



Sustainable Tourism: Features and Factors of Development in Risk Conditions

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Received: 16.11.2025

Accepted: 02.12.2025

Published: 26.12.2025

<https://doi.org/10.54414/QURU2952>

Abstract

The article examines global risks associated with negative impact on the environment and their influence on sustainable economic development, identifies features and substantiates factors, principles and priority areas for the development of sustainable tourism. The tourism sector is an important part of the modern world economy. In the era of globalization, tourism contributes not only to the economic development of individual states, but is also the cause of geographical diversification, due to which the structure of international tourist flows undergoes changes. The above necessitates special attention to this topic and the identification of the formation of possible new promising tourist destinations. In addition, tourism as a component of the general economic system is sensitive to various types of risk in the political, economic, social and environmental spheres. Thus, the topic is becoming even more relevant for scientific research.

Keywords. Global risks, environment, sustainable development, global goals of sustainable development, sustainable tourism.

1. Introduction

The current state of the global economic system is largely characterized by the presence of a number of risks and threats. Environmental risks refer to potential risks to the natural environment, ecosystems and human health. These risks can come from various sources, including environmental pollution, climate change, natural disasters and industrial activities. As a rule, they often consist of a combination of complex economic, social and environmental phenomena that closely interact with each other.

The global importance of tourism is increasing due to its increasing influence on the economy. In many countries, it is the most important area of economic activity, making a significant contribution to the gross domestic product (GDP), creating new jobs and stimulating the development of infrastructure at various levels - national, regional and local. This underlines the fact that sustainable growth of tourism is becoming a key factor in economic prosperity in many countries of the world. International tourism plays an important role in the global economy, as:

- it provides foreign exchange and stimulates employment in the service sector and related types of business;
- optimizes macroeconomic indicators and promotes the intensification of socio-economic

processes in the regions;

- supports the diversification of the economy of the country's subjects and rural areas, influencing demand in industries related to tourism.

Sustainable tourism is a type of tourism that considers long-term economic, social, and environmental impacts, meeting the needs of all stakeholders: tourists, industry, the environment, and local communities. Key factors in its development include nature and climate, infrastructure, cultural values, and tourism opportunities. However, in risky environments, managing these factors, taking into account potential threats such as natural disasters, economic instability, or social conflict, becomes essential. Characteristics of Sustainable Tourism.

Economic Sustainability: Creating jobs, supporting local businesses, and ensuring economic growth without harming the environment and society.

Environmental Sustainability: Minimizing negative impacts on the environment, preserving biodiversity and natural resources, and managing waste and energy consumption.

Socio-Cultural Sustainability: Respecting local culture, traditions, and heritage, ensuring the participation of local residents in tourism activities, and respecting their rights.

Factors for Development in a Risky Environment Geographic and Climate: Assessing risks associated with natural disasters (earthquakes, floods, hurricanes) and developing mitigation plans.

Economic: Implementing sustainable business models, diversifying tourism offerings, and creating a resilient financial infrastructure to reduce dependence on a single source of income.

Social and Cultural: Developing local communities, ensuring their participation in planning and decision-making, preserving cultural identity, and preventing the negative impact of tourism on local populations.

Political Will and Governance: Developing clear policies, strategies, and regulations aimed at ensuring tourism sustainability and risk management.

Infrastructure and Technology:

Creating resilient infrastructure that meets safety and environmental requirements, as well as using technology to improve management and communication.

The rapid development of international tourism is facilitated by the process of globalization, the establishment of diplomatic, economic, trade and intercultural ties between states. Tourism is a particularly relevant and potentially attractive area of development for developing countries, since it is a kind of investment injection into the economy of national and foreign investors interested in increasing their own capital

The anthropogenic impact on the environment exceeds permissible limits and is due to a number of interrelated processes. It is characteristic that economic growth is accompanied by population growth (mostly in developing countries) and a decrease in population (in some developed countries and regions), an increase in resource consumption, environmental degradation, global climate change, a decrease in biodiversity, and desertification of a significant part of the territory in certain regions of the world. Understanding the characteristics of environmental risks and threats is critical to the sustainable development of the tourism industry and the development of a set of measures to prevent, reduce and eliminate existing problems.

The work uses the methods of the logical method, classification and systematization, abstracting, review and analysis of scientific publications of scientists and specialists based on databases of peer-reviewed scientific literature.

