

GENESIS OF RISKS IN TOURISM: A VIEW FROM RUSSIA (2000–2022)

Marianna M. Romanova*, Ivan P. Kulgachev**, Ekaterina A. Blinova*** & Oleg E. Afanasiev****

Abstract

Tourism safety has long been, and continues to be, a vital factor influencing both destination development and tourists' motivation to select a vacation spot. Simultaneously, issues related to risk classification in tourism and mechanisms to mitigate their effects remain a focus for researchers and necessitate solutions. The study conducted a retrospective analysis of risks in tourism from the early 2000s to the present. In exploring risk reduction in tourism, the aim was to identify how risks affect the sector's stability and growth. In-depth interviews with 140 Russian researchers revealed that, beyond existing political, economic, epidemiological, and natural risks, other factors may also play a role. Risks, viewed as states of uncertainty, create a 'bifurcation' point at which it becomes impossible to project the future direction. Experts' forecasts regarding tourism risks are less optimistic than those of UNWTO representatives, who predict a recovery of the international tourism market by 2023. As a result of the research, a model illustrating the nature of risks in tourism was developed, categorized by their origin and influence level. The model includes examples of specific risks. An analysis of risks within the Russian tourism sector was performed, identifying effective mechanisms to mitigate their impact, including state support, strategic destination planning, and regional and local risk management, among others.

Keywords: COVID-19 and Tourism; Risks in Tourism; Risk Reduction Methods; Travel Risk Factors.

GÊNESE DOS RISCOS NO TURISMO: UMA VISÃO DA RÚSSIA (2000–2022)**Resumo**

A segurança no turismo tem sido e continuará a ser um fator crucial que influencia tanto o desenvolvimento do destino quanto a motivação dos turistas na escolha de um destino para férias. Ao mesmo tempo, as questões de classificação de riscos no turismo e de mecanismos para mitigar suas consequências permanecem no campo de interesse dos pesquisadores e exigem soluções. O estudo realizou uma análise retrospectiva dos riscos no turismo desde o início do século XXI até o presente. Ao investigar as questões de redução de riscos no turismo, a tarefa foi identificar o impacto dos riscos na situação e no desenvolvimento desse setor. Entrevistas em profundidade realizadas com 140 pesquisadores russos mostraram que, além dos riscos políticos, econômicos, epidemiológicos e naturais já existentes, pode haver outros fatores. Os riscos, enquanto estado de incerteza, levam ao fato de que, no ponto de "bifurcação", torna-se impossível determinar o vetor do desenvolvimento futuro. As previsões feitas por especialistas sobre riscos no turismo não são tão otimistas quanto as dos representantes da OMT, que anunciam a restauração do mercado internacional de turismo para 2023. Como resultado da pesquisa, foi desenvolvido um modelo da natureza dos riscos no turismo, com base em sua origem e no nível de influência sobre o setor. Os riscos individuais são ilustrados com exemplos. Foi realizada uma análise dos riscos no turismo no setor russo, e foram identificados mecanismos bem-sucedidos para minimizar suas consequências, entre os quais se destacam o apoio estatal, o planejamento estratégico para o desenvolvimento dos destinos, a gestão de riscos em nível regional e local, entre outros.

Palavras-chave: COVID-19 e turismo; riscos no turismo; métodos de redução de riscos; fatores de risco nas viagens.

GENÉISIS DE LOS RIESGOS EN EL TURISMO: UNA MIRADA DESDE RUSIA (2000–2022)**Resumen**

La seguridad turística ha sido y seguirá siendo un factor crucial que influye tanto en el desarrollo del destino como en la motivación de los turistas al elegirlo para sus vacaciones. Al mismo tiempo, las cuestiones de clasificación de riesgos en el turismo y los mecanismos para mitigar sus consecuencias siguen siendo de interés para los investigadores y requieren soluciones. El estudio realizó un análisis retrospectivo de los riesgos del turismo desde los comienzos del siglo XXI hasta la actualidad. Al investigar los problemas de reducción de riesgos en el turismo, la tarea consistió en identificar el impacto de los riesgos en la situación y el desarrollo de este ámbito. Las entrevistas en profundidad realizadas a 140 investigadores rusos mostraron que, además de los riesgos políticos, económicos, epidemiológicos y naturales existentes, pueden surgir otros factores. Los riesgos, como el estado de incertidumbre, conducen a que, en el punto de "bifurcación", sea imposible determinar el vector del desarrollo posterior. Las previsiones formuladas por los expertos sobre los riesgos turísticos no son tan optimistas como las de los representantes de la OMT, que anuncian la recuperación del mercado turístico internacional para 2023. Como resultado de la investigación, se desarrolló un modelo de la naturaleza de los riesgos del turismo según su origen y su nivel de influencia en el sector. Los riesgos individuales se ilustran mediante ejemplos. Se llevó a cabo un análisis de los riesgos del turismo en el sector ruso y se identificaron mecanismos eficaces para minimizar sus consecuencias, entre los que se incluyen el apoyo estatal, la planificación estratégica del desarrollo de los destinos y la gestión de riesgos a nivel regional y local, entre otros.

Palabras clave: COVID-19 y turismo; riesgos en el turismo; métodos de reducción de riesgos; factores de riesgo en los viajes.

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1 INTRODUCTION

To live new experiences and, at the same time, to feel secure are among the basic needs of the human being, as stated in the methodical manual on security prepared by the United Nations World Tourism Organization in 1996 (UNWTO, 1996). People have always needed to travel in their DNA. The history of the human race only confirms that: from Hanno and Herodotus to Bear Grylls and Fyodor Konyukhov, the thirst for travelling in a person was stronger than the fear of drowning in the depths of the sea or dying on alien shores. The desire to see and learn something new, touch world-famous artifacts, take a holiday outside the place of residence where tourist destinations lure with the sea and the sun, mountain peaks, and purest lakes is one of the strongest drives to travel even today.

At present, tourism generally does not consider travel by loners willing to expose themselves to danger in the name of spreading faith (pilgrimage), making geographical maps to Russia (Nikolay Przewalski), or testing the technical possibilities of making voyages on the floating means of ancient people by contemporaries (Thor Heyerdahl and Yuri Senkevich). Today, the field of tourism, despite the impact of the coronavirus pandemic, remains a global business (Uğur & Akbiyik, 2020; Davidmac et al., 2021), a source of soft power (Lepeshkin, 2014), and a solution to employment problems (Marrero-Rodríguez, Morini-Marrero, & Ramos-Henriquez, 2020). Therefore, first of all, the movement of mass tourist flows, tourism revenues, the motivation of visits, the reasons and consequences of the consumer's decisions to choose a tourist destination, as well as the risks that can cause significant image and economic losses to this segment of the economy at a single moment are analyzed (Afanasiev et al., 2020).

