and Malaysia share a common commitment to utilizing tourism as an instrument of economic diplomacy, public diplomacy, and nation branding while supporting sustainable tourism development. However, both countries adopt different policy orientations. Malaysia emphasizes digital transformation, smart tourism, innovation, and destination competitiveness through the National Tourism Policy 2020–2030, whereas Indonesia prioritizes disaster risk reduction, destination resilience, community preparedness, and the integration of mitigation measures into tourism governance. At the regional level, ASEAN plays a strategic role through the ASEAN Tourism Strategic Plan (ATSP), the ASEAN Agreement on Disaster Management and Emergency Response (AADMER), and the ASEAN Tourism Forum, which facilitate cooperation in disaster management and sustainable tourism development. Nevertheless, disaster-aware tourism has not yet become a central agenda in the foreign policies of either country. The study recommends strengthening regional collaboration, harmonizing destination safety standards, enhancing risk communication systems, and integrating disaster mitigation into tourism diplomacy to create safer, more resilient, and sustainable tourism destinations in Southeast Asia.

Keywords - Foreign Policy, Disaster-Aware Tourism, Tourism Diplomacy, Disaster Risk Reduction, ASEAN Cooperation.

I. INTRODUCTION

Research on tourism and disasters has developed significantly by highlighting various dimensions, such as crisis management, the impact of disasters on tourism demand, tourist risk perceptions, information-seeking behaviors, and decision-making in dealing with emergencies and evacuations. Research on the relationship between tourism and disasters has evolved significantly in the last two decades[1]. Various studies show that disasters, whether caused by natural factors, climate change, pandemics, or non-natural disasters, have a wide impact on the sustainability of the tourism sector[2]. These studies no longer only focus on post-disaster crisis management, but also include the impact of disasters on tourism demand, tourist risk perception, information-seeking behavior, risk communication strategies, destination preparedness, and the decision-making process of tourists in dealing with emergencies and evacuations[3]. These developments show that the tourism industry requires a more comprehensive approach through the integration of mitigation, preparedness, adaptation, and tourism resilience in every tourism development policy[4]. At the global level, the increasing intensity of hydrometeorological disasters, forest and land fires, earthquakes, tsunamis, pandemics, and the impact of climate change have changed the development paradigm of the tourism sector[5]. The United Nations World Tourism Organization (UN Tourism) emphasizes that sustainable tourism development must be integrated with Disaster Risk Reduction (DRR), climate change adaptation, and capacity building for local communities in the face of various threats. In this context, the concept of disaster-aware tourism is one of the strategic approaches that aims to build safe, resilient, adaptive, and sustainable tourist destinations[6]. This concept places disaster mitigation as an integral part of destination governance through tourist education[7], community capacity building[8], application of information technology[9], early warning systems, and collaboration between stakeholders[10]. In the Southeast Asian region, Indonesia and Malaysia are two countries that have a relatively high level of disaster vulnerability while relying on the tourism sector as one of the main drivers of national economic growth[11]. Indonesia is in the Pacific Ring of Fire region which is prone to earthquakes, tsunamis, volcanic eruptions, floods, and landslides[12]. Meanwhile, Malaysia faces various threats such as seasonal floods, landslides, cross-border haze due to forest fires, as well as the impact of climate change on coastal areas and ecotourism[13]. This condition makes the two countries have the same interest in building a more resilient tourism sector through national policies and international cooperation[14]. Tourism is a strategic sector for Malaysia that makes a significant contribution to gross domestic product (GDP), job creation, increasing the country's foreign exchange, and cultural diplomacy[15].

The country is known for its cultural diversity, conservation areas, tropical rainforests, national parks, tourist islands, and ecotourism destinations that attract international tourists[16]. However, Malaysia's tourism industry has been under immense pressure due to the COVID-19 pandemic which has caused losses of more than RM100 billion due to declining international tourist visits, particularly from China and Singapore[17]. The crisis shows that the tourism sector is very vulnerable to various forms of global disasters and crises so that it requires more adaptive, resilient, and sustainability-oriented policies[18]. In response to these challenges, the Government of Malaysia launched the National Tourism Policy (2020–2030) which focuses on transforming the tourism sector through strengthening domestic tourism, digitizing services, developing smart tourism, improving the quality of human resources, and implementing sustainability principles[19]. This policy encourages the use of digital technology in destination promotion, real-time dissemination of disaster information, early warning systems, and destination management that is more responsive to disaster risks. Digitalization is an important part of building tourist trust while strengthening Malaysia's tourism competitiveness at the international level[20]. In addition, through the Economic Transformation Programme (ETP)[20], Malaysia has also made rural tourism and ecotourism a priority sector in encouraging national economic growth[21]. However, the rapid development of the tourism industry also raises various challenges in the form of pressure on the environment, ecosystem degradation, and increasing vulnerability of tourist destinations to disasters[22]. Therefore, sustainable tourism development must pay attention to the balance between economic interests, environmental conservation, and the welfare of local communities[23].

In this framework, the aspect of disaster mitigation is an inseparable part of the governance of tourist destinations[24]. Malaysia's commitment to sustainable tourism development is also reflected in the Visit Malaysia 2026 Roadmap which sets out eight flagship products, namely nature tourism, experiential tourism, medical and wellness tourism, responsible tourism, luxury tourism, wedding tourism, Muslim-friendly tourism, and gastronomy tourism[25]. All of these products place aspects of security, safety, service quality, and sustainability as the main foundation in increasing the competitiveness of Malaysian tourist destinations[26]. This approach shows that tourism promotion is no longer only oriented towards increasing the number of tourists, but also on creating destinations that are safe, resilient, and able to adapt to various disaster threats[27]. Meanwhile, Indonesia is also developing various policies to strengthen the resilience of the tourism sector through integrating disaster mitigation into the development of tourist destinations[28]. The Ministry of Tourism together with the National Disaster Management Agency (BNPB) and various local governments have developed the concept of Disaster Resilient Tourism Destinations through the preparation of risk maps, the provision of evacuation routes, tourism awareness community training, disaster simulations, and the use of digital technology as a medium for education and the dissemination of disaster information[29]. This approach shows that the development of Indonesia's tourism sector is increasingly directed towards strengthening the resilience of destinations as part of the implementation of the Sendai Framework for Disaster Risk Reduction 2015–2030[30][31].

