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ANALYSIS OF CLASSIFICATION OF TOURIST MULTIPLICATOR AND ITS MODERN INTERPRETATION

The article considers the tourist multiplier's various classifications based on the materials of domestic and foreign scientists and researchers. It was found that the tourism multiplier is the ratio of changes in one of the key economic indicators to changes of tourist expenses and is accompanied by a number of other positive trends. Also, it has been determined that the indirect impact of tourism (the multiplicative effect of tourism) is much wider and deeper in its socio-economic nature and has a large number of indirect effects, and its combined effect far exceeds the direct economic and social effect. After the research of the works of foreign and domestic authors not only in tourism, but also in other scientific fields, primarily economic theory, as well as for detailed and comprehensive consideration of the content of the tourist multiplier, modern classification of the multiplier effect in tourism and tourist multiplier was proposed, allowing deeper understanding of the essence and significance of the phenomenon under study. Based on proposed classification, criteria were identified, such as the main types, degree of complexity, direction of action, nature of presentation, scale of manifestation, cause of occurrence, time of development of tourist and recreational activities, forms of tourism, form of presentation and degree of openness of the tourist destination economy.

Key words: tourism, multiplier, multiplier effect, tourism multiplier, direct and indirect impact, tourist and recreational activities.

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Туристік мультипликатор классификациясын талдау және оның заманауи түсіндірмесі

Мақалада отандық және шетелдік ғалымдар мен зерттеушілер зерттеген әртүрлі материалдары негізінде туризм мультипликаторының классификациясы қарастырылады. Туризм мультипликаторы негізгі экономикалық көрсеткіштердің бірінің туристердің шығыстардың өзгеруіне қатынасы және осы салдардың арқасында оң үрдістермен қатар жүретіндігі анықталды. Туризмнің жанама әсері (туризмнің мультипликативті әсері) әлеуметтік-экономикалық сипатта әлдеқайда кеңірек және тереңірек, сондай-ақ туризм жанама әсердің көптігіне ие екендігі анықталды және оның біріккен әсері тікелей экономикалық және әлеуметтік әсерден асып түседі. Шетелдік және отандық авторлардың тек туризмде ғана емес, басқа да ғылыми салаларда, ең алдымен экономикалық теорияда, сонымен қатар туристік мультипликатордың мазмұны және оны жан-жақты және кешенді түрде қарастыра отырып, туризм мен туристік мультипликатордың қазіргі заманғы классификациясы ұсынылды, осының негізінде зерттеліп отырған феноменінің маңызы мен мәнін тереңірек түсінуге мүмкіншілік болды. Ұсынылған классификацияның негізінде келесідей жіктеулер, олар негізгі түрлері, күрделілік дәрежесі, іс-қимыл бағыттары, зерттеу саласы, таралу ауқымы, пайда болу себептері, туристік және рекреациялық қызметтің даму уақыты, туризм нысандары, таныстыру нысаны және туристік экономиканың ашықтық дәрежесі секілді критерийлер анықталды.

Түйін сөздер: туризм, мультипликатор, мультипликаторлық әсер, туристік мультипликатор, тікелей және жанама әсер, туристік және рекреациялық қызмет.

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Анализ классификации туристского мультипликатора и его современная интерпретация

В статье рассматриваются различные классификации туристского мультипликатора на основе изученных материалов отечественных и зарубежных учёных и исследователей. Было выявлено, что мультипликатор туризма представляет собой отношение изменений одного из ключевых экономических показателей к изменению расходов туристов и сопровождается рядом других положительных тенденций. Определено, что косвенное воздействие туризма (мультипликативное воздействие туризма) гораздо шире и глубже по своей социально-экономической природе и имеет большое количество косвенных эффектов, а его совокупное воздействие намного превосходит прямой экономический и социальный эффект. Изучив труды зарубежных и отечественных авторов, не только сферы туризма, но и других научных направлений, прежде всего экономической теории, а также для детального и комплексного рассмотрения содержания туристского мультипликатора была предложена современная классификация мультипликативного эффекта в туризме и туристского мультипликатора, позволяющая глубже понять сущность и значение изучаемого явления. На основе предложенной классификации были выявлены критерии, такие как основные виды, степень комплексности, направление действия, характер представления, масштаб проявления, причина возникновения, время развития туристско-рекреационной деятельности, формы туризма, форма представления и степень открытости экономики туристской дестинации.

Ключевые слова: туризм, мультипликатор, мультипликативный эффект, мультипликатор туризма, прямое и косвенное воздействие, туристско-рекреационная деятельность.

