

TOURISM EXPORT PERFORMANCE: THEORETICAL INSIGHTS INTO FACTORS AND RISKS

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Abstract. *Influencing on economic wellbeing of the countries, tourism export is growing at fast pace in most regions. Tourism export has become the main driver of the economy, enabling countries to increase employment opportunities and foreign exchange earnings. However, the sustainability and effectiveness of tourism export are determined by multiple factors and constrained by various risks. Factors show how countries should act in order to expand the tourism capacity, meanwhile tourism associated risks help to be careful in the global market. This article will analyze both, and gives author's personal assumption about further development of the industry.*

Keywords: *tourism export, changeable factors, unchangeable factors, risks, purpose of the visit.*

TURIZM EKSPORTI SAMARADORLIGI: OMILLAR VA XAVFLAR HAQIDA NAZARIY TUSHUNCHALAR

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Jahon iqtisodiyoti va diplomatiya universiteti

Annotatsiya. *Mamlakatlarning iqtisodiy farovonligiga ta'sir etuvchi turizm eksporti ko'pchilik mintaqalarda tez sur'atlar bilan o'sib bormoqda. Turizm eksporti iqtisodiyotning asosiy harakatlantiruvchi kuchiga aylandi, bu esa mamlakatlarning bandlik imkoniyatlari va valyuta tushumlarini oshirish imkonini beradi. Biroq, turizm eksportining barqarorligi va samaradorligi bir qancha omillar bilan belgilanadi va turli xavf-xatarlar bilan cheklanadi. Faktorlar mamlakatlarning turizm salohiyatini kengaytirish uchun qanday harakat qilishlari kerakligini ko'rsatadi, shu bilan birga turizm bilan bog'liq xavflar global bozorda ehtiyotkor bo'lishga yordam beradi. Ushbu maqola ikkalasini ham tahlil qiladi va muallifning sanoatning keyingi rivojlanishi haqida shaxsiy taxminlarini aks ettiradi.*

Kalit so'zlar: *turizm eksporti, o'zgaruvchan omillar, o'zgarmas omillar, risklar, tashrif maqsadi.*

ЭФФЕКТИВНОСТЬ ЭКСПОРТА ТУРИЗМА: ТЕОРЕТИЧЕСКИЙ АНАЛИЗ ФАКТОРОВ И РИСКОВ

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Аннотация. Экспорт туристической продукции, влияющий на экономическое благосостояние стран, растёт быстрыми темпами в большинстве регионов. Он стал основным драйвером экономики, позволяя странам увеличивать возможности трудоустройства и валютные поступления. Однако устойчивость и эффективность экспорта туристической продукции определяются множеством факторов и сдерживаются различными рисками. Факторы указывают на то, как странам следует действовать для расширения туристического потенциала, в то время как риски, связанные с туризмом, помогают проявлять осторожность на мировом рынке. В данной статье анализируются оба фактора, а также излагается личное предположение автора о дальнейшем развитии отрасли.

Ключевые слова: экспорт туристической продукции, изменяемые факторы, неизменяемые факторы, риски, цель визита.

Introduction.

Tourism is one of the fastest developing industries in the world, giving opportunities for some regions to excel at their economy. One of the greatest examples would be Middle East region. They changed the history, by being the tourism hub of the world, even leaving behind the all-time tourism destination of Europe. The question may appear about how did they achieve this level within couple of years, especially in the era where many countries are still struggling with post pandemic effects.

Many scientists consider as “tourism miracle” like “Asian tigers”. However, everything has its main influencer underneath. Middle Eastern countries changed their oil-based economy to non-oil specifically tourism based, even during COVID-19, being the first region to get rid of the pandemic impact (Hallaj, & other, 2022).

If we base it on the theory and facts, what made the Middle East to be the first recover is the choosing the main factors truly, meanwhile avoiding the potential risks (Vij, & Nadkarni, 2023).

Literature review.

Scholars always argue about the importance of tourism industry, and what factors shape it. For instance, Ozturk (2015) studied the different factors that affect tourism development in the panel of 34 developed and developing countries, over the period of 2005–2013. He claimed that one of the main factors for tourism is health expenditures, meanwhile carbon gas emission has negative effect. The author says that the more country spends on healthcare, it will give people safety measures to travel, leading increase in touristic flow. On the other hand even if the country has high tourism potential along with the much amount of gas emission and air pollution, tourism export can face negative slope. So he considers environmental and economic factors as main tourism shaping factors.