2. Research Results



As environmental conflicts intensify, economic development becomes more unstable as a result of disruption to the ecosystem. In these conditions, the concept of sustainable development has become relevant and was reflected in the work of the World High-Level Summit held in Copenhagen in 1995 (World Economic Forum, 2023). This document adopted a set of measures aimed at creating conditions for sustainable development. It provides for the broad participation of civil society in the development and implementation of solutions that determine the well-being of society.

The growth of online booking, the emergence of new travel formats, and changes in consumer preferences towards more environmentally friendly and sustainable tourism have led to the emergence of new trends and required the development of innovative solutions (UN DESA, 2024). In the new conditions, the tourism industry is faced with the need to use digital technologies not only to improve efficiency and optimize processes, but also to create a more personalized and comfortable travel experience. There are three possible paths for sustainable development of tourism as a strategic sector of the economy.

First, the extensive development path is associated with the expansion of the area of tourist territories and clusters, the attraction of additional workers, and an increase in the volume of tourism products and services in conditions where the tourism services market is not saturated and there is no strong competition.

In January 2023, the World Economic Forum published the Global Risks Report. The report highlights the challenges of addressing immediate and long-term risks. According to the report, "failure to mitigate climate change" and failure to adapt to climate change are the most serious risks projected for 2033. The report also notes that social and political polarization could further reduce the ability of collective problem-solving to address these global risks (IMF, 2022). For example, a cost of living crisis was identified as the number one risk over the next two years, while the biggest risk over a 10-year period was failure to mitigate climate change.

Digital transformation has become not just the introduction of new tools, but a comprehensive rethinking of how value is created for consumers. Regions with intensive tourism development are characterized by significant income from international tourism and a significant contribution of tourism to their GDP (Figure. 1).

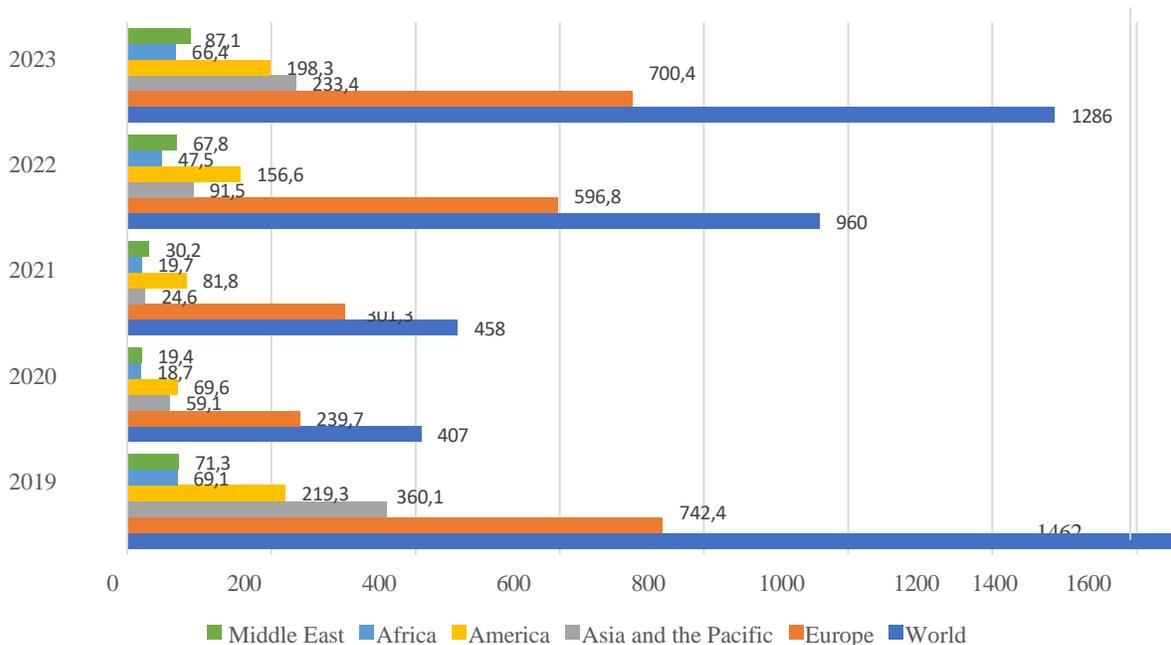


Figure. 1. International tourist arrivals by world regions, million people [World Tourism Organization, 2024]

The Global Risks 2023 report warned of emerging risks of rising inflation, debt and interest rates. According to the latest forecasts of the International Monetary Fund (IMF), global inflation in developed countries is expected to decline sharply from almost 9 percent in 2022 to 6.5 percent in 2023 and 4.1 percent in 2024 (United Nations, 2015).