Despite having different geographical characteristics and governance systems, Indonesia and Malaysia face relatively similar challenges in maintaining the sustainability of the tourism sector amid the increasing threat of disasters. The common interest opens up opportunities for the two countries to strengthen cooperation through bilateral diplomacy and ASEAN regional cooperation. From the perspective of international relations, foreign policy is no longer understood only as a political and security instrument, but also as a means of development diplomacy, environmental diplomacy, and tourism diplomacy aimed at building a positive image of the country while strengthening cross-border cooperation in facing global challenges[32]. In the context of ASEAN, Indonesia and Malaysia are actively supporting the implementation of the ASEAN Tourism Strategic Plan, the ASEAN Agreement on Disaster Management and Emergency Response (AADMER), as well as various regional initiatives that integrate sustainable tourism development with disaster risk reduction[33]. Through these forums, the two countries promoted knowledge exchange, institutional capacity building, development of early warning systems, coordination of cross-border disaster management, and strengthened risk communication to international tourists[34]. This collaboration shows that the issue of disaster-aware tourism has developed into part of the regional diplomacy agenda in Southeast Asia[35]. However, until now, studies on the foreign policy analysis of Indonesia and Malaysia in campaigning for disaster-aware tourism are still relatively limited[36]. Most studies have dealt more with tourism destination management, tourism marketing, or disaster mitigation separately, while the relationship between foreign policy, tourism diplomacy, and disaster-aware tourism campaigns has not been extensively analyzed comparatively. In fact, the foreign policies of the two countries have a strategic role in building international cooperation, strengthening the image of safe tourist destinations, increasing global tourist confidence, and encouraging harmonization of disaster risk reduction policies in the ASEAN region[37].

Based on this description, this study aims to analyze how the foreign policies of Malaysia and Indonesia are used as a diplomatic instrument in campaigning for disaster-aware tourism. This study also examines the similarities and differences in the strategies of the two countries in integrating disaster mitigation into tourism diplomacy, sustainable destination development, and ASEAN regional cooperation. The results of the research are expected to contribute to the development of international relations studies, tourism diplomacy, and disaster governance, as well as become policy recommendations for the governments of Indonesia and Malaysia in strengthening collaboration towards the development of a safe, resilient, inclusive, and sustainable tourism sector

II. RELATED RESEARCH

Here are the most relevant previous research. These studies were selected because they relate to tourism, disaster mitigation, diplomacy, public policy, and regional cooperation.

No.	Previous Research	Research Findings	Linkage to Research
1	Ritchie, B. W. (2004). <i>Chaos, Crises and Disasters: A Strategic Approach to Crisis Management in the Tourism Industry</i> . Tourism Management, 25(6), 669–683[38].	Ritchie developed a tourism crisis management framework that emphasizes the importance of planning, mitigation, response, and recovery as part of tourism destination governance. This study shows that the success of destination management is greatly influenced by inter-agency coordination and effective communication with tourists.	This research is the conceptual foundation for the importance of disaster mitigation in the tourism sector. However, the study has not examined how foreign policy is used as an instrument to campaign for disaster-aware tourism at the international level, so it is a gap filled by this study.
2	Faulkner, B. (2001). <i>Towards a Framework for Tourism Disaster Management</i> . Tourism Management, 22(2), 135–147[39].	Faulkner introduced a disaster management model that consists of six stages: pre-event, prodromal, emergency, intermediate, recovery, and resolution. The model emphasizes the importance of tourist destination preparedness in dealing with various types of disasters.	This research provides a theoretical basis for disaster management in the tourism sector, but does not discuss the dimensions of diplomacy and foreign policy as a means of building a safe image of tourist destinations through international cooperation..
3	Hall, C. M., Prayag, G., & Amore, A. (2018). <i>Tourism and Resilience: Individual, Organisational and Destination Perspectives</i> . Channel View Publications[40].	This research explains that the resilience of tourist destinations must be built through collaboration between the government, the community, the private sector, and international organizations. Resilience is the main factor in maintaining the sustainability of the tourism industry amid increasing risks of disasters and climate change.	This research is relevant because it explains the importance of collaborative governance in building resilient tourist destinations. However, the study has not linked the concept of resilience with the foreign policies of Indonesia and Malaysia as an instrument of disaster-aware tourism diplomacy.
4	ASEAN Secretariat. (2016). <i>ASEAN Tourism Strategic Plan 2016–2025</i> . Jakarta: ASEAN Secretariat[41].	The document affirms that ASEAN countries need to strengthen regional cooperation in developing tourism that is sustainable, safe, inclusive, and resilient to a wide range of risks, including natural disasters, climate change, and global health crises.	This document shows that the issue of destination resilience has become an ASEAN regional agenda. This research expands the discussion by analyzing the implementation of foreign policies of Indonesia and Malaysia in campaigning for disaster-aware tourism through bilateral and ASEAN cooperation.
5	UN Tourism. (2015). <i>Tourism and the Sendai Framework for Disaster Risk Reduction 2015–2030</i> . Madrid: UN Tourism[42].	The report emphasizes that the tourism sector must integrate Disaster Risk Reduction (DRR) into tourism development policies through capacity building, tourist education, early warning systems, and international cooperation.	This research is the main reference in the development of the concept of disaster-aware tourism. However, the report is normative and does not compare Indonesia's and Malaysia's foreign policy strategies in promoting the concept as part of public diplomacy and tourism diplomacy

Based on the five studies, it can be seen that most of the studies still focus on disaster management of tourist destinations, tourism resilience, and disaster risk reduction. On the other hand, studies on foreign policy as an instrument to campaign for disaster-aware tourism are still very limited. In addition, there has not been much research that has conducted a comparative analysis of the diplomacy strategies of Indonesia and Malaysia in integrating disaster mitigation issues into ASEAN tourism promotion and regional cooperation. Therefore, this study offers novelty by analyzing how the foreign policies of the two countries are used as a diplomacy instrument to build a safe, resilient, and sustainable image of tourist destinations, while strengthening regional cooperation in supporting the implementation of Disaster Risk Reduction in the tourism sector.

III. RESEARCH METHODS

This study uses a qualitative approach with a comparative case study design to analyze the foreign policies of Malaysia and Indonesia in campaigning for disaster-aware tourism. The qualitative approach was chosen because this research aims to understand in depth the policy orientation, diplomacy strategies, and implementation of cooperation between the two countries in integrating disaster mitigation issues into tourism promotion. According to Creswell (2017) qualitative approach allows researchers to comprehensively explore social and policy phenomena based on meaning, context, and interpretation of various policy documents and practices[43]. Meanwhile, a comparative study design was used to identify similarities, differences, and characteristics of the foreign policies of Indonesia and Malaysia in developing disaster awareness tourism campaigns. This study uses the Foreign Policy Analysis (FPA) approach as the main perspective. The FPA approach views that foreign policy is the result of an interaction between national interests, government actors, domestic conditions, the regional environment, and international dynamics (Hudson, 2014)[44]. In the context of this research, foreign policy is not only understood as an instrument of political diplomacy, but also as a means of public diplomacy, tourism diplomacy, and disaster diplomacy in building the image of safe, resilient, and sustainable tourist destinations. The analysis focused on how the two countries are leveraging foreign policy to strengthen bilateral and regional cooperation in supporting disaster risk reduction in the tourism sector[9].

The research objectives include the foreign policies of Indonesia and Malaysia related to the promotion of sustainable tourism, disaster risk reduction, and regional cooperation in the Southeast Asian region. The analysis is focused on several strategic policy documents, including the Malaysian National Tourism Policy 2020–2030[31], the Strategic Plan of the Ministry of Tourism of the Republic of Indonesia, the ASEAN Tourism Strategic Plan, the ASEAN Agreement on Disaster Management and Emergency Response, the Sendai Framework for Disaster Risk Reduction 2015–2030, as well as various official documents issued by the Ministry of Foreign Affairs, the Ministry of Tourism, the National Disaster Management Agency (BNPB)[32], National Disaster Management Agency Malaysia, ASEAN Secretariat, and UN Tourism. These documents were chosen because they are directly related to sustainable tourism development, regional diplomacy, and disaster mitigation policies[27].