Proença, & Soukiazis, (2008) Has studied what factors made the Greece, Italy, Portugal and Spain main tourism destinations in Southern Europe. They used economic modeling to see the growth factors, using data from 1990 to 2004. Another work was done for exploring the cross-country panel data model to investigate the relative contributions of sociopolitical, natural and cultural characteristics and national tourism policies to international tourism growth (Joshi, Poudyal, & Larson, 2017). The researcher claim that, aside from economic factors, there are political factors which affects tourism export directly. Crime level, country's

political stability, reputation in worldwide and how safe the person can be if they visit to the destination has great impact on tourism. The more stable the country is politically, the more people flow can happen in tourism sector.

Research methodology.

In conducting the research, conclusions and proposals were developed based on observation, data collection, generalization, induction and the study of the views and models of local and foreign scientists in this field.

Research and analysis.

There are several factors, which shape the tourism potential of the country, however we decided to emerge them into 4 main groups: unchangeable, changeable, trend and political growths factors (see table 1).

Starting from the **unchangeable factors**, they encompass elements such as the inherent cultural heritage of a nation, its geographical positioning, climatic conditions, and social affinities shared between nations (Sonja, Ivana, 2016). Notably, the convergence of these factors plays a pivotal role in influencing tourist preferences and behaviors (Candela, Figini, 2010).

Table 1.

Growth factors of tourism export and import (based on tourism export theories)

Unchangeable factors	Changeable factors	Trend factors	Political factors
<ul style="list-style-type: none"> • Location • Climate • Lifestyle 	<ul style="list-style-type: none"> • Price • Popularity • Innovative heritage 	<ul style="list-style-type: none"> • Service ranking • Marketing tools • Offering • International ranks and popularity of the country 	<ul style="list-style-type: none"> • Countries reputation • Laws • Political and economic situation

Source: complied by author based on following sources. (Seyfi, Hall, 2020; Ivchenko, 2021).

The European Union (EU) serves as a prominent example of this phenomenon. Within the EU, a remarkable similarity in social norms, lifestyle patterns, working hours, and employment practices prevails across member states. Consequently, individuals residing within this region exhibit a predilection for visiting neighboring countries over destinations situated in disparate regions such as Asia or the Middle East. This inclination is underpinned by the comfort and familiarity associated with lifestyle congruence, thereby fostering a preference for destinations that offer comparable social environments. Moreover, proximity emerges as a salient determinant, wherein the adage "the closer, the cheaper" encapsulates the prevailing dynamics. The ease of travel and reduced expenditure associated with traversing nearby destinations contribute significantly to tourist decision-making processes. Irrespective of the time of year, the accessibility afforded by geographical proximity facilitates seamless border crossings, thereby bolstering the allure of neighboring destinations. Thus, the spatial proximity between nations constitutes an immutable factor that exerts a profound influence on the rates of tourism trade, engendering patterns of visitation predicated on geographical contiguity and the attendant convenience and affordability thereof.

Changeable factors in the realm of tourism pertain to dynamic elements that are subject to modification and adaptation, independent of pre-existing conditions. Key among these variables the evolving popularity of a destination, the deployment of innovative strategies within the tourism industry, the efficacy of a country's marketing endeavors, and the emergence of novel and distinctive tourist attractions (Uysal, Perdue, 2012). Unlike immutable factors, which are characterized by their inherent stability, changeable factors necessitate a proactive approach characterized by innovation, strategic pricing mechanisms, and continual market surveillance. Two exemplary nations that have exemplified adept

management of changeable factors and consistently garnered success in the global tourism arena are the United Arab Emirates (UAE) and Singapore. Departing from conventional paradigms centered solely on the preservation and promotion of existing heritage, these countries have embarked on a trajectory of proactive creation, introducing novel destinations characterized by accessibility and affordability. This strategic pivot not only diversifies the tourism landscape but also engenders a synergistic effect wherein the allure of these innovative destinations simultaneously enhances the overall attractiveness of the respective countries. By leveraging such innovative strategies, these nations effectively maximize their competitive edge, positioning themselves as formidable contenders in the global tourism market.

Trend factors - factors which play a role of advertisement and marketing (Ryan, 1991). The position of the country in international ranks, its market share on the World Tourism GDP, extra opportunities given for visitors and country's participation rate in global actions, like climate change, social connections and others are considered as trend factors. In the terms of this 3rd factors nowadays UAE, South Korea, Netherland, Singapore and Japan are leading the industry in the world market.