The standard algorithm for assessing risks in the activities of travel agencies includes three stages (Figure. 2)

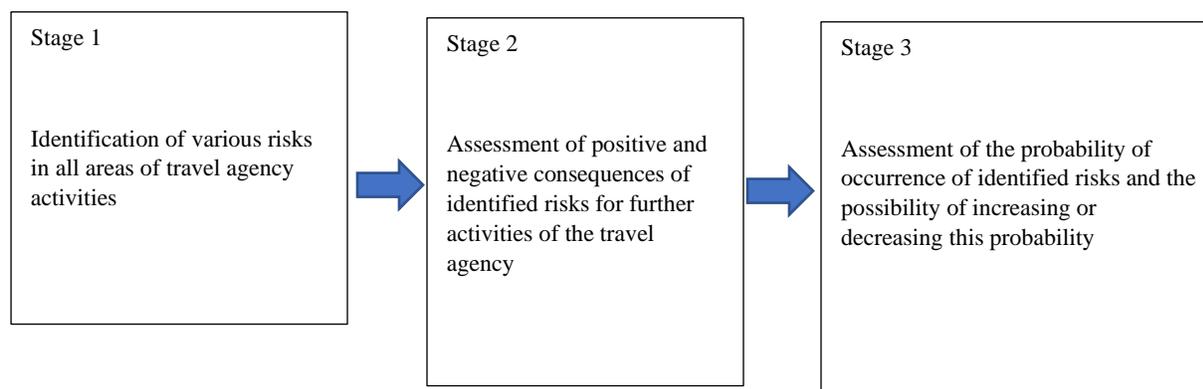


Figure. 2. Standard algorithm for risk assessment in the activities of travel agencies.

On September 25, 2015, at the UN Development Summit held at the UN headquarters, UN member states adopted the Sustainable Development Goals 2030, which consists of 17 Sustainable Development Goals (UN DESA, 2024).

This program provides for the implementation of specific measures to combat poverty, inequality, injustice and climate change. The new global goals and comprehensive development program, unlike in 2000, provide for the implementation of deeper reforms aimed at eliminating the root causes of poverty and ensuring a common development process for the masses and everyone.

The next UN Sustainable Development Report 2024 identifies 2024 as a critical period for global development (Khoshnevis Yazdi, 2012).

It is known that the Republic of Uzbekistan supports the sustainable development program of 17 goals and 169 targets developed by the UN until 2030 and carries out systematic work in the field of sustainable development (UNEP & UNWTO, 2005).

Sustainable tourism development is also the implementation of mechanisms for the formation of appropriate production models and a culture of consumption with sustainable economic development of tourist areas and the preservation of social and environmental balance.

In this case, sustainable tourism development can be implemented based on the following principles: implementation of the concept of sustainable tourism development in harmony with supply and demand; implementation of sustainable tourism development on a 7M scale (mono, mini, micro, meta, meso, macro and mega). Before moving on to a description of risk management technologies, let us consider the main characteristics of risk (Table 1).

Tourism is one of the largest and fastest growing industries in the world and is becoming an increasingly important source of income, employment and wealth in many countries. Currently, tourism accounts for a larger share of foreign exchange earnings and export revenues than any other industry in the world. Although tourism brings significant economic benefits to many countries, regions and communities, as practice shows, its rapid expansion has serious environmental and socio-economic consequences.

There is a reduction in natural resources and environmental degradation associated with tourism.



Long-distance travel leads to the combustion of large amounts of fuel and contributes to climate change due to CO₂ emissions. As a result, tourism development can have both positive and negative impacts on destinations. Sustainable tourism development attempts to find a balance between these effects (World Travel & Tourism Council [WTTC], 2023).

The UN Environment Programme and the World Tourism Organization (UNWTO) defined sustainable tourism as "tourism that takes full account of its current and future economic, social and environmental impacts and meets the needs of visitors, industry, the environment and host communities" (Statista Research Department, 2025).