There have always been risks in tourism. The 21st century met tourism with the consequences of the global economic crisis of 2007–2008. It was followed by other negative events significantly increasing the risks in tourism, which are considered within the framework of the study presented. The spread of coronavirus worldwide increased risks in the tourism industry. The suspension of inbound and outbound tourism around the world affected the entire chain of formation, promotion and realization of the tourist product, from transport companies and tourist enterprises to hotels and the entertainment industry. Revenues from international tourism have declined sharply and returned to the 2003–2004 range (2003 – US\$524 billion; 2004 – US\$623 billion (Tourism Highlights. 2005); 2020 r. – US\$536 billion) (UNWTO Barometer, 2021); (for 2021–2022 data is not published). Prohibitions of this level have not been attempted in past world epidemics (avian and swine flu, SARS and Ebola). The second year of the coronavirus pandemic has shown that the measures taken by virologists to create a vaccine are not as successful in combating the new kind of epidemic as they were previously, and the “COVID-19 factor” will likely remain with humanity for years to come. Therefore, the search for ways to minimize losses from existing and newly emerging risks in the tourism industry is more relevant today than ever before.

Exploring the issues of risk reduction methods in the tourism industry, the authors of the article set the task, to

analyze the impact of risks both on the state and development of world tourism in general and, in particular, in Russia.

2 THEORETICAL REVIEW

Tourism is one of the components of the economy, and in some countries a priority industry, bringing huge revenues, filling the state and local budgets and solving problems of social character (employment) like no other industry is exposed (creative) to political, economic, terrorist, natural, epidemiological and other factors.

The concept of “risk” has become firmly embedded in economic theory and is considered by leading economists (Sheng-Hshung, Gwo-Hshung & Kuo-Ching, 1997). In general, risk is the possibility (threat) of losing resources, a part of income, or incurring additional expenses for a service-providing company due to certain production and financial activities. Risk is a possibility (threat) to lose its resources, a part of income or incur additional expenses by a service-providing company as a result of certain production and financial activities.

Risks are present in any industry, but are particularly significant in tourism (Quintal, Lee, & Soutar, 2010; Yang & Nair, 2014), given the unique characteristics of tourism services. Highlighting the risks in tourism (Williams & Baláz, 2015; Ruban, Molchanova & Yashalova, 2019) argue that the tourism industry is particularly vulnerable to exogenous hazards, such as natural and socio-political disasters, and stress that risks exist at all levels (state, industry, enterprises).

Most studies focus on the risks associated with tourists, particularly in the aftermath of terrorist attacks or natural disasters (Fuchs & Reichel, 2011; Kim et al., 2015; Wolff, Larsen, & Øgaard, 2019), and they thoroughly describe the risk management process. However, there is a lack of studies identifying risks at the enterprise, industry, and country levels. The few studies available give fragments of the theoretical base of the risks, their assessment and methods to minimize them; a comprehensive approach does not exist (Quintal, Lee & Soutar, 2010; Paraskevas & Quek, 2019; Gorbunov et al., 2020; Morozov, 2020). The authors in this article used a comprehensive approach and structured tourism risks based on various criteria (external and internal impacts, time and occurrence factors, the nature of recording them and their consequences, business spheres).

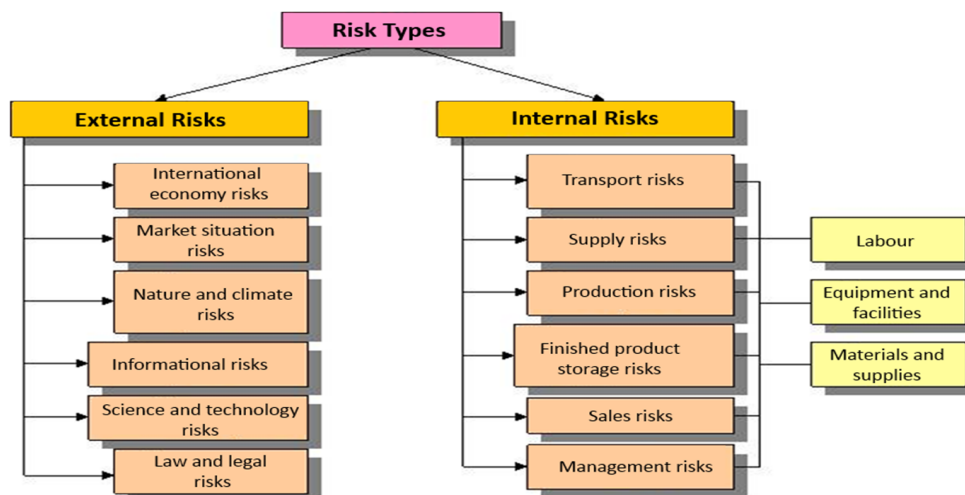
Researchers offer various methods to minimize risks in tourism considering the conditions we live in and make various forecasts regarding the industry recovery. Such methods include, for instance, a consensus view across subject experts, as per the Delphi technique (Hamm & Su, 2021), and a Monte Carlo Simulation to evaluate scenarios of tourist demand recovery and measure risks and vulnerability to the COVID-19 crisis (Arbulú et al., 2021).

A significant part of the research consists of case studies and regional studies of risks in tourism in the context of predicting consequences of COVID-19 (Sarıışık, M., Türkay, O., Şengül, S., Bici, İ. M., & Boğan, E., 2021), as well as studies of geopolitical issues affecting the development of tourism (Bayraktaroğlu, E., Gürsoy, S., Günay, F., & Karakuş, Y., 2021).

COVID-19 risks in tourism affect the travel decision-making process, but most people are not fully aware of them or underestimate them (Afanasiev & Afanasieva, 2021; Chien et al., 2017; Matiza, 2020; Romanova & Kulgachev, 2020, Korstanje, M. E. 2021). In economic science scientists

distinguish different types of risks (Li et al., 2020, Oliva et al., 2021), which, among other things, can be attributed to the tourism business. In general, the authors' classification of risks by external and internal impact is presented in Fig. 1.

Figure 1. Risk Types



Source: own elaboration

Scholars have identified different classifications of risks associated with areas or types of tourism (Li et al., 2020; Villa et al., 2020; Musavenganea, Siakwahb & Leonardc, 2020; Akadiria et al., 2020; Lee & Chen, 2021; London, Lohmann & Moyle, 2021). In our opinion, it is necessary to comprehensively assess tourism risks and classify them according to the following criteria.

3 METHODOLOGY

The methodological basis of this study was the works of foreign and Russian scientists who have studied the impact of risks and negative factors on the state and development of world tourism in general, as well as in several individual countries, and the economic and social consequences that followed.

The first stage actively used retrospective and desk research methods (Desk Research), during which the collection and analysis of preliminary information from public sources: UN statistics, UNWTO, Eurostat, national statistical authorities of individual countries, the World Economic Forum in Davos experts' estimates of the state of tourism development in the world in the form of The Travel & Tourism Competitiveness Index (TTCI), international public tourism organizations.