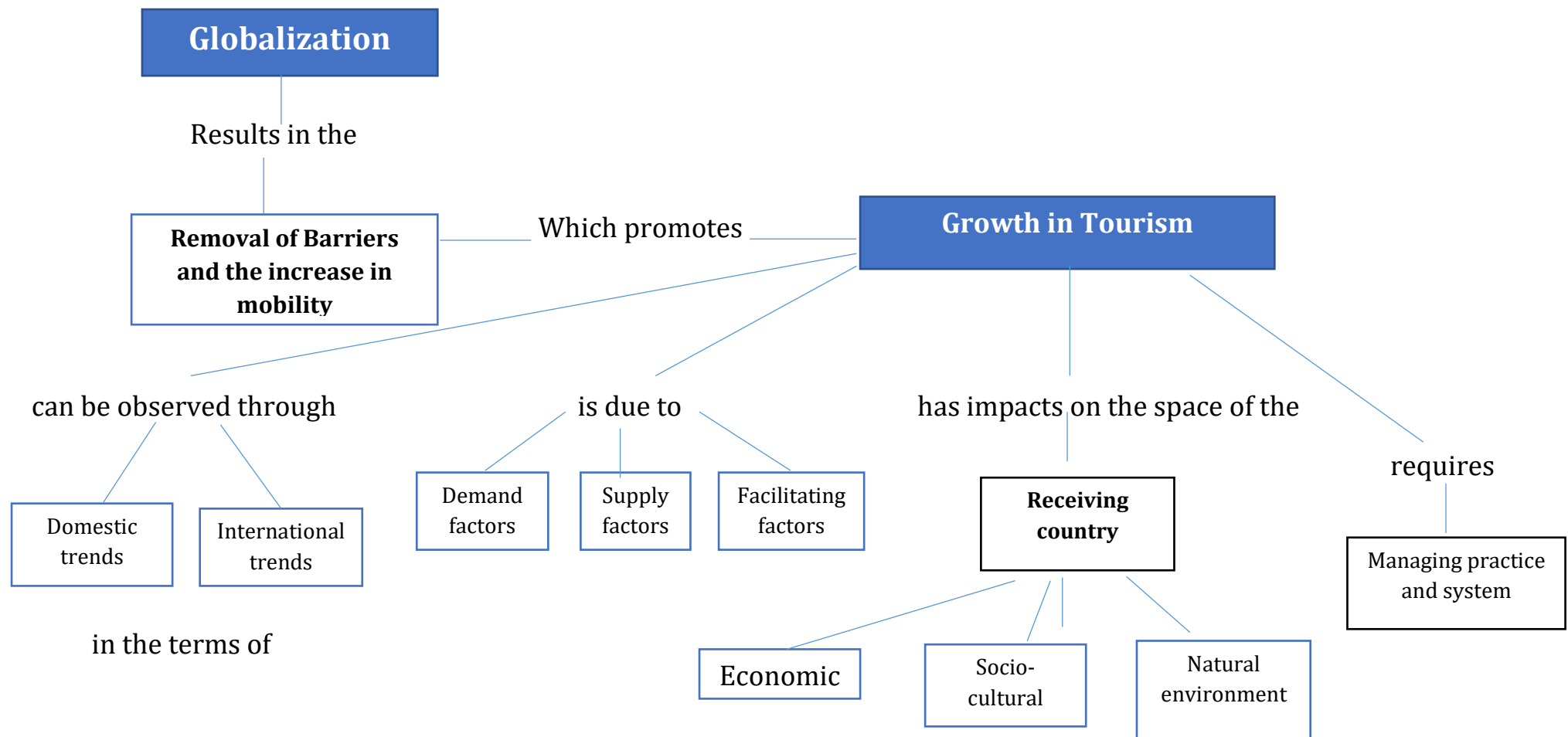
Political factors – one of the most complicated factors of all four. These factors can't be changed by only one country, but can be influenced by them unwillingly. Position of neighbor countries, political situation is the main factor for this group. Whether country takes play in political wars or not, are the neighboring countries are safe or it is dangerous to go there come up as the result of political factors (Khidirova, 2018). Central Asian countries, India, Thailand and Indonesia are the main victims of this factor. Paying attention to improvement of these factors will enable the country to change its scope of tourism trade, resulting further economic growth and better GDP measures.

Tourism related export theories, especially new growth theories claim that aside from growth factors, risk factors also plays significant role in economic growth. Paying attention tho the growths factors of the turism will enable economies to consider which aspects to improve, how to advertise, and what market segment to target based on their tourism potential. However, even if the factors are great, but risks are not considered throughly , then it will lessen the development of the tourism at noticeable level.

Based on the theories we divided tourism risk factors into following groups: *physical, economic, social, psychological, time, environmental, political* risk groups (Seyfi, Hall, 2020).