Table 1. Main characteristics of risk and their description

Key risk characteristics	Description of risk characteristics
Risk event and its consequences	Consequences of events that may negatively affect the achievement of the goals set by the management of the travel agency
Probability of risk	The possibility of events occurring that may negatively impact the achievement of the goals set by the management of the travel agency
Amount at risk	Potential, numerically measurable possibility of loss (most often this refers to the cost estimate of losses as a result of the occurrence of risk)

Secondly, according to a study conducted by the World Travel and Tourism Council (WTTC) in collaboration with Oxford Economics, the global tourism sector is projected to contribute to increased employment (World Travel & Tourism Council [WTTC], 2023).

Through sustainable tourism development: firstly, it is possible to increase public awareness of environmental protection; secondly, it is possible to develop a sense of identification with local traditional culture and help the population increase their income by creating local jobs; thirdly, since the tourism chain includes several industries, it is possible to transform various industries in the region into green and low-carbon industries.

In recent years, despite economic and geopolitical challenges, the recovery of the travel and tourism sector has continued at a rapid pace.

International tourism is characterized by an uneven distribution of tourist flows around the world. Countries can be clearly divided into tourist exporters and tourist importers. The leaders in the field of outbound tourism are traditionally highly developed countries such as Germany, Great Britain, Belgium, Denmark, the Netherlands, the USA, Canada and Japan. This trend is due to many factors. The fundamental one is the level of income of the population, which determines the possibility of traveling not only within the country, but also abroad. The total share of the travel and tourism sector in GDP is expected to be 11.6 percent in 2033 (Figure 3) (Koroleva, 2022).

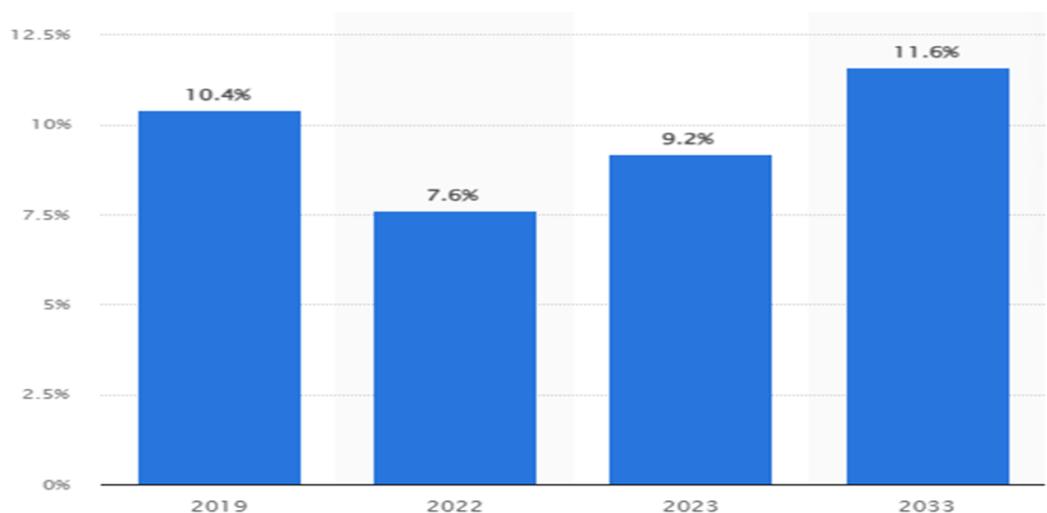


Figure 3. Share of travel and tourism sector in gross domestic product

Over the past six decades, tourism has not only grown, but also evolved, transforming from a highly specialized form of recreation into one of the key sectors of the global economy. Its influence extends to all spheres of life, from infrastructure and transport communications to culture and education. The transnationalization of the international tourism business is best seen in the hospitality industry, where large hotel chains operate, which contributes to the effective development of the service sector.

Studying international experience in applying measures to combat crisis phenomena in the tourism sector is of great importance, since the analysis of these approaches allows them to be adapted and integrated into national systems of regulation and support of the tourism industry, which contributes to its more effective development (Table 2). Table 2 shows the role of the travel and tourism sector in the national economy of the largest countries in the world economy.

Table 2 - the role of the travel and tourism sector in the national economy of the largest countries in the world economy.