During the second stage, a qualitative study using general scientific methods of system and factor analysis was conducted, employing in-depth interviews to explore risks in tourism, including free conversation and participant interview methods. The interview sample includes specialists in the field of outbound tourism and travel safety. The survey covered 140 experts, among which are: 50% employees of tour operator companies, 20% representatives of various Government bodies, 20% experts who are engaged in analytical and consulting work, and 10% specialists whose main area of interest is tourism security issues, but they are

employed in various institutions - travel agency companies, marketing bureaus, etc.

For the participant interview, a pool of questions was formed, which can be grouped in the following blocks: 1) the main risks hindering the development of sustainable tourism, 2) the main trends in tourism development in the context of the coronavirus pandemic, 3) tourism development according to the indicators of "international tourist arrivals" and "forecast regions least exposed to "tourism risks" for the period 2023–2030.

The application of these methods enabled the assessment of both the positive and negative effects of risk impacts on national economies. In addition, using theoretical and empirical research methods, the existing trends in national tourism administrations' turn toward domestic tourism were identified and partially confirmed.

4 RESULTS AND DISCUSSION

4.1 Approaches to problem resolution

In any situation, there are both minuses and pluses in the current long-lasting situation. In the conditions of coronavirus support of the authorities at the state and regional levels played a significant role. Since the risks are external and the tourism industry enterprises (organizations) cannot influence them in any way, it is important to adapt or change their activities in accordance with the emerging risks.

Risk management issues are partially studied by scientists (Ostrowska & Mazur, 2015; Liu, Cheng & Ou Yang, 2019; Hansen et al., 2019; Healy et al., 2020). Researchers use various risk management methods and techniques, such as the Delphi expert consensus method in developing an event tourism safety self-assessment scale (Hamm & Su, 2021).

This Delphi study used a multi-step panel of experts to complete questionnaires, using both qualitative content (input responses) and Likert-scale agreement/ratings to develop a new survey instrument. The content adequacy results define a new instrument comprising 13 criteria related to employee responsibilities, 11 to employer responsibilities, 11 to self-assessment, 6 to hospitality culture, and 6 to motivation.

In our opinion, the main methods of risk management at the level of the tourist enterprise can include:

- Risk avoidance is the refusal to implement an event (project) associated with risk. If, for example, the level of possible losses is higher than the level of expected profit. This principle allows us to avoid uncertainty and possible losses completely and, at the same time, means a complete rejection of profit.
- Reducing risk involves reducing the likelihood and volume of losses.
- Accepting risk means retaining all or part of the risk (in the case of transferring part of it to someone else) with the entrepreneur, i.e., on his responsibility. In this case, the entrepreneur decides to cover possible losses with his own funds.

For example, some accommodation facilities have been overhauled since the rooms are empty, or meeting rooms have been re-equipped. Any crisis is an opportunity for renovation and refurbishment, but not every owner is ready to incur expenses under such conditions. But any crisis ends at some point, and according to strategic management, in the long run, you can earn much more by spending in a crisis.

There are methods of risk reduction in tourism: insurance; reservation of funds (self-insurance); diversification; limitation; subsidization; hedging; branding.

It can be noted that professional participants in the tourism industry now “calculate” various “scenarios” of development, focusing on the experience of 2020, to quickly orient and have a ready strategic plan for any event development (Gossling, Scott & Hall, 2020). The main challenge in this situation is to find a strategy and course of action that provides the best combination of risk and return. The orientation is that the more profitable the project, the higher the degree of risk in its implementation.

4.2 The genesis of risks in the XXI century

Analysis carried out using desk research methods showed that, in the period from the beginning of the XXI century to the present, the sphere of tourism is constantly exposed to negative factors. Among the main shocks to which the sphere of tourism was exposed, the authors include the terrorist act of September 11, 2001, abnormal natural phenomena, the global economic crisis of 2008–2009, the Arab Spring of 2011–2012, the aggravation of the political international situation (2014 to 2019), the pandemic coronavirus (2019 to the present), economic sanctions, geopolitical situation.

The beginning of the 21st century is characterized by recovery from another world economic crisis (1998–1999), the September 11 terrorist attacks in 2001, and the outbreak of severe acute respiratory syndrome SARS in 2003 (Table 1).

Table 1. International tourist arrivals and income from international tourism (1999–2001)

Years / Countries	1999		2000		2001	
	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)
The whole world		455.4	696.8	477.0	692.6	463.6
France	73.0	31.5	75.5	29.9	76.5	30.0
Spain	46.8	32.4	48.2	31.0	47.9	32.9
USA	48.5	74.9	50.9	85.2	45.5	72.3
Italy	36.5	28.4	41.2	27.4	39.1	25.8
China	27.0	14.1	31.2	16.2	33.2	17.8
UK	25.4	20.2	25.2	19.5	22.8	16.3
Russia	18.5	7.5	21.2	–	–	–
Mexico	19.0	7.2	20.6	8.3	19.8	8.4
Canada	19.5	10.2	20.4	10.8	19.7	10.8
Germany	17.1	16.7	19.0	17.8	17.9	17.2
Austria	17.5	8.0	18.0	8.4	18.2	10.1
Egypt	–	–	5.1	4.3	4.3	3.8

Source: UNWTO, 2002.

The data in Table 1 show the stagnation in the development of international tourism at the turn of the 20th and 21st millennia, which is connected with the recovery of economies from the crisis state and the income of the mass potential consumer of the tourist product, as well as the terrorist acts that shook the world, which led to a noticeable reduction of international tourist flows to the USA and some European countries.

The terrorist act of September 11, 2001, was one of the factors behind the decline in international tourist arrivals in

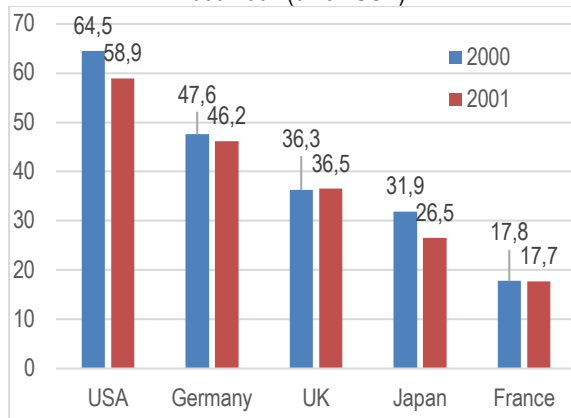
2001 compared to 2000. The terrorist act of September 11, 2001, was a factor in the decline of international tourist arrivals, which fell from 696.8 million international tourist arrivals to 692.6 (minus 4.2 million). International tourism revenues declined by \$13.4 billion (2000: \$477 billion USD; 2001: \$463.6 billion). The decline was 2.8 percent.