The data sources used consist of primary data and secondary data[45]. Primary data is in the form of official policy documents, bilateral agreements, ASEAN declarations, official speeches by government officials, diplomacy strategies, and ministerial reports related to foreign policy, tourism promotion, and disaster risk reduction. Secondary data were obtained from articles from reputable international journals indexed by Scopus and Web of Science [46], scientific books, reports of international organizations, conference proceedings, as well as publications of research institutions that discuss tourism diplomacy, disaster management, international relations, and sustainable tourism development. The use of these various sources aims to obtain a comprehensive understanding of the policy developments of the two countries. Data collection techniques are carried out through documentary research and library research. The documentation study is used to identify the content, objectives, priorities, and implementation of various foreign policy and tourism policy documents issued by the governments of Indonesia, Malaysia, ASEAN, and international organizations. Meanwhile, the literature study was carried out by examining various scientific literature on tourism diplomacy, disaster mitigation, tourism resilience, disaster diplomacy, and international relations.

The literature was collected through scientific databases such as Scopus, Web of Science, ScienceDirect, SpringerLink, Taylor & Francis, and Google Scholar using keywords such as foreign policy, tourism diplomacy, disaster tourism, disaster risk reduction, tourism resilience, Indonesia, Malaysia, and ASEAN. Data analysis was carried out using qualitative content analysis as developed by Mayring (2014)[47]. This technique is used to identify key themes, policy patterns, diplomacy orientations, and cooperation strategies contained in the various documents analyzed. The analysis process begins with reading all documents thoroughly, then conducting an open coding process of information related to tourism diplomacy, disaster mitigation, bilateral cooperation, regional cooperation, sustainable development, risk communication, and resilience of tourist destinations. Furthermore, the codes are grouped into conceptual categories so as to produce the main themes that become the basis for interpreting and comparing the foreign policies of the two countries. The next stage is comparative analysis, which is to compare the foreign policies of Indonesia and Malaysia based on several dimensions of analysis that have been determined, including: (1) foreign policy orientation towards sustainable tourism development; (2) integration of disaster mitigation aspects in tourism policies; (3) public diplomacy and tourism diplomacy strategies in building the image of safe destinations; (4) forms of bilateral and multilateral cooperation in disaster risk reduction; (5) the use of digital technology and risk communication in disaster awareness tourism campaigns; and (6) the contribution of the two countries to the implementation of the ASEAN agenda and the Sendai Framework. The comparison is used to identify similarities, differences, advantages, challenges, and opportunities for policy development in each country.

Figure 1. Research Methods



To ensure the validity of the research, the source triangulation technique is used by comparing information obtained from government documents, international organization reports, scientific articles, and official publications of related institutions[48]. Triangulation is carried out to ensure the consistency of information, increase the credibility of research results, and minimize interpretation bias against the analyzed documents. In addition, the researcher also cross-checked various regulations and the latest reports to ensure that the analysis is based on current policies. The research analysis framework integrates the perspective of Foreign Policy Analysis with the concepts of tourism diplomacy, disaster diplomacy, and Disaster Risk Reduction. The integration of these three perspectives allows the research not only to explain the content of Indonesia's and Malaysia's foreign policies, but also to evaluate how these policies translate into diplomacy instruments to strengthen international cooperation, improve the image of tourist destinations, and campaign for disaster-aware tourism at the regional and global levels. Through this approach, this research is expected to be able to produce a comprehensive analysis of the role of foreign policy in supporting the development of a safe, resilient, inclusive, and sustainable tourism sector in Indonesia and Malaysia.

IV. RESULTS AND DISCUSSION

1. Malaysia's Foreign Affairs in Campaigning for Malaysia's Disaster Awareness Tourism

Malaysia places the tourism sector as one of the strategic instruments in its foreign policy, especially through the approaches of economic diplomacy and public diplomacy. Tourism is not only seen as a foreign exchange-generating sector, but also as a medium to strengthen the country's image (nation branding), improve international relations, and expand regional and global cooperation. In the context of the increasing threat of natural disasters, climate change, pandemics, and various global crises, Malaysia's foreign policy has undergone a transformation by including aspects of the security, sustainability, and resilience of tourist destinations as part of its international diplomacy strategy. This approach shows that tourism promotion is no longer only oriented towards increasing the number of tourist visits, but also directed towards development[49]. This transformation is reflected in the National Tourism Policy (NTP) 2020–2030, which has been the main guideline for the development of Malaysia's tourism sector for a decade[31]. This policy emphasizes five main directions of development, namely strengthening tourism governance, digital transformation, improving the quality of tourism products, developing human resources, and sustainable tourism development. One of the important characteristics of the policy is the integration of the concept of smart tourism that utilizes information technology, artificial intelligence, big data, and digital information systems to improve the quality of tourism services while strengthening the destination risk management system. Through this approach, the Malaysian government seeks to build a tourism ecosystem that is not only efficient and competitive, but also adaptive to various potential threats, including natural disasters and global health crises[50].

From the perspective of international relations, the policy is a form of implementation of economic diplomacy that connects domestic development with the external interests of the state. Malaysia uses the tourism sector as an instrument to strengthen national competitiveness while improving the country's position in the global economic network. Through the promotion of safe, modern, and sustainable destinations, Malaysia seeks to increase the trust of international tourists, foreign investors, as well as various international organizations engaged in tourism and sustainable development. Thus, the issue of tourist destination security is not only a policy of the tourism sector, but also part of the foreign policy strategy in building the country's international reputation. In its implementation, Malaysia actively utilizes various international forums as a medium for tourism diplomacy[49]. One of the main forums is the ASEAN Tourism Forum (ATF) which is a forum for coordinating tourism policies in Southeast Asian countries. Through the forum, Malaysia encourages the improvement of destination safety standards, sustainable tourism development, digitalization of tourism services, and strengthening the capacity of member countries in dealing with various forms of crises and disasters. Malaysia's active participation in the ATF shows that regional cooperation is an important instrument to strengthen the resilience of the tourism sector in the ASEAN region which has a high level of vulnerability to natural disasters such as floods, earthquakes, tsunamis, forest fires, and climate change[51].

In addition to ASEAN, Malaysia is also strengthening its tourism diplomacy through active involvement in UN Tourism (United Nations Tourism).