Countries	Share of tourism sector in GDP, billion USD	Share of tourism sector in GDP, % ,2024	Change in the share of the tourism sector in GDP (%) 2024	Total share of tourism sector in 2024		Tourism Sector Change, 2024 (%)	
				Inside	International	Inside	International
USA	1,271.2	5.5%	22.0%	94.8%	5.2%	28.0%	1.4%
Germany	251.0	6.4%	5.0%	89.6%	10.4%	5.8%	11.8%
Japan	206.3	4.2%	22.9%	99.3%	0.7%	40.5%	-90.8%
Italy	179.0	9.1%	58.5%	83.8%	16.2%	76.4%	19.8%
India	178.0	5.8%	43.6%	94.5%	5.5%	55.7%	-39.1%



France	177.9	6.5%	40.6%	70.0%	30.0%	51.5%	33.2%
Mexico	168.8	13.1%	23.6%	86.4%	13.6%	20.7%	58.6%
United Kingdom	157.5	5.7%	40.3%	96.2%	3.8%	57.5%	-48.8%
Spain	113.1	8.5%	52.5%	59.5%	40.5%	52.3%	70.1%
Brazil	103.5	6.4%	21.7%	96.0%	4.0%	29.9%	-10.6%
Canada	88.0	4.4%	24.4%	85.5%	14.5%	3.3%	4.2%
Australia	76.5	4.7%	-6.8%	98.0%	2.0%	1.8%	-82.2%
Russia	66.0	3.7%	32.8%	86.9%	13.1%	8.3%	12.6%
Turkey	59.3	7.3%	60.6%	38.0%	62.0%	7.4%	104.4%
Saudi Arabia	51.5	6.5%	1.4%	72.8%	27.2%	6.7%	-7.0%

Since the tourism chain includes several interconnected industries, sustainable tourism can help transform various industries in the region into a green and low-carbon industry.

The rapid spread of new trends in the tourism sector has become possible due to continuous scientific and technological progress and is primarily associated with the introduction of digital technologies. Digitalization has played a vital role in the recovery of tourism. During the pandemic, many travel companies and platforms have increased their operational efficiency and user convenience with the help of digital technologies. For example, artificial intelligence and big data analysis help travel companies optimize routes and personalize services, and contactless technologies, such as electronic payment and e-tickets, have become widespread during the pandemic.

The use of contactless payment systems, applications, artificial intelligence technologies and virtual or augmented reality, the use of blockchain technology are already shaping the usual environment of human life, therefore, their direct impact on the field of international tourism is manifested through the expansion of opportunities for the provision of tourism services. With the advent of forums, blogs, Facebook, Twitter, YouTube and other social media, tourists themselves have begun to create an image and influence the brand of a company through their messages. E-commerce has also played a huge role in the globalization of tourism. As technology is increasingly applied in tourism, digital transformation will continue to drive the recovery and growth of the tourism industry in the coming years, especially in the areas of virtual tourism and augmented reality.

Another tourism trend in recent years is that, in addition to traditional tourist destinations, emerging tourism markets such as Southeast Asia, Latin America and some African countries are becoming new choices for international tourists [UNCTAD, 2024]. These markets attract large numbers of tourists due to their unique culture, natural landscape and relatively low travel costs. The Asian market, mainly represented by China, is expected to make a significant contribution to global tourism growth in the coming years with the gradual recovery of outbound tourism.

3. Conclusion

The tourism industry is actively developing at the macroeconomic and regional levels. The problems faced by the industry have led to the introduction of new products and technologies to meet the changed consumer demand. An important trend is the cooperation of government agencies and private companies to regulate the industry and solve urgent problems. At the same time, the diversification of tourism forms has also given impetus to recovery. A feature of the post-COVID recovery growth has been the growing popularity of new forms of tourism. These include ecotourism, health tourism, "sustainable" tourism, etc. Of particular interest among these new forms is the so-called "labor" tourism. The widespread use of such a form of employment as remote work has contributed to the fact that for many people it has become possible to combine tourism and work. This, in turn, has led to the emergence of demand for long-term travel, when, for example, people travel to warm countries for the winter, combining travel and work. It is necessary to take into account the totality of various factors and conditions influencing the transformation processes in the industry. Sustainable tourism development is an integrated and systematic approach that combines social, environmental and economic values. Currently, there are various models of sustainable tourism development, but they do not fully cover the factors and indicators that ensure the sustainability of tourism. In this regard, it is necessary to develop and implement a number of strategic directions for the development of sustainable tourism. It is important that tourism development is carried out in accordance with sustainable development strategies, considering tourism activities as part of sustainable development along with other activities and the impact on other sectors. It is necessary to develop social cooperation by developing mechanisms to increase the willingness of people involved in sustainable tourism to cooperate. The issue of sustainable development affects the quantity and quality of services consumed by the consumer of tourism products, thereby forming consumption patterns that lead to sustainable tourism development.

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