The U.S. itself, as the leading country in international tourism revenues, saw revenues fall by \$8.9 billion (2000 – In 2000, revenues were \$85.2 billion (2000: \$85.2 billion, 2001: \$72.3 billion). 2001: \$72.3 billion). A decrease of

15.14%). Accordingly, international tourist arrivals decreased by 5.4 million / 15.74 percent (2000: 50.9 million international tourist arrivals. 2001: 45.5 million international tourist arrivals).

There is also a marked decline in international tourist spending abroad by tourists from the United States – \$5.6 billion, Germany – \$1.4 billion, Japan – \$5.4 billion, France – \$0.1 billion, and only the United Kingdom a slight increase of \$0.2 billion. The United Kingdom is the only one with a small increase of \$0.2 billion) (Fig. 2).

Figure 2. International tourism expenditures abroad 2000–2001 (billion USD)



Source: UNWTO, 2002.

Local wars and military conflicts bring irreparable consequences to several countries. Since 2003, no tourists have traveled to Iraq. The nine-year war and the subsequent unstable internal political situation with new military conflicts have eliminated tourism in the country. Among the places waiting for tourists are Samarra, the citadel of Erbil, the Mesopotamian swamps, and the ruins of ancient Mesopotamian cities (Ur, Uruk, and Uridu). ISIS fighters have destroyed the ruins of Hatra and Nirud. There is currently no mention of this country in the UNWTO statistical reports.

In 2010, 8 million 546 thousand international tourists visited the Syrian Arab Republic, and the country earned \$5 billion and \$70 million of income from international tourism (UNWTO, 2012). Since 2012, the civil war and the ongoing military operations with the presence of military contingents of foreign countries do not allow for a peaceful life, much less for tourist activities. As a consequence, millions of refugees are leaving their homeland and heading, as a rule, to Western European countries.

4.3 Natural elements as risks for tourism

More than 130 volcanoes in Iceland. Occasionally, there are eruptions. The world learned about Eyjafjallajokull volcano in 2010, when its activity caused massive disruptions in European flights (Bird, Gisladottir & Dominey-Howesd, 2010). Scientists are constantly warning the local population about the increased activity of the Katla volcano, which has long been ripe for eruption. On the one hand, it poses not only a risk to tourism but also a significant danger to the indigenous people living in the area. On the other hand, volcanoes are a major draw for tourists to these destinations.

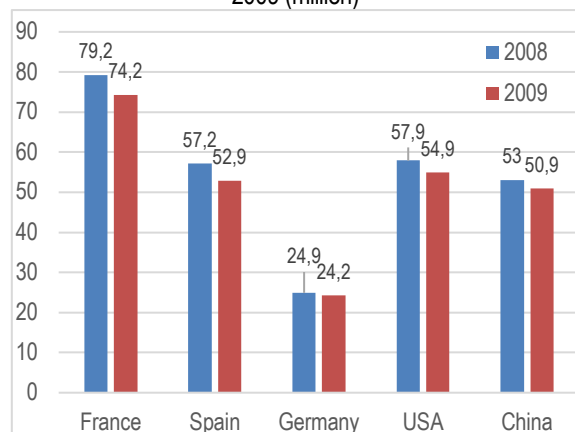
Typhoons and hurricanes are common in Southeast Asia. Natural phenomena are not always predictable. Here is a non-complete list of typhoons that have claimed thousands of lives, including those of tourists: “Rammasun” (2002 Philippines); “Rusa” (2002 South Korea); “Imbudo” (2003 China and the Philippines); “Maemi” (2003 Japanese Islands and the Korean Peninsula); Songda and Tokage (Lizard) (2004 Japan); Mauifa and Tropical Storm Violeta (2004 Philippines); Demri (2005 Vietnam); Haitan, Talim and Lunwan (2005 China); Nabi (2005 South coast of Japan); Sangsheng (2006 Vietnam and Philippines); Saomai and Bilis (2006 China); Morakot (2008 Taiwan); Fengshen (2008 Philippines); Parma and Ketsana (2009 Philippines and Vietnam); Vashi (2009 Philippines); and Sangsheng (2006 Philippines); Washi (2011 Philippines); Muifa (2011 China), Bolaven (2012 Japan, DPRK) (The most devastating typhoons in the APAC in 2002–2012); “Haiyan” (2013 Philippines) in the Philippines killed 10,000 locals and among them eight tourists who were swept into the ocean (Typhoon in Southeast Asia killed at least eight tourists and over 10,000 locals. The Ukrainian Foreign Ministry recommends staying away from resorts in Vietnam); “Megi” (2016 China); “Sanba” (2018 Philippines); “Pabuk” (2019 Thailand); “Fani” (2019 India); Wamco (2020 Philippines); “Yinfa” (2021 China).

This annual weather uncertainty usually does not deter those who wish to spend their holidays in exotic countries. At the same time, the risks are very high. International tourist arrivals in Southeast Asia grew steadily until 2020. Thus, the growth of international tourist arrivals since 2000 is as follows. (37 million international arrivals) to 2019 (138.5 million international arrivals) inclusive of more than 100 million.

4.4 The global economic crisis of 2008–2009

Tourism suffered another shock during the next global economic crisis. International tourist arrivals in 2009 decreased by 4,24% compared to 2008 (from 919 million international tourist arrivals to 880 million). International tourist arrivals in the European Union, North America and some Asian countries showed a significant decline: France – by 5.0 million; Spain – by 5.0 million; Germany – by 0.7 million; USA – by 3.0 million; China – by 2.1 million (Fig. 3).

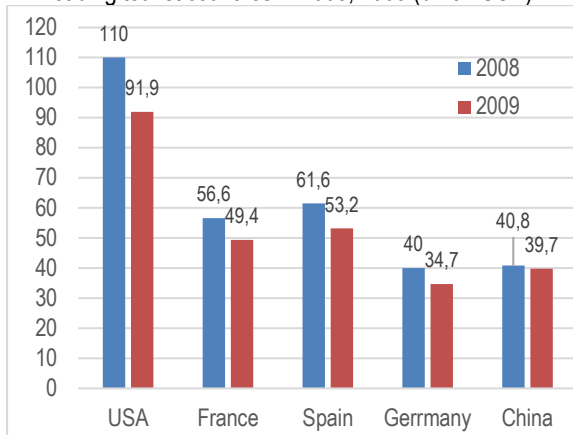
Figure 3. International tourist arrivals in countries 2008–2009 (million)



Source: UNWTO, 2010.

At the same time, the tourist destinations of certain countries, despite the economic crisis, showed a slight increase: Turkey received 0.5 million more international visitors in 2009 than in 2008, and Malaysia by 1.5 million over the same period. Revenues from international tourism fell by 9.46% (from USD 941 billion to 852). Correspondingly, the fall in international tourism revenues in the leading tourism powers were USA – \$16.1 billion; France – \$7.2 billion; Spain – \$8.4 billion; Germany – \$5.3 billion; China – \$1.1 billion (Fig. 4). Turkey, despite 500,000 more international visitors in 2009 than in 2008, generated \$750 million less revenue. Malaysia added \$95 million in the period under review.