This organization is an international platform in developing global standards on sustainable tourism, disaster risk reduction, and the development of resilient tourism destinations. Through various programs and technical cooperation, Malaysia adopts a number of international principles related to risk mitigation, crisis communication, and sustainability-based tourism destination management. Although the concept of disaster-aware tourism has not been explicitly mentioned in official government documents, various policies implemented show the integration of disaster mitigation principles into the development of the national tourism sector[52]. This approach can be seen from the development of a digital information system that functions as a risk communication medium to tourists. The Malaysian government through various institutions such as Tourism Malaysia, the National Disaster Management Agency (NADMA), and the Malaysian Meteorological Department provides information on weather conditions, potential floods, landslides, air quality due to haze, and public health information that can affect tourism activities. This information system allows tourists to obtain information quickly so that they can make travel decisions more safely. In the context of public diplomacy, the transparency of information has also increased the international community's confidence in the Malaysian government's capacity to manage the risks of tourist destinations[53]. Malaysia's foreign policy also shows the integration between tourism development and the Sustainable Development Goals (SDGs). The government places environmental conservation, ecosystem protection, and community-based tourism area management as part of its international promotion strategy. This approach is realized through the development of responsible tourism, which is a tourism concept that encourages shared responsibility between the government, industry players, local communities, and tourists in preserving the environment and reducing the negative impact of tourism activities. Responsible tourism indirectly strengthens the capacity of destinations in dealing with disasters because good environmental management can reduce the risk of ecosystem damage and increase the carrying capacity of tourist areas. Furthermore, the development of nature tourism is one of the priorities in the Visit Malaysia 2026 Roadmap[31]. Malaysia utilizes its rich biodiversity, national parks, conservation areas, tropical rainforests, and ecotourism as the main attractions in its tourism diplomacy. However, the development of nature-based destinations is accompanied by the implementation of environmental management standards, capacity building of local communities, and mitigation systems against various threats such as floods, forest fires, landslides, and extreme weather changes. Thus, the promotion of natural tourism not only aims to increase tourist visits, but also builds Malaysia's image as a country that is able to manage natural resources sustainably and safely[54].

In addition to natural tourism, Malaysia also develops medical tourism as one of the instruments of economic diplomacy. Medical tourism is a sector that is relatively more resistant to various forms of crises than the conventional tourism sector. The Malaysian government through the Malaysia Healthcare Travel Council (MHTC) promotes international quality healthcare services supported by modern healthcare systems, high safety standards, and high-tech medical facilities. Malaysia's experience in managing the COVID-19 pandemic has also strengthened the country's reputation as a safe medical tourism destination. This aspect of health security is an important part of the concept of disaster-aware tourism because it expands the definition of mitigation not only to natural disasters, but also to biological threats and public health crises[55]. From a public diplomacy perspective, Malaysia has consistently built an image as a safe destination through various international campaigns. The communication strategy carried out not only promotes the beauty of tourist destinations, but also displays the government's ability to maintain security, provide information services, improve the quality of infrastructure, and build an effective emergency response system. The campaign is carried out through digital media, international exhibitions, cooperation with airlines, global travel agents, and collaborations with international organizations. This approach shows that the safety of tourists has become part of Malaysia's international communication strategy in increasing the attractiveness of destinations[49]. From the perspective of foreign policy theory, Malaysia's strategy can be understood as the implementation of soft power diplomacy as stated by Joseph Nye[56]. Tourism is used as an instrument to increase the attractiveness of the country through culture, hospitality, service quality, and the government's ability to create a safe and sustainable environment. In contrast to the traditional security approach that focuses on the military aspect, soft power in the tourism sector places destination security as part of the country's international reputation.

The higher the level of trust tourists have in the security of a destination, the greater the country's attractiveness in global competition. On the other hand, Malaysia's foreign policy also shows the characteristics of multilevel governance, namely the involvement of various actors in the management of the tourism sector. The central government, state governments, industry players, local communities, international organizations, and the private sector work collaboratively to build safe and resilient destinations[57]. This governance model allows for the integration of national policies with local practices so that various disaster mitigation programs can be implemented more effectively at the tourist destination level. The collaboration also strengthens institutional capacity to face increasingly complex global challenges due to climate change and increasing frequency of disasters[58].

Despite this, Malaysia's policies still face a number of challenges. First, the concept of disaster-aware tourism has not been explicitly formulated in national policy documents so that its implementation is still spread across various sectoral programs. Second, coordination between the tourism, disaster, environment, and local government sectors still needs to be strengthened so that the mitigation system can run in a more integrated manner. Third, increasing disaster intensity due to climate change requires greater investment in early warning systems, disaster-resistant infrastructure, and increased risk literacy for tourists and local communities. Another challenge is to maintain a balance between increasing tourist visits and protecting the environment so that tourism development does not actually increase vulnerability to ecological disasters. Overall, Malaysia's foreign policy in campaigning for disaster-aware tourism shows a preventive, collaborative, and sustainable development-oriented approach. Although the term disaster-aware tourism has not yet become an official term in national policy, various strategies implemented through the National Tourism Policy 2020–2030, Visit Malaysia Roadmap 2026, diplomacy at ASEAN and UN Tourism forums, development of smart tourism, responsible tourism, nature tourism, and medical tourism show the integration of disaster mitigation principles into Malaysian tourism diplomacy. This approach shows that the security of tourist destinations has developed into an important part of Malaysia's foreign policy in building an international image as a safe, resilient, sustainable and competitive country in the Southeast Asian region as well as at the global level.

2. Indonesia's Foreign Policy in Campaigning for Disaster-Aware Tourism

Indonesia is one of the countries with the highest level of disaster vulnerability in the world because it is located at the confluence of three major tectonic plates, namely the Eurasian, Indo-Australian, and Pacific Plates, which form the Ring of Fire region. These geographical conditions make Indonesia vulnerable to various types of natural disasters, such as earthquakes, tsunamis, volcanic eruptions, floods, landslides, and forest and land fires. This vulnerability directly affects the tourism sector, considering that most of Indonesia's leading tourist destinations are located in coastal areas, mountainous areas, and areas with high potential for volcanic activity. Therefore, the Indonesian government views that tourism development cannot be separated from the Disaster Risk Reduction strategy as part of national development policy as well as foreign policy[59]. In contrast to Malaysia, which focuses more on tourism campaigns on sustainability and digital transformation, Indonesia's policy integrates disaster mitigation into tourism diplomacy through a resilient tourism approach[60]. This approach not only aims to maintain the sustainability of the tourism industry after a disaster, but also builds international tourists' trust that Indonesian tourist destinations have adequate security, preparedness, and risk management systems. Thus, Indonesia's tourism diplomacy no longer only focuses on promoting natural and cultural beauty, but also shows the country's capacity to manage disaster risks professionally. The policy is realized through the synergy of various ministries and institutions, especially the Ministry of Tourism, the National Disaster Management Agency (BNPB), the Ministry of Home Affairs, the Ministry of Public Works and Public Housing, the Meteorology, Climatology, and Geophysics Agency (BMKG)[61], local governments, and various international organizations such as the United Nations Development Programme (UNDP), the United Nations Office for Disaster Risk Reduction (UNDRR), the Japan International Cooperation Agency (JICA), and the ASEAN Coordinating Centre for Humanitarian Assistance on Disaster Management (AHA Centre)[62].

The cross-sector collaboration has resulted in various policies aimed at strengthening the capacity of tourist destinations in facing disaster threats through the development of resilient infrastructure, the provision of early warning systems, increasing the capacity of human resources, and education to tourists about safety procedures[63].