Introduction

At present, methods for assessing the transformation of the multiplier effect of tourist activity into the dynamics of the development of related sectors of the regional economy have become widespread. Successful development of tourism is associated with clear economic significance for the country, determined by both direct and indirect influence. The direct impact of tourism with a certain degree of accuracy is taken into account in the framework of existing national accounts. The indirect influence of tourism in the republican economy is not yet taken into account, although the relevance of such accounting is undoubted.

The concept of the multiplier effect can be formulated the following way: rise in any of the components of autonomous expenditures results in increase in the national income of society, and by amount greater than the initial expenditures. In addition, the definition of the tourism multiplier can be given as the ratio of the deviation of one of the fundamental economic indicators (production, employment, income) to the change (alteration) in tourist spending. The multiplicative influence of tourism is manifested in the fact that because of passing through the entire production chain, the income received from one tourist exceeds the amount of money spent by him at the place of stay for the purchase of services and goods. It should be noted that the multiplica-

tive impact of tourism is much deeper in nature and has a large number of indirect effects. The study of this unique economic phenomenon is based on case-based analysis, in connection with which there are difficulties in its understanding and accounting. First, it is because the science of tourism is at the stage of its formation.

Today, the tourism industry is one of the branches of social production, characterized by high importance and has an impact on the development of other industries. Using multiplier is possible to assess the degree of the impact of the development level of the tourism industry on the economy today. Thus, studied area of this research is significant for modern science, since the impact of this phenomenon as a tourist multiplier affects the main social and economic aspects of the modern tourism industry and the national economy of the country. Moreover, the identification of features of the tourist multiplier by analyzing the classification proposed by various authors has not been reflected yet in the domestic literature either from practical or methodological points of view. These key points determine the need and relevance of special search study on the classification of the indirect effects of tourism (the tourist multiplier).

It is well-known that the study of the multiplier effect in tourism has started relatively recently. Firstly, it is because the tourism science is at the stage of its formation. In turn, researchers such as V.G. Guly-

aev (2011: 68), S.R. Yerdavletov (2010), I.V. Zorin, V.A. Kvartalnov (2003), V.V. Goncharov (2009) and others talk about the action of the tourist multiplier. Out of the foreign tourism researchers who contributed to the study of the multiplier effect of tourist and recreational activities, mentioned François Velas and Lionel Becquerel (1995), J.R. Brent Ritchie and Charles R. Goeldner (2016), Jafar Jafari (1990), Tamara Ratz and Laszlo Puczko (2002) and others.

Summing up it can be noted that this work is aimed at assessing the significance of the concepts multiplier and multiplier effect in tourism and in the economy of the country. The acquaintance with and acquisition of the multiplier effect in tourism is conducted and its positive influence on related sectors of the economy and social sphere is noted. Possible factors for increasing multiplier effects in tourism and the role of the state in assisting in this direction are indicated. The paper also describes the difficulties in calculating the multiplier effect in tourist and recreational activities. For example, calculation of the employment multiplier is difficult because of the wide spread of temporary and part-time employment in tourism. To resolve this issue, it is necessary to track in detail the employment multiplier, where it refers to and how the employment indicator affects the multiplier calculation, in which case the classification assistance is invaluable. Consequently, taking into account all the subtleties of the multiplier and multiplier effect in tourism, based on previous studies, the author's classification of the tourist multiplier was proposed. Inferences of the study in the future will contribute to the study of problems and opportunities to assess the multiplier effect in tourism.

Materials and methods

The theoretical and methodological basis of the study was the scientific work of domestic and foreign authors in the field of tourism and the economy, articles from scientific journals, collections of conference materials, periodicals and Internet sources.

Article used general scientific methods, such as system analysis, content analysis, descriptive method, comparative method, analogy method. In addition, in the process of writing this article, particular methods and techniques were widely used.

In particular, after the selection of the literature on the subject under study by means of non-quantitative content analysis method, trends in attitudes and positions were identified by comparing the works of a number of authors representing tourism and economics, such as L. Puczko and T. Ratz (2002), V.G. Gulyaev (2003), S.R. Yerdavletov

(2010), V.I. Trukhachev (2015), Ye.G. Nemkovich (2010) and others, belonging to different periods of time, also revealed differences characterizing the content of scientific works on the indirect effects of tourism (multiplier effect).

To clarify the reasons of existing difficulties, develop methods and variations for eliminating problems in developing the classification of the tourist multiplier, the authors used modern system analysis with its subsequent description, i.e. by applying the descriptive method. In our case, the system analysis is based on interdisciplinary approach, owing to which it is possible to effectively and systematically present the essence of the selected literature on economics and tourism to solve the problems of using multiplier signs in tourism that cannot be resolved within individual disciplines and particular approaches.