Figure 4. Revenues from international tourism in the leading tourist countries in 2008, 2009 (billion USD)

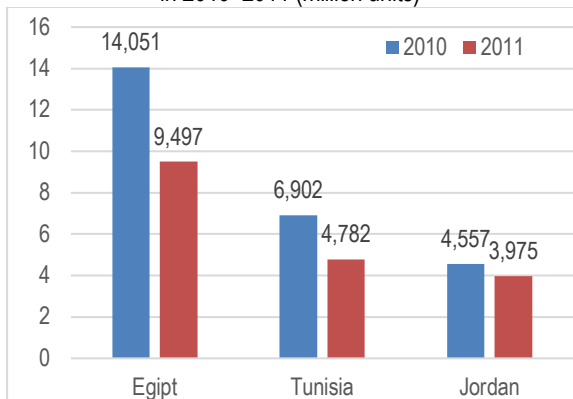


Source: UNWTO, 2010.

4.5 The Arab Spring of 2010–2011

There were revolutions in Tunisia, Egypt and Yemen; civil wars in Libya (led to a change of power) and Syria (war ongoing); a civil uprising in Bahrain; mass protests in Algeria, Iraq, Jordan, Morocco and Oman; and smaller protests in Kuwait, Lebanon, Mauritania, Saudi Arabia, Sudan, Djibouti and Western Sahara. Clashes at the Israeli border in May 2011 were also inspired by the local Arab Spring. These events led to a decline in international tourist arrivals to certain North African countries and several Arab countries, resulting in a decrease in international tourism (Fig. 5).

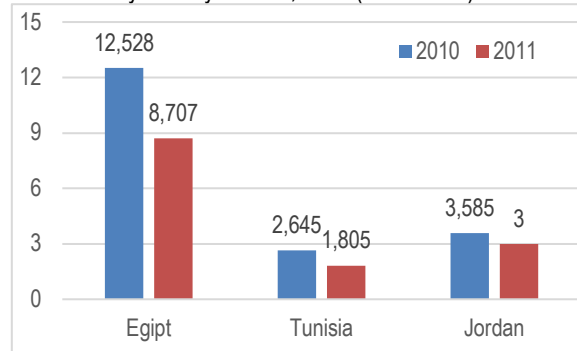
Figure 5. International tourist arrivals by country in 2010–2011 (million units)



Source: UNWTO, 2012.

Declines in tourist flows have significantly reduced income from international tourism in the countries (Fig. 6).

Figure 6. Revenues from international tourism by country in 2010, 2011 (billion USD)



Source: UNWTO, 2012.

It should be assumed that, despite the political unrest, countries have made the necessary efforts to maintain stability in tourist destinations that provide employment and income from international tourism. Thus, Saudi Arabia, in this turbulent period, managed to attract 6.486 million more tourists to its accommodation facilities in just one year (2010 – 10.850 million international tourists) – 10.850 million international tourist arrivals; international tourism revenues \$6.712 billion; 2011 – 17.336 million international tourist arrivals; international tourism revenues \$8.459 billion). Tourists also chose the United Arab Emirates (UAE) – plus 1.145 million international tourist arrivals and plus \$1.075 billion in international tourism revenues. The analyzed indicators for Morocco remained at the 2011 level (UNWTO, 2012).

Egypt suffered a significant loss of income from tourism due to a terrorist attack and the risks associated with the threat of terrorist attacks. The tragedy that occurred in the sky over the Sinai Peninsula on October 31, 2015, was one of the most terrible events of the past year for Russia and shocked the whole world. There were 217 passengers and seven crew members on board, all dead.

While in 2014 Egypt was visited by 9 mln. In 2016, 628,000 tourists and international tourism revenues amounted to 7.208 billion USD; in 2016, 4 million 370 thousand fewer tourists (5,258 mln international tourist arrivals), and international tourism revenues decreased by 2.73 times (2,645 billion USD) (Tourism Highlights 2017). The country's huge image losses are also confirmed by the country's place in the TTCI world tourism ranking (In 2015 – 83th overall place and 136 in the category: "Safety and Security" (The Travel & Tourism Competitiveness Report 2015), In 2017 – 74th overall and 130th place in Safety and Security category (TTCR, 2015, 2017).

Fear of terrorism is one of the main reasons travelers choose safe countries. On July 20, 2015, 32 people were killed and 104 injured after a terrorist attack in Suruç, Turkey. On November 24, 2015, it became known about the crash of the Russian Su-24 military plane in Syria because of an attack by the Turkish Air Force.

Table 2. International tourist arrivals and international tourism revenues of selected countries (2009–2010).

Years / Countries	2008		2009		2010	
	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)	International tourist arrivals (million visitors)	Revenues from international tourism (billion USD)
The whole world	919	941	880	852	940	927
France	79.2	56.6	74.2	49.4	77.1	46.6
USA	57.9	110.0	54.9	93.9	59.8	103.5
China	53.0	40.8	50.9	39.7	55.7	45.8
Spain	57.2	61.6	52.2	53.2	52.7	52.5
Italy	42.7	45.7	43.2	40.2	43.6	38.8
UK	30.1	36.0	28.0	30.0	28.3	32.4
Turkey	25.0	22.0	25.5	21.25	27.0	20.8
Germany	24.9	40.0	24.2	34.7	26.9	34.7
Malaysia	22.1	15.277	23.6	15.772	24.6	17,819
Mexico	22.6	13.289	21.5	11.275	22,395	11,872
Austria	21.935	21.6	21.335	19.4	22,004	18,663
Russia	21.566	11.819	19.42	9.297	20.27	8.83
Hong Kong (China)	17,320	15,304	16,926	16,450	20,085	22,951
Canada	17,142	15,668	15,737	13,707	16,095	15,787
Macau (China)	10,610	16,430	10,402	17,637	11,926	-
Australia	5.586	24.756	5.584	25,384	5,885	30,103

Source: UNWTO, 2012.

After that, all major Russian tour operators suspended the sale of trips to Turkey. A year later, relations between Russia and Turkey have been restored and Russian outbound tourism has shown exceptional growth. In January – September 2017, according to preliminary calculations, only Antalya was visited by more than 3.4 million Russian tourists, which was a record for the tourist flow from Russia in all the time of tourist exchanges between Russia and Turkey, and in the whole country, much more.

In the TTCI world tourism ranking, Turkey was ranked 121st in the “Safety and Security” criterion by experts at the Davos Economic Forum in 2015 (TTCR, 2015), and in 2017 – 116 out of 141 countries participating in the ranking (TTCR, 2015, 2017). At the same time, the Russian Federation, despite the sanctions, according to the results of 2019, moved up from 45 to 39 position in the TTCI world tourism rating (TTCR, 2019). The aggravation of the international political situation (2014 to 2019) generally had no impact on the sustainable, progressive development of tourism. International tourism grew steadily by 4.2-4.6% on average.