One of the real implementations of the policy is the development of the concept of Disaster Resilient Tourism Destinations. This concept integrates the principles of disaster mitigation into the entire management cycle of tourist destinations, starting from the planning stage, infrastructure development, operations, to the post-disaster recovery process. Tourist destinations are not only judged based on the quality of attractions, accessibility, and amenities, but also on disaster preparedness. The indicators used include the existence of clear evacuation routes, safe gathering points, disaster information systems, risk maps, multilingual evacuation signs, training for tourism industry players, periodic disaster simulations, and the integration of early warning systems with local authorities. This approach shows a paradigm shift in Indonesia's tourism development. If previously the success of the tourism sector was more measured through the increase in the number of tourist visits and the contribution to the Gross Domestic Product (GDP), now success indicators also include the level of resilience of destinations to various disaster threats[64]. This paradigm shift is in line with the concept of sustainable tourism which emphasizes a balance between economic growth, environmental protection, community safety, and social welfare. Thus, disaster risk reduction is an integral part of sustainable development of tourist destinations. In the context of foreign policy, Indonesia leverages multilateral diplomacy to strengthen the disaster-aware tourism agenda. One of the key instruments is the implementation of the Sendai Framework for Disaster Risk Reduction 2015–2030, which places disaster risk reduction as a global priority in supporting sustainable development[41]. Indonesia is actively adopting the four main priorities of the Sendai Framework, namely understanding disaster risk, strengthening disaster risk governance, increasing investment in disaster risk reduction, and strengthening preparedness for effective response and better reconstruction (Build Back Better). These principles are then integrated into various national policies, including the development of safe and resilient tourist destinations[65].

The implementation of the Sendai Framework is also part of Indonesia's diplomacy in various international forums[66]. Indonesia has consistently shared its experience on disaster risk management with developing countries, especially through South-South Cooperation[67]. Indonesia's experience in dealing with the Aceh tsunami in 2004, the Yogyakarta earthquake in 2006, the Palu earthquake and tsunami in 2018, and various other disasters are learning resources that are often presented in United Nations (UN), ASEAN, and Asia-Pacific Economic Cooperation (APEC) forums[68]. This diplomacy strengthens Indonesia's image as a country that has the capacity and experience to build resilience to disasters, including in the tourism sector. In addition to the Sendai Framework, Indonesia also plays an active role in the implementation of the ASEAN Agreement on Disaster Management and Emergency Response (AADMER). This agreement is a regional legal instrument that aims to strengthen cooperation between ASEAN countries in mitigation, preparedness, emergency response, and post-disaster recovery. Through AADMER, Indonesia encourages information exchange, institutional capacity building, joint exercises, and harmonization of disaster risk reduction policies in the region[69]. The cooperation provides direct benefits to the tourism sector because it improves cross-border coordination in dealing with disasters that have the potential to affect international tourist mobility and the stability of the regional tourism industry. Indonesia's role in AADMER is also strengthened through its support for the AHA Center based in Jakarta. The existence of the coordination center is proof of Indonesia's commitment to strengthening the ASEAN disaster governance architecture. From a foreign policy perspective, Indonesia's position as the host of the AHA Centre enhances Indonesia's diplomatic influence on humanitarian issues and disaster risk reduction. This condition also supports tourism diplomacy because it shows the international community that Indonesia has a strong regional coordination system in dealing with disasters[62].

Furthermore, Indonesia's foreign policy is also integrated with the ASEAN Tourism Strategic Plan (ATSP) which places sustainability, security, and resilience of destinations as priorities for ASEAN tourism development. Indonesia actively participates in the preparation of various ASEAN tourism standards, including the development of safe destinations, increasing the capacity of human resources, digitizing tourism services, and strengthening safety protocols for tourists[70].

Through the ASEAN Tourism Ministers Meeting forum, Indonesia has consistently proposed that the aspect of disaster mitigation be an important part of the development of regional tourist destinations, considering that most ASEAN countries have a level of vulnerability to various natural disasters. This policy is increasingly relevant after the COVID-19 pandemic which changed the paradigm of global tourism development[17]. The pandemic shows that the tourism sector is very vulnerable to various forms of crises, both natural and non-natural disasters. Therefore, Indonesia has begun to develop a crisis-resilient tourism approach, which is a tourism development model that is able to adapt to various types of threats through institutional capacity building, digitization of information, crisis management systems, and cross-sectoral collaboration[71]. This approach expands the concept of disaster-aware tourism to include not only geological and hydrometeorological threats, but also public health and climate change threats. From a human security perspective, Indonesia's foreign policy shows a shift from a traditional security approach to a human-centered security. Tourists, local communities, business actors, and the tourism workforce are seen as the main actors that must be protected from various disaster risks. Therefore, the promotion of Indonesian tourism no longer only displays natural and cultural wealth, but also highlights the readiness of destinations in ensuring the safety of visitors. This approach increases the confidence of international tourists while strengthening Indonesia's competitiveness in the global tourism market which pays more attention to safety and sustainability aspects. Overall, Indonesia's foreign policy in campaigning for disaster-aware tourism reflects the integration between public diplomacy, development diplomacy, and humanitarian diplomacy. Indonesia not only promotes tourist destinations as economic objects, but also as safe, resilient, and sustainable spaces. Through the implementation of the Sendai Framework, AADMER, ASEAN Tourism Strategic Plan, and various other international cooperations, Indonesia has succeeded in placing the issue of disaster mitigation as an important part of tourism diplomacy at the regional and global levels. This approach shows that the success of tourism sector development is not only measured by the increase in the number of tourist visits, but also by the ability of destinations to protect people, reduce disaster risk, and support the achievement of sustainable development goals (SDGs).

3. Comparative Analysis of Malaysia's and Indonesia's Foreign Policies

The results of the study show that Malaysia and Indonesia have a similar orientation in making the tourism sector one of the important instruments of foreign policy and economic diplomacy. Both countries view tourism not only as a foreign exchange-generating sector, but also as a medium to strengthen national image (nation branding), increase economic competitiveness, expand international cooperation networks, and support the achievement of sustainable development goals (SDGs)[72]. In this context, the governments of Malaysia and Indonesia have developed various policies that integrate aspects of environmental sustainability, economic development, and local community empowerment as the main foundation for the development of the tourism sector[73]. Malaysia implements this policy through the National Tourism Policy (NTP) 2020–2030 which focuses on digital transformation, smart tourism development, service innovation, and improving the quality of tourist destinations to be able to compete at the global level[31]. The Malaysian government is also actively building its image as a modern, safe, investment-friendly, and sustainable tourist destination through various international campaigns such as Malaysia Truly Asia. The nation branding strategy is supported by the use of digital technology, big data, artificial intelligence, and digital marketing that allow tourism promotion to be carried out more effectively to the international market. In addition, Malaysia encourages the diversification of tourism products through the development of medical tourism, ecotourism, cultural tourism, halal tourism, and conference-based tourism and exhibitions. The diversification aims to expand tourist segmentation while increasing the resilience of the tourism industry to changing global economic conditions. Malaysia and Indonesia show different directions in tourism development, although both have a strategic role in supporting the growth of the tourism industry in the ASEAN region[74]. This difference is not only seen from the number of international tourist visits, but also from the policies and strategies implemented by each country in increasing the competitiveness of tourist destinations[73].