The comparative method in this article used as a basic (initial) component in the development of classification in theoretical tourist and economic research.

To determine the specifics of phenomena in the field of tourist multiplier, their diversity, properties, relationships and dependencies, formal-logical method was used - a classification method, with the help of which it is possible to delve into the essence of study area. By dividing the common, namely the tourist multiplier, their commonality was reflected in the criteria, their difference - in the groups of belonging. For example, the tourism multiplier is the ratio of the deviation of one of the key economic indicators to the change in tourist spending. The diversity of these indicators can be divided into production, employment, income in tourism and the sale of tourist services. Moreover, the allocation of each of these groups has well-defined criterion, such as the main types, degree of complexity, direction of action, nature of presentation, scale of manifestation, cause of occurrence, time of development of tourist and recreational activities, forms of tourism, form of presentation and degree of openness of the tourist destination economy.

Results and discussion

The tourism development has direct and indirect impact on the economy of tourist destination. The direct impact of tourism on the country's economy is expressed by its contribution to the revenues of budgets of various levels through taxes, as well as in the formation of gross domestic product.

The direct impact of tourism on the social sphere is expressed by the parameters of improving the quality of labor resources through recreation and

rehabilitation, as well as the number of jobs created in the industry.

Indicators of the direct impact of tourism on the economy are introduced into the system of tourist statistics and the structure of national accounts, and with varying degrees of accuracy and efficiency are reflected according to the established rules.

The indirect impact of tourism is much wider in its socio-economic nature, and its cumulative impact far exceeds the direct economic and social effect. The reason for this is the multiplier effect, when along the “expenditure-income” chain, through tourism; the development of other related so-called related industries is stimulated (Kan, 1931). The higher the costs of tourists in the places of stay and the greater the number of turnover (transactions) of expenditure-income, the higher the indirect (multiplicative) impact of tourism.

According to the proposed classification, many researchers distinguish between the economic, recreational, social, environmental, marketing, political multiplier effects of tourist and recreational activities. Note that the multiplicative impact of tourism is much deeper in nature and has much more indirect effects than is presented in the classification. Nevertheless, it is possible to identify the most significant effects of the multiplier impact of tourism on the region’s economy.

The economic impact of the multiplier impact of tourism might be expressed in the following way: while indirect spending, the local population accumulates income in the form of salaries and rents, etc. from tourist and recreational activities. This additional income can be spent on the purchase of domestic goods and services, thereby creating new round of economic activity and thus stimulating the reinforcement of the economy (Keynes, 1936). The indirect economic effect, in general, is interrelated with growth in the profitability of related tourism sectors (trade, catering, transport, etc.), as well as additional tax revenues to local and state budgets.

The recreational effect is that, through tourism, the population regains its physical and psycho-emotional forces, thereby contributing to high creative and working activity (Dubeniuk, 2005). So, often, the local population of a tourist destination engages in tourist and recreational activities in the areas adjacent to their home and place of work. It is not a secret for anyone that the key to success in the development of international tourism lies in the development of, above all, domestic tourism. Hence, once again we emphasize the recreational multiplier effect of tourism.

The multiplier effect of tourism development has significant social effect. The fact is, as was mentioned above, if the economic effect can be quantified, then the system of social indicators is very difficult, almost impossible to measure (Mamistova, 2015). The development of tourism stimulates creation of new jobs, contributes to the revitalization of the population in the process of tourist and recreational activities to demonstrate local culture, traditions and customs, thereby removing social tensions in society, as well as supporting national identity and patriotism of local people.

The tourism development has an immense impact on the environmental component of the tourist destination. In this case, in world’s developed countries the so-called ecological tourism began to gain sufficient interests. The fact is that in tourist arrivals as a source of income for tourist destination, the local population shows interest. The nature and natural tourist and recreational resources are the most important component of the tourist attractiveness of the territory, and therefore the population seeks to preserve and protect surrounding natural environment. In addition, the interest of tourists and sightseers to unique natural sites and attractions further stimulates the growth of patriotism and pride in their native territory.

The marketing effect encompasses, first, the effect of promoting and advertising tourist destination in the domestic and international tourist markets in order to attract tourist arrivals. In addition, development of tourist and recreational activities indirectly stimulates the promotion of enterprises in other sectors of the economy.