4.6 Sanctions against the Russian Federation (2014-present)

Sanctions against the Russian Federation had, on the one hand, a negative impact, reflected in the quality of life of certain social groups who previously could afford an annual vacation abroad (Romanova et al., 2015). So, the departure with tourist purposes in 2014 amounted to 42.921 million Russians.

Due to the fall in the ruble exchange rate, opportunities for tourist travel fell sharply: respectively, in 2015, 34.390 million Russians went abroad with tourist purposes; 2016 – 31.659 million Russians and only in 2019 the number of departures abroad (45.330 million) exceeded the level of 2014 (RFAT, 2020).

Revenues from international tourism also did not grow significantly. The 2018 FIFA World Cup alone generated over

\$11 billion in international tourism revenues (UNWTO, 2020). On the other hand, this has led to the need to develop domestic tourism and to reorient management in the hospitality industry (Dzhandzhugazova et al., 2018).

Given that there is no official statistical information on the movement of domestic tourist flows in Russia to date, the authors use data on the accommodation of Russian citizens in collective accommodation facilities (hotels, sanatoriums, rest homes with medical treatment) to substantiate their claim. Thus, in 2014 the number of Russian citizens accommodated in collective means of accommodation was 33.798 mln. (184.018 mln. overnight stays), then in 2019 respectively – 65.186 mln. (283.191 million overnight stays) (FSSS, 2019). It should be noted that at the end of 9 months of 2022 (50.731 mln. overnight stays of Russian citizens in collective accommodation facilities, as a result of 11 months – 60.278 mln. overnight stays of Russian citizens in collective accommodation facilities) almost reached the level of 9 months of 2019 (54.201 mln. as a result of 9 months of 2019) and significantly surpassed this figure of the same period in 2020 (30.520 mln. as a result of 9 months of 2020) (FSSS 2019, 2020, 2022). These statistics show the trend of domestic tourism recovery in Russia.

4.7 Coronavirus pandemic and geopolitical situation (2020–2022 to present)

The indicators of international tourist arrivals have fallen by 73,74% (2019: 1,460 million international tourist arrivals; 2020: 398 million tourist arrivals; accordingly, international tourism revenues have fallen by 49.49% (2019: \$1,323 billion; 2020: \$536 billion) – 398 million international tourist arrivals); accordingly, international tourism revenues fell by 49.49% (2019: \$ 1.323 billion; 2020: \$ 536 billion) (UNWTO Barometer, 2021).

Statistical data indicating restoration of international tourist arrivals volume (2021: 415 million international tourist

arrivals, 2022: 900 million international tourist arrivals) show that tourism in 2023 will not return to the 2019 level.

The analysis of the impact on tourists' perception of the level of security of places of world famous and most visited tourist destinations by scientists continues, because security has always been and remains one of the key factors in the planning of a foreign trip by a potential tourist. Therefore, it was this factor that is one of the fundamental constraints on the active recovery of tourism in 2021–2022, and it will also play a significant role in the coming years in the choice of the visitor's travel destination.

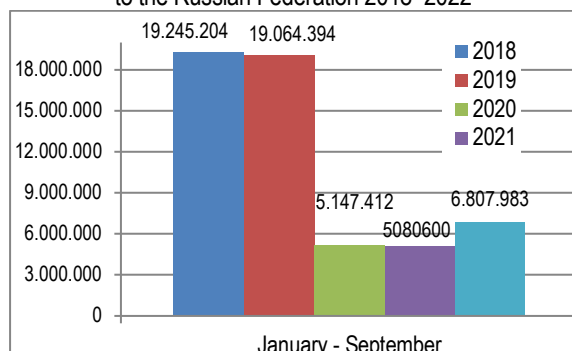
The impact of the coronavirus pandemic has been actively researched by UNWTO, the UN Statistical Commission, EUROSTATOM, and global scientists (Fan, Jamison & Summers, 2018; Qiu et al., 2020; Uğur & Akbıyık, 2020; Cheng & Khan, 2020; Gossling, Scott & Hall, 2020; Chi, 2020; Casado-Aranda, Sánchez-Fernández & Bastidas-Manzano, 2021; Olefs et al., 2021; Joo et al., 2021; Yang, Zhang & Rickly, 2021; Delia, Kulgachev & Romanova, 2021; Pantano et al., 2021; Villac'e-Molinero et al., 2021). Before the coronavirus, Russia was characterized by active travel for recreation of Russians abroad, and almost half as much inbound flow into the country, as the data in Table 3 proves.

Table 3. Volume of inbound and outbound tourist flows in Russia 2017–2022

Yeas / Tourist types	Number of tourist trips of citizens of the Russian Federation abroad (unit)	
	Outbound tourist	Incoming tourist
2018	41 963 523	24 550 910
2019	45 330 433	24 418 749
2020	12 360 742	6 358 959
2021	19 199 067	7 079 810
2022	17 149 000 (9 month)	9 350 000 (9 month)

Source: RFAT, 2022.

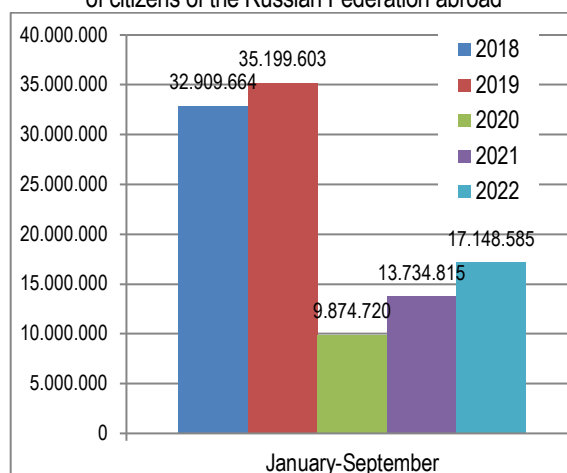
Figure 7. Number of incoming tourist trips of foreign citizens to the Russian Federation 2018–2022



Source: FSSS, 2019, 2020, 2022.

The available statistics for 2020 showed an unprecedented drop in inbound and outbound flows in Russia. The number of foreign tourist arrivals to Russia decreased by almost 3–4 times during the period 2018–2022 (Fig. 7). The number of outbound tourism trips of citizens of the Russian Federation abroad decreased more than by 3.5 times in 2020 compared with 2018, 2019. In 2021 (13,7 mln as a result of 9 months) and 2022 (17,149 mln as a result of 9 months), the impressive increase in outgoing tourist flows is detected. At the same time, their volume is considerably lower than in 2018–2019 (Fig.8).