Malaysia occupies the position as the country with the highest number of international tourist visits in ASEAN in 2025, which is around 42 million tourists[75]. This achievement demonstrates the Malaysian government's success in developing the tourism sector through an innovation-oriented approach and digital transformation. Leading destinations such as Kuala Lumpur, Langkawi, Penang, Sabah, and Melaka are supported by adequate infrastructure, good transportation access, and consistent tourism promotion in the international market. In addition, Malaysia is also strengthening its attractiveness through the development of Smart Tourism, Digital Economy, Sustainable Tourism, and Muslim-Friendly Tourism. The strategy not only aims to increase the number of tourists, but also provide a more modern, efficient, and sustainable travel experience. On the other hand, Indonesia will record around 13–14 million international tourists by 2025 and is ranked fifth in ASEAN. Although the number of visits is lower than Malaysia, Indonesia has the advantage of a very diverse natural and cultural wealth. The government focuses development on priority destinations such as Bali, Lake Toba, Borobudur, Mandalika, and Labuan Bajo[76]. In contrast to Malaysia, Indonesia's tourism policy emphasizes more on Sustainable Tourism, Digital Tourism, Community-Based Tourism, and Disaster-Aware Tourism. This approach is influenced by the geographical conditions of Indonesia which is located in the Ring of Fire area, so that aspects of disaster mitigation, tourist safety, and destination resilience are an integral part of the development of the tourism sector.

Meanwhile, Indonesia develops a tourism policy that has different characteristics because it is influenced by geographical conditions as an archipelagic country in the Ring of Fire area. The high level of vulnerability to earthquakes, tsunamis, volcanic eruptions, floods, landslides, and forest fires has led the government to place disaster mitigation as an integral part of the development of the tourism sector. Through various national policies, such as the National Tourism Development Master Plan (RIPPARNAS), Law Number 10 of 2009 concerning Tourism, and various regulations of the National Disaster Management Agency (BNPB), Indonesia has developed the concept of disaster-resilient tourism destinations[77]. This approach is not only oriented towards infrastructure development, but also includes capacity building of local communities, early warning systems, disaster education for tourists, and the integration of risk mitigation into the governance of tourist destinations. The similarities between the two countries can also be seen from their commitment to ASEAN regional cooperation in the field of tourism. Malaysia and Indonesia actively support the implementation of the ASEAN Tourism Strategic Plan (ATSP), the ASEAN Tourism Agreement, as well as various cooperation forums aimed at improving regional connectivity, strengthening tourism service standards, and building the resilience of the tourism sector to various global challenges. In addition, the two countries also participate in various international initiatives related to sustainable tourism development, environmental conservation, disaster risk reduction, and adaptation to climate change. This shows that the tourism policies of the two countries are not only oriented towards domestic interests, but also part of multilateral diplomacy in strengthening ASEAN's position as a world tourist destination[78].

Figure 1. Tourism in ASEAN Infographic 2025



Sources: Asean Tourism, 2026

Although it has relatively the same goal, this study found a significant difference in policy orientation. Malaysia emphasizes increasing global competitiveness through technological innovation, digitization of services, strengthening national identity, and aggressive international promotion. The policy is supported by relatively integrated institutional capacity, a high level of digital infrastructure readiness, and relatively more stable geographical conditions than Indonesia. Therefore, Malaysia's tourism development strategy is more directed towards improving service quality, destination management efficiency, and optimizing the tourist experience through the use of information technology[21]. On the contrary, Indonesia prioritizes the development of tourist destinations that are safe, adaptive, and resilient to various disaster threats. The Government of Indonesia views that the success of tourism sector development is not only determined by the number of tourist visits, but also by the ability of destinations to deal with various natural risks that have the potential to disrupt tourism activities. Therefore, the approach used emphasizes more on strengthening the capacity of local communities, improving coordination between agencies, developing mitigation infrastructure, preparing contingency plans, and integrating disaster education into the management of tourist destinations. Thus, the safety aspect of tourists is one of the main priorities in Indonesia's tourism policy[74]. The difference in policy orientation is influenced by various factors. Geographical factors are one of the main explanations considering that Indonesia has a much higher level of natural disaster risk than Malaysia. Indonesia's position at the meeting of the world's three tectonic plates causes the frequency of earthquakes, tsunamis, volcanic eruptions, and hydrometeorological disasters to be relatively higher. This condition encourages the government to integrate the principle of disaster risk reduction into all stages of tourism development[79].

In contrast, Malaysia faces a relatively lower risk of disasters so the government has more room to focus policies on technological innovation, tourism market development, and increased economic competitiveness[25].

In addition to geographical factors, institutional capacity is also a factor that affects the differences in policies between the two countries. Malaysia has a relatively centralized bureaucratic structure in the management of the tourism sector so that the process of coordination and policy implementation can run more effectively. On the other hand, Indonesia implements a decentralized system that gives great authority to local governments in the management of tourist destinations. This condition allows the development of tourism that is more in line with local characteristics, but on the other hand poses challenges in the form of differences in human resource capacity, funding, and coordination between regions in implementing disaster mitigation policies[59].

The national development priorities also influence the direction of tourism policies of the two countries. Malaysia views the tourism sector as a driver of economic growth based on global innovation and investment[31]. Therefore, the government seeks to create a modern tourism ecosystem through the digitization of services, improving transportation connectivity, and promoting technology-based destinations. Instead, Indonesia seeks to balance economic growth with the protection of the community and the environment through sustainable tourism development, inclusiveness, and resilience to disasters. This approach shows that Indonesia's tourism policy emphasizes social and ecological resilience aspects rather than economic orientation alone[9].

Despite the differences in approaches, this study confirms that the two countries have a great opportunity to complement each other through strengthening bilateral and regional cooperation. Malaysia can share its experience on digital transformation, smart tourism, technology-based destination management, and effective nation branding strategies in increasing global competitiveness. On the other hand, Indonesia has broader experience in the development of disaster mitigation systems, the development of resilient communities, the implementation of early warning systems, and the management of tourist destinations in high-risk areas. The exchange of knowledge, technology, and best practices has the potential to strengthen the capacity of the two countries in facing the challenges of the tourism industry in the future. Overall, the results of the study show that although Malaysia and Indonesia have different policy characteristics, both have the same vision in making the tourism sector an instrument of national development as well as international diplomacy. This difference in orientation is not a weakness, but a reflection of policy adjustments to geographical conditions, institutional capacity, and development needs of each country. Therefore, synergy through ASEAN regional collaboration, policy exchange, technological innovation, strengthening human resource capacity, and integrating sustainable development principles will be strategic steps in realizing safe, resilient, competitive, and sustainable tourist destinations in the Southeast Asian region.