Physical risk – this risk factor has two dimensions. First site is that the risk is expected to effect to heritage, tourism companies and sightseeing. Earth quick, natural disaster, flood or extreme state of re constructure. On the other side, technologic equipment, transportation, infrastructure and internet services are also included in physical risks. They require update and money for depreciation. Disadvantage of physical risk factors is it is money consuming, also unpredictable. Be better prepared for it rather than regretting later defines the main concept in this group. Recent flood and earth quick in Turkey, Morocco and Saudi Arabia plays as the great example for this risk factor.

Economic risk represents a pivotal consideration in assessing the viability of a country's tourism industry. It encompasses both the domestic economic condition and the broader global economic landscape. At the national level, factors such as the state of the economy, the government's capacity to invest in tourism infrastructure and technology, and its ability to innovate and diversify tourism offerings are crucial determinants of tourism success. Moreover, the global economic situation, including events such as financial crises or pandemics, poses significant challenges to tourism-based economies. In essence, economic risk underscores the vulnerability of the tourism industry to fluctuations in both domestic and global economic conditions. It underscores the importance of strategic planning, resilience-building measures, and diversification strategies to mitigate the adverse effects of economic downturns on tourism-based economies.



Graph 1. Tourism export globalisation process and economic influence on growth (Mowforth, Munt, 2015)

Social risk – religion, social lifestyle, changes in the living conditions of the visiting country, hospitality of natives play big role in social risk. As example we can provide Islam. Islam became the fastest growing religion in the world, creating more trips to Islamic countries for exploration and learning historic culture. Middle East and Central Asia can use this opportunity to take advantage while other countries should prepare innovative strategies to attract travelers.

Environmental risk poses a significant impediment to the tourism trade, with climate being a foremost concern regardless of whether it is inherent to the continent or not. Climate change, ecological issues such as deforestation, degradation, and soil erosion, present substantial challenges for countries reliant on tourism. A notable instance is the Amazon Rainforest Fires of 2019 and 2020, which exemplify the profound impact of environmental crises on tourism-dependent nations. Over the past five years, the Amazon has experienced a disturbing trend of decreasing size attributed to recurrent fires, leading to extensive deforestation and the loss of biodiversity. Brazil, as the most affected country, has witnessed severe ramifications, including a surge in medical conditions among its populace due to atmospheric changes precipitated by the fires. Consequently, this environmental catastrophe has deterred tourists, resulting in a substantial annual decline of 14% in tourism exports for Brazil. This example underscores the profound implications of environmental risks in the tourism trade, emphasizing the imperative of proactive readiness to mitigate such challenges.

Time risk in the context of tourism export is intricately linked with both environmental and political factors. Any delay or alteration in travel plans due to unforeseen circumstances can exacerbate time-related challenges.

Notably, the situation in regions like Afghanistan, Russia, and Ukraine has ripple effects on neighboring economies. Political risk, inherently unpredictable, poses a formidable challenge to the tourism sector. Mitigation strategies, rather than precise measurement, are imperative to preemptively address potential political disruptions.

Graph 1 elucidates the intricate economic interconnections between tourism export and globalization. As depicted in the graph 1, the initial stage of globalization involves the dismantling of barriers within the tourism sector. This removal of impediments facilitates enhanced mobility among nations, thereby engendering greater travel opportunities and streamlined trans-border documentation processes. Whether through direct contributions or induced effects, tourism export catalyzes economic activity, thereby fostering improvements in overall economic growth.

Central to this discourse is the notion that globalization serves as a salient indicator of tourism export a proposition corroborated by the tenets of the New Growth Theory. Achieving sustainable economic growth through tourism export necessitates a judicious approach, entailing the selection of appropriate indicators and the conscientious consideration of pertinent factors and associated risks. Thus, the pursuit of economic prosperity via tourism export underscores the imperative of strategic planning and prudent decision-making within the tourism domain.

Conclusion and recommendations.

The tourism industry is both a critical opportunity and vulnerability for a participating economy in regard to exportation when it comes to global economic integration. From this article, we understand that macroeconomic stability, infrastructure, service quality, institutional capacity, and cultural attractiveness all play a part in shaping a country's export tourism. In comparison, export tourism is also highly susceptible to political instability, economic volatility, environmental challenges, and global crises, which could ruin its potential for long-term sustainability.

This study gives an active framework that helps balance the enabling factors and the associated risks, which policymakers highlight. In this case, exportation of tourism services

needs to be competitive and innovative, as well as able to withstand global uncertainties. It is suggested that future work focus on the interplay of these factors and associated risks in order to provide empirical evidence to bolster theoretical insights. In the end, it is necessary to adopt a strategic, resilient approach to the export of tourism services in order to ensure sustainable economic growth and development.

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