Figure 8. Number of outbound tourist trips of citizens of the Russian Federation abroad



Source: FSSS, 2019, 2020, 2022.

The Russian tourism industry “survived” the Coronavirus pandemic; there were no major and high-profile bankruptcies of travel companies. At the beginning of 2021, less than 1% of travel industry players announced bankruptcy, but the actual number of bankruptcies according to estimations was considerably higher. The number of foreign citizens accommodated in collective accommodation facilities in the Russian Federation decreased by more than 3 times in 2021–2022 in comparison with the same period in 2018–2019 (Table 4).

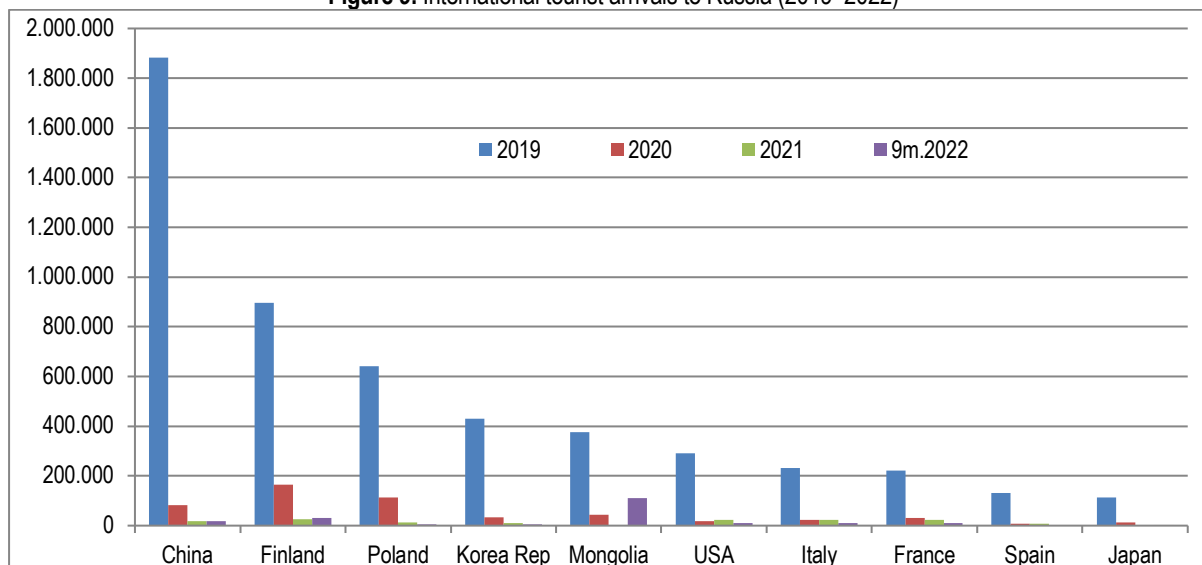
The data in the table shows that the figures for 2022 are higher or at the level of 2018, that is, due to domestic tourists have actually achieved the pre-coronavirus period. When comparing the number of tourists entering Russia from 2019 to 2022, we see that citizens of China, Finland, and Poland were the leading countries in terms of entries. In the following years the detected decrease by dozens of times (Fig. 9).

Table 4. Tourism and travel in Russia Indicators

Indicators	Jan. – Sept. 2018	Jan. – Sept. 2019	Jan. – Sept. 2020	Jan. – Sept. 2021	Jan. – Sept. 2022
The number of persons stayed in collective accommodation facilities	48 871 696	54 200 949	30 519 815	47 119 320	50 730 916
The number of citizens of the Russian Federation accommodated in collective accommodation facilities	41 617 216	46 494 918	2 823 600	45 241 498	50 809 450
The number of foreign citizens accommodated in collective accommodation facilities	7 254 480	7 706 031	2 283 816	1 877 822	2 148 109
Number of overnight stays in collective accommodations	195 335 352	217 024 185	122 540 300	203 140 097	224 461 031

Source: own elaboration.

Figure 9. International tourist arrivals to Russia (2019–2022)



Source: Number of inbound tourist trips (Official website of the Federal State Statistics Service).

In Russia, Chinese citizens most often visited Moscow, St. Petersburg, Primorsky Krai, Amur Oblast and Khabarovsk Krai. Chinese tourists are drawn to the so-called “red routes” to memorable sites in the history of the Communist Party.

Relatively few domestic restrictions compared to international bans have led to the growth of domestic tourism as the only way to vacation away from home. The growth of domestic tourism is observed all over the world and governments of different countries have stimulated domestic travel to minimize risks in the tourism industry.

4.8 Government anti-crisis measures

The Government developed anti-crisis measures to support the tourism industry: allocated 3.5 billion rubles in subsidies for tour operators to cover losses associated with air travel, including non-refundable rates, the removal of tourists from countries with an unfavorable epidemiological situation, money, contributed by tour operators to the fund of personal responsibility, it is allowed to use on the return of funds to tourists.

Provision of loans to pay salaries to employees at 0% for the first six months, and at 4% for the next six months; provision of preferential lending at a reduced rate of 8.5% for individual entrepreneurs, microenterprises and small businesses; introduction of several moratoria on bankruptcy, tax sanctions, tax, customs and field inspections; provided tax vacations, extended deadlines for payment of almost all taxes; reduced insurance premiums from 30% to 15% for the part of wages exceeding the minimum wage; subsidies for restarting operations; subsidies for measures to prevent new coronavirus infection; a cashback program for domestic tourism

The idea of active support for domestic tourism emerged immediately after the easing of covid restrictions, even with closed borders. We can identify different phases of cashback introduction, in act from summer 2020 to autumn 2022. In 2021, in addition to the existing restrictions on the activities of fiscal structures of the state (ban on field tax

inspections, moratorium on bankruptcy, etc.), tax incentives the current program of the domestic tourism cashback was supplemented by the allocation of funds from the federal budget of the country for the organization of children’s tourism as well. According to experts’ estimates, participants in the cashbek program spent more than 34 billion rubles on trips across the country and returned about 6.7 billion rubles.

The summer season of 2021–2022 can be considered relatively successful compared to 2020. The growth of Russian outbound tourist flow can be tentatively estimated from 10 to 15% compared with the same period of 2020. Domestic tourism has not yet reached the indicators of 2019, there is a decrease of about 10% (ATOR, 2021). According to ATOR, the total increase in tourist traffic in the organized segment of the domestic market compared with 2020 was about 30% (based on summer tourist season results).

The leader in 2021–2022 by volume of domestic bookings was Krasnodar Krai. The only resort in Krasnodar Krai, which reached the pre-pandemic year sales level, was the resort city of Sochi. On the one hand, cashback stimulated travel in Russia, but on the other hand, regions-imposed restrictions, and demand growth should have increased, but restrictions were imposed. Unfortunately, the inbound tourism industry in Russia has hardly recovered from the pandemic and new geopolitical situation.