4. ASEAN's Role in Supporting Disaster-Aware Tourism

ASEAN is a very strategic regional platform in bringing together the interests of Indonesia and Malaysia to build a safe, resilient, and sustainable tourism sector. As a region that has a high level of tourist mobility while facing various threats of natural and non-natural disasters, ASEAN countries realize that the success of tourism development does not only depend on the promotion of destinations, but also on the ability of each country to ensure the safety of tourists. Therefore, regional cooperation is an important instrument in harmonizing policies, strengthening coordination, and building common standards on disaster risk management in the tourism sector[32]. For Indonesia and Malaysia, ASEAN is not only a forum for economic cooperation, but also an arena for policy diplomacy that allows the two countries to share experiences, strengthen institutional capacity, and increase the competitiveness of regional tourism at the global level[33]. One of the concrete forms of cooperation is realized through the ASEAN Tourism Strategic Plan (ATSP) which is a guideline for regional tourism development. This strategic document emphasizes the importance of quality, inclusive, innovative, and sustainable tourism development by paying attention to aspects of safety, resilience, and protection for tourists. Within the framework of the ATSP, all member countries are encouraged to improve the quality of destinations through the implementation of service standards, strengthening human resource capacity, digital transformation, and disaster risk management[70].

Indonesia and Malaysia take advantage of this regional policy to align their respective national strategies so that they are able to face global challenges such as climate change, pandemics, and the increasing frequency of natural disasters that can disrupt tourism activities.

In addition to tourism sector policies, ASEAN cooperation is also strengthened through the ASEAN Agreement on Disaster Management and Emergency Response (AADMER) which is the main legal framework in disaster management in the Southeast Asian region. The agreement emphasizes the importance of collaboration between countries in prevention, mitigation, preparedness, emergency response, and post-disaster recovery. Although AADMER does not specifically regulate the tourism sector, its implementation has a huge impact on the sustainability of tourist destinations. Indonesia and Malaysia use this mechanism to strengthen cross-border coordination in dealing with disasters that have the potential to disrupt the tourism sector, such as earthquakes, tsunamis, major floods, forest fires, and cross-border haze. In its implementation, AADMER encourages institutional capacity building through joint training, disaster management simulations, information exchange, and the development of a more effective coordination system between ASEAN countries[69].

This step is very important because most tourist destinations in the Southeast Asian region are located in areas that have a fairly high level of disaster vulnerability. Indonesia, for example, faces the threat of earthquakes, tsunamis, volcanic eruptions, and landslides due to its position in the Ring of Fire area. Meanwhile, Malaysia is more likely to face the threat of seasonal floods, landslides, extreme weather, and the impact of haze due to cross-border forest fires. The difference in threat characteristics is actually a strength in ASEAN cooperation because it allows for the exchange of experiences and best practices in disaster risk management regional cooperation is also strengthened through the implementation of the ASEAN Tourism Forum (ATF) which every year becomes a tourism diplomacy event for all member countries[9]. This forum not only functions as a promotional activity for tourist destinations, but also as a space for policy dialogue regarding the development of safe, resilient, and sustainable tourism. Indonesia and Malaysia are actively utilizing this forum to introduce various innovations in destination management, digital transformation of the tourism sector, sustainable tourism development, and strategies to improve disaster preparedness[73]. Through the ASEAN Tourism Forum, the issue of tourist safety is increasingly receiving attention as part of efforts to increase the competitiveness of the Southeast Asian region in the international market[80]. Today's global travelers not only consider the beauty of the destination, but also pay attention to the level of security, quality of health services, readiness for emergencies, and the effectiveness of the information systems available[32]. Therefore, ASEAN seeks to build the region's image as a safe, inclusive, environmentally friendly destination, and able to face various global challenges. In this context, Indonesia and Malaysia share a common interest in strengthening tourist confidence through the implementation of better safety standards[72].

The urgency of regional cooperation is increasing because the threats faced by the tourism sector have a cross-border character. One of the most obvious examples is the haze phenomenon caused by forest and land fires that on several occasions affect air quality in various ASEAN countries, including Malaysia, Singapore, and parts of Indonesia. The impact of haze not only disrupts community activities, but also causes a decrease in the number of tourist visits, flight cancellations, closures of tourist attractions, and significant economic losses[72]. Such problems cannot be solved through national policies alone, but require strong regional coordination in the aspects of prevention, monitoring, data exchange, and enforcement of mutual commitments. In addition to the haze, the COVID-19 pandemic has also shown that the tourism sector is highly vulnerable to global crises that transcend national borders. Border closures, international travel restrictions, and changes in tourist behavior provide important lessons about the need for a regional coordination system in dealing with emergency situations[55]. ASEAN then strengthens cooperation through various tourism recovery policies, harmonization of health protocols, digitization of tourism services, and joint promotion to restore the trust of international tourists. This experience shows that the concept of tourism resilience must be an integral part of tourism development policies in all member countries.

Climate change is also a strategic challenge that increasingly affects the sustainability of the ASEAN tourism sector. Increasing intensity of extreme weather, rising sea levels, coastal flooding, heat waves, and changes in rainfall patterns can threaten various leading tourist destinations in Indonesia and Malaysia[72]. Therefore, regional cooperation is not only oriented towards disaster response, but also includes efforts to adapt to climate change through the development of more resilient infrastructure, protection of coastal ecosystems, conservation of natural tourist areas, and the development of low-carbon development policies that support the sustainability of the tourism industry. In this context, Indonesia and Malaysia have a great opportunity to develop a common standard on Disaster-Aware Tourism that can be applied throughout the ASEAN region[37]. This standard can cover various aspects, such as the preparation of risk communication guidelines to tourists, the development of an integrated early warning system, the provision of evacuation routes in tourist destinations, the capacity building of tourism industry players in dealing with emergencies, and the implementation of uniform safety standards for all regional tourist destinations. The harmonization of the standard will increase the confidence of international tourists as they gain assurance that every destination in the ASEAN region has an adequate level of preparedness for various disaster threats[1].

Furthermore, regional cooperation can be strengthened through the use of digital technology. The development of shared information platforms, real-time disaster data sharing systems, travel applications that are integrated with early warning systems, and the use of artificial intelligence to predict potential disruptions to tourism activities are forms of innovation that can be developed collaboratively. The integration of such technology not only increases the effectiveness of disaster mitigation, but also strengthens ASEAN's image as a modern, adaptive, and safety-oriented tourism region[40]. Overall, ASEAN cooperation provides a strong foundation for Indonesia and Malaysia in developing disaster-aware tourism policies. Through the implementation of the ASEAN Tourism Strategic Plan, AADMER, and the ASEAN Tourism Forum, the two countries have ample room to strengthen coordination, increase institutional capacity, develop common safety standards, and build more effective risk communication systems. In the midst of the increasing threat of natural disasters, climate change, pandemics, and various other cross-border crises, regional collaboration is key in realizing a more resilient, safe, inclusive, and sustainable ASEAN tourism sector. Thus, tourism diplomacy not only functions as an instrument for economic improvement, but also as a means of building regional resilience through integrated disaster risk management and oriented towards the protection of communities and tourists.

5. Policy Implications for the Development of Disaster-Aware Tourism

The foreign policies of Indonesia and Malaysia have accommodated various principles of sustainable tourism development, especially through commitments to increasing the competitiveness of destinations, protecting the environment, strengthening regional cooperation, and developing tourism-based economies[52]. The two countries also actively utilize the tourism sector as an instrument of economic diplomacy and public diplomacy to strengthen the national image at the international level. Indonesia highlights cultural diversity, natural wealth, and the concept of quality tourism, while Malaysia prioritizes digital innovation, smart tourism, and improving the quality of tourism services through various national programs[73]. However, the integration of disaster-aware tourism into the foreign policies of the two countries is still not a top priority. The approach implemented is still dominated by destination promotion efforts, increased foreign investment, connectivity development, and international marketing strategies, while the disaster mitigation dimension as part of tourism diplomacy has not been comprehensively developed[27]. The aspect of tourist education about disaster risk is still relatively limited in tourism promotion policies in Indonesia and Malaysia. Information conveyed to international tourists generally focuses on destination attraction, accessibility, and tourist facilities, while information about safety procedures, evacuation routes, early warning systems, and disaster risk characteristics in a destination has not been an integrated part of the international communication strategy. In fact, the increasing frequency of natural disasters due to climate change, geological activities, and extreme weather demands a new approach that not only promotes the beauty of destinations, but also provides security guarantees to tourists.

In this context, risk communication is one of the important elements that need to be integrated into tourism diplomacy in order to be able to build tourist trust while increasing the preparedness of all stakeholders[81].

The Results of the analysis identified that the standardization of the safety of tourist destinations in the ASEAN region still shows considerable variation between countries. Indonesia has developed various disaster mitigation guidelines for tourist areas in areas prone to earthquakes, tsunamis, volcanoes, and floods through collaboration between the central government, local governments, and the National Disaster Management Agency (BNPB). On the other hand, Malaysia focuses more on risk management through crisis management approaches, flood preparedness, and strengthening technology-based information systems[37]. Although the two countries have different experiences in dealing with disasters, there is no harmonization of tourist destination safety standards that can be applied jointly within the ASEAN framework[52]. This condition causes the level of readiness of tourist destinations in the region to still vary and has the potential to affect international tourists' perception of the safety of cross-border travel. Based on these findings, this study emphasizes the importance of strengthening cross-sectoral collaboration in integrating disaster risk reduction issues into the foreign policies of Indonesia and Malaysia. Synergy between the ministry of foreign affairs, the ministry of tourism, disaster management agencies, local governments, academics, the private sector, and civil society organizations is an important factor in formulating diplomacy strategies that are more adaptive to global challenges[51]. At the regional level, ASEAN also has a strategic role as a coordination platform to develop joint policies on disaster-aware tourism. Through forums such as the ASEAN Tourism Forum (ATF), the ASEAN Tourism Strategic Plan (ATSP)[70], and the ASEAN Agreement on Disaster Management and Emergency Response (AADMER)[69], member countries can strengthen cooperation in capacity building, the development of common guidelines, and the exchange of experiences on the management of disaster-resilient tourist destinations[51].

One of the strategies that can be developed is the development of a regional digital platform that integrates tourism information with disaster data in real time. This platform can provide information about weather conditions, the status of volcanic activity, potential flooding, evacuation routes, the location of temporary shelters, and emergency contact numbers that tourists can access before and during travel. The integration of digital technology with an early warning system not only improves the safety of tourists, but also strengthens the image of the ASEAN region as a safe destination and ready to face various risks. Moreover, the adoption of technologies, including artificial intelligence (AI), the Internet of Things (IoT), and geographic information systems (GIS), can enhance the speed and effectiveness of decision-making in emergency response situations. Strengthening cooperation can also be realized through the exchange of disaster data between countries, the implementation of joint training for tourist destination managers, cross-border disaster management simulations, and the preparation of regional tourist destination safety standards. These standards include evacuation procedures, emergency communication systems, human resource capacity, infrastructure readiness, and coordination mechanisms between agencies when disasters occur that have an impact on the tourism sector[16]. With the existence of common standards, ASEAN countries will have a uniform reference in building safe tourist destinations while increasing international tourists' confidence in the quality of risk management in the region[52]. In the end, the results of this study show that disaster awareness tourism campaigns should not only be seen as part of sectoral policies in the tourism sector, but also as a strategic instrument in foreign policy. The integration between tourism diplomacy and disaster management diplomacy will provide added value to the position of Indonesia and Malaysia in regional and global cooperation.

This approach is able to strengthen the trust of international tourists, enhance the reputation of the two countries as safe and resilient destinations, strengthen ASEAN's solidarity in dealing with disaster risks, and support the achievement of the Sustainable Development Goals (SDGs)[82], especially in the aspects of resilient urban and community development, action on climate change, and global partnerships. Thus, the mainstreaming of disaster-aware tourism in foreign policy is a strategic step to realize a more inclusive, adaptive, sustainable, and resiliency-oriented tourism development in the future.

V. CONCLUSION

This research shows that the foreign policies of Malaysia and Indonesia have the same commitment to making the tourism sector an instrument of economic diplomacy, public diplomacy, and a means of strengthening the country's positive image at the international level. The two countries have also integrated the principles of sustainable development into national tourism policies and actively participate in various ASEAN regional cooperation that promotes the development of safe, inclusive, and sustainable tourist destinations. However, the results of the analysis show that the issue of disaster-aware tourism has not yet become the main agenda in the foreign policies of the two countries. The approach applied is still more oriented towards destination promotion, increased investment, digital transformation, and tourism industry competitiveness rather than strengthening aspects of disaster mitigation, risk communication, and tourist preparedness. Differences in geographical characteristics also affect the policy orientation of each country. Indonesia, as a country in the Ring of Fire region, has greater attention to the integration of disaster mitigation in the management of tourist destinations through synergy between tourism, disaster policy, and international diplomacy. On the other hand, Malaysia focuses more on the development of smart tourism, environmental sustainability, and strengthening the tourism information system, although it still has a disaster risk management policy that supports the safety of destinations. These differences show that geographical context, level of disaster vulnerability, and national development priorities are important factors in shaping the direction of foreign policy in the tourism sector. At the regional level, ASEAN is a strategic forum for Indonesia and Malaysia to strengthen collaboration in resilient tourism development through various initiatives, such as the ASEAN Tourism Strategic Plan, ASEAN Agreement on Disaster Management and Emergency Response (AADMER), and the ASEAN Tourism Forum. However, existing coordination still needs to be strengthened, especially in the preparation of tourist destination safety standards, cross-border risk communication systems, disaster data exchange mechanisms, and human resource capacity building in the tourism sector. Thus, this study confirms that the mainstreaming of disaster-aware tourism in the foreign policies of Indonesia and Malaysia needs to be strengthened as part of sustainable development diplomacy. The integration of diplomacy, disaster risk management, and tourism governance will enhance destination resilience, strengthen international tourist confidence, and support the creation of regional cooperation that is more adaptive to the various disaster challenges in the Southeast Asian region.

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