However, other risks may arise that we do not anticipate. Favorable conditions for the development of tourism is a peaceful coexistence of countries and peoples. The perpetual peace according to one of the scenarios by the great Immanuel Kant, whose 300th birthday will be celebrated by a grateful mankind in 2024, should not happen on the graveyard of the human race (Kant, 1994). One of the fundamental components of sustainable tourism development was and always will be its safety.

Earth’s temperature growth in connection with the increasing greenhouse gases every year may lead not only to unfavourable ecological consequences, but also to the necessity for a great number of people to change their permanent residence, and the world’s tourist destinations will

remain unclaimed. New challenges are also possible before mankind, like the COVID-19, which emerged out of “non-existence”.

4.9 Main results of the study

The effectiveness of the tourism business depends, ultimately, on the political and socio-economic stability, the welfare of society and the quality of life of citizens, the absence of epidemiological hazards and other risks. It is important to note that international tourism has been affected by several crises in the past. Risks associated with terrorist challenges, the outbreak of severe acute respiratory syndrome SARS in 2003, the global economic crisis that unfolded in 2008–2009 (–4.0% of international arrivals), local wars and military conflicts did not lead to such a long-term decline in global tourism development as the coronavirus pandemic factor.

The complete and/or partial closure of borders around the world has led to a predominance of travelers choosing to travel within their own country. The removal of several restrictions on movement both within states and between countries is leading to a gradual recovery of domestic and international tourist flows.

The in-depth interviews of the researchers whose scientific interest lies in studying risks in tourism, has shown that in addition to the existing political, economic, epidemiological and natural risks, there may be other factors that are not quite so obvious today. They generally occur when the tourist business is not ready for them and not able to adapt overnight. The pandemic factor, as a phenomenon of uncertainty (no one can accurately forecast its completion), highlighted the obvious dependence of the tourism industry on emerging, unpredictable shocks associated with natural elements and possibly human activity. The forecast made in the report “Tourism: Panorama 2020” at the 12th General Assembly of the World Tourism Organization in 1997 (Istanbul, Turkey) about 1.56 billion of international tourist arrivals in 2020 could have been true if the pandemic had not happened.

The forecasts of experts on tourism risks are less optimistic than those of UNWTO representatives, who predict the recovery of the international tourist market in 2023. Unlike the relatively optimistic forecasts of UNWTO representatives, 73% of the experts interviewed did not dare to forecast the recovery of the international tourist market in the period up to 2024. 18% of the interviewed experts believe that the international tourist flows will not be restored until 2025. And only 9% of the experts see the return of the international tourist market in 2024 to the level of 2019 provided that a number of conditions is met: population income grows steadily, tourist destinations are secure, protection measures against the threat of Coronavirus contagion are taken.

64% of the experts name economic risks (the stagnation of population income, economic crises, the emergence of a new currency in the international trade) as the main risks impeding interviewed experts classified COVID-19 as one of the main risks in tourism. This phenomenon can only be explained by the fact that the international tourist market recovered in 2021 compared with 2020, and scientists published optimistic statements about

developing a vaccine capable of stopping the spread of the Coronavirus. The risks of increasing tension in international politics remain high followed by economic instability – 47% of the experts mentioned that factor. The threat of global military conflict is not considered by 93% of the experts.

Only 27% of the experts had the ‘courage’ to forecast tourism development using the criterion “International tourist arrivals” in 2023. 6% of the experts believe that the number of international tourist arrivals will be from 750 to 800 million in 2023. The international tourist market recovery will be extremely slow and will not reach 2019 levels until 2030. 21% of the experts believe that the number of international tourist arrivals will be from 1.1 bln. to 1.2 billion in 2023, will be about 1.4 billion in 2024 and will reach 1.7 billion by 2030.

The experts traditionally labelled Western Europe, Australia and the United States as regions which are least susceptible to “tourism risks. 67% of the experts identified new environmental risks that could significantly change the geography of international tourist flows. The pollution of permanent places of residence by man, the greenhouse effect can lead to a new “shock” in the next decade. Even now it is already impossible to go to a few Middle East countries on holiday in summer due to an abnormally high air temperature. The power competition in the global economic market between the United States, China, the countries of the European Union, and other states is not considered by experts a risk that could lead to a reduction in tourist exchanges among these countries, as they are top tourism spenders.

The key measures to minimize risks in tourism named by the international experts in times of the Coronavirus are:

- an active intervention of state governments in tourism by extending state support for tourism business and hospitality industry (tax benefits, subsidies, subventions, kashbacks, etc.) – 92% of the experts;
- developing travel and recreation tours for citizens to domestic tourist destinations – 77% of the experts;
- implementing long-term measures to develop tourism, including the elaboration of tourism development strategies, the competition for hosting massive events such as the Olympic Games, the World Cup – 42% of the experts.

5 CONCLUSIONS

It must be acknowledged that tourism is subject to various types of both internal and external risks. It is in fact impossible to avoid risks in the situation we face now. Hence, it is important to bear in mind that the only important factors for the minimization of the risks are analyzing the situation and promptly responding to the arising changes both at the state level and at the level of enterprises. For example, the risk degree may be reduced by diversifying tourist destinations and adopting security measures at the state level.

The results of the study will help the executive bodies in charge of the tourist industry and hospitality enterprises to have a better understanding of the genesis of risks in tourism

and take measures to minimize economic losses and reputation damage, as well as respond to new challenges posed by natural elements or human activity.

limitations and generalizations of the study. The analysis of experts' general views on the nature and scale of risks in tourism is based on a survey of Russian specialists in the field of tourism security. Therefore, the study of foreign experts' views on the types of risks in tourism, their real examples in practice, as well as possible scenarios for overcoming their consequences are considered by the authors of the article as a further path for research. Also, the research did not set out to compare the survey results with respondents' place of residence and external factors influencing their worldview. At the same time, it can be concluded that, despite the country's size, regional differences did not affect the study's results.

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CRedit author statement

Term	Definition	Author 1	A2	A3	A4
Conceptualization	Ideas; formulation or evolution of overarching research goals and aims	x	x		
Methodology	Development or design of methodology; creation of models	x	x	x	x
Software	Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components	x			x
Validation	Verification, whether as a part of the activity or separate, of the overall replication/ reproducibility of results/experiments and other research outputs	x	x		
Formal analysis	Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data	x	x	x	x
Investigation	Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection	x	x		
Resources	Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools	x	x		x
Data Curation	Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later reuse	x	x		x
Writing - Original Draft	Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation)	x	x	x	
Writing - Review & Editing	Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre-or post-publication stages		x		x
Visualization	Preparation, creation and/or presentation of the published work, specifically visualization/ data presentation	x	x	x	
Supervision	Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team	x	x		x
Project administration	Management and coordination responsibility for the research activity planning and execution		x		x
Funding acquisition	Acquisition of the financial support for the project leading to this publication	x	x	x	x

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