The political multiplier effect of tourism development has been known for quite some time. The main and true goal with which the world’s population visit places of tourist interest is rest and restoration of physical and psycho-emotional forces. No one wants to visit countries and territories with tense political situation, as well as hot spots, no matter how attractive they are, if this is a threat to their life and health or the infringement of civil and human rights. In this regard, the administration and management of the tourist territory seeks to control political situation in the region, and in the event of any conflict, as soon as possible, localize and eliminate the urgent problem. In world practice, there are huge number of examples of resolving political conflicts so as not to harm the development of tourism and tourist and recreational activities of the territory (Davankov, 2012). One such example is Egypt, in which unfavorable domestic political conditions, as well as relations with strategic partners, were quick-

ly settled in order not to harm the development of tourism, which is significant source of income for the country's economy.

Depending on the scale of manifestation, the multiplier effect of tourist and recreational activities can be divided into local, regional, in country, inter-country and global (Yerdavletov, 2010). The local multiplier effect of tourism development extends over small area from the scale of the enterprise to the territory of the whole city or protected areas. That is, in this case we are talking about multiplier effect, which is localized and distributed in the territories of the lowest rank.

If the development of tourism has impact on the territory of several large territorial entities or large administrative units, which is ultimately reflected in the GDP of the whole country, then this is a multiplier effect of tourism development within the country. When the development of tourism affects the economy of several countries at once, then such multiplier effect can be called as multiplier effect across countries. The Schengen Agreement is a good example of the cross-country multiplier effect of tourism development. Moreover, when tourism has an impact on vast territories, for example, on the territory of a whole continent or part of the world, this will be the global multiplier effect of tourism development. The development of tourism in developed countries has led to the massive development of tourism around the globe. This is the multiplier effect of tourism development on a global scale (Veretekhina, 2017).

Further, only the classification of tourist multiplier will be considered. Because the multiplier effect is based on the definition of multiplier, based on Casey analysis, the majority of scientists and researchers of various areas of scientific knowledge lead, namely, the multiplier classification (Goncharov, 2009). Thus, because of the literature review, we were able to select and compile classification of the tourist multiplier, which are presented in Figure 1.

For the value of the multiplier, it is significant not only to choose a technique, but also to define the type of multiplier, each of which performs its specific functions. The most common is the classification of main multipliers types. Researchers V.I. Trukhachev, I.N. Lyakisheva, G.A. Hayrapetyan (Trukhachev, 2015) distinguish main types of tourist multiplier as follows: sales multiplier, production multiplier, income multiplier and employment multiplier.

The sales multiplier identifies additional business turnovers as a result of rapid tourist spending.

The production multiplier measures the volume of additional production in the economy by facilitating tourist expenses.

The foundational difference between these two types of multipliers is that in the production one not all sales are associated with the current production (for example, some sales are made from stocks of goods produced).

The income multiplier measures the additional income (salaries and rents, interest on loans and profits) generated in the economy as a result of increased tourist expenses.

The employment multiplier characterizes the number of jobs created at the expense of the additional expenses of tourists (Kessy, 2018).

According to the degree of complexity, simple, complex tourist multipliers and tourism super-multiplier are distinguished (Bala, 2015). Simple tourist multiplier involves measuring the multiplier effect by only one parameter. For example, definition of the multiplier effect of medical tourism organization in the sanatorium "Rakhmanov keys". The complex multiplier is calculated to determine the multiplier effect for all components of the tourist industry. In the example described above, tourists are not only in the territory of the sanatorium "Rakhmanov keys". In the process of tourist and recreational activities, they also use other services, thereby having indirect impact on the economy of the region of East Kazakhstan. The super multiplier is aimed at identifying the multiplier effect of tourist and recreational activities development in absolutely all areas of the economy, both tourism-related industries and other sectors of the national economy. It is no secret to anyone that the multiplier effect of tourism lies in the profound impact on the economy of the region, which is completely impossible to assess.

According to the scientific research of V.R. Bagreshev can be classified tourist multiplier in the direction of action. So, there are allocated the internal and external tourism multipliers. In turn, the domestic tourist multiplier can be divided into price tourist multiplier, employment multiplier, tax, ecological, monetary tourist multipliers, production multiplier, etc. (Kolesnikova, 2013). In the external tourist multiplier, investment tourist multiplier, tourist multiplier of public spending's and multiplier of tourist export and import are distinguished. The internal tourist multiplier is aimed at the essential identification of the multiplier effect of certain element or component of the economy of tourist destination. For example, tourism price multiplier is aimed at identifying the relationship between the sale price of tourist product and any

indicator of the economy of both small enterprise and the economy of the whole region. Whereas the external tourist multiplier implies general assess-

ment of the indirect impact of tourist and recreational activities on the economy and other areas of the tourist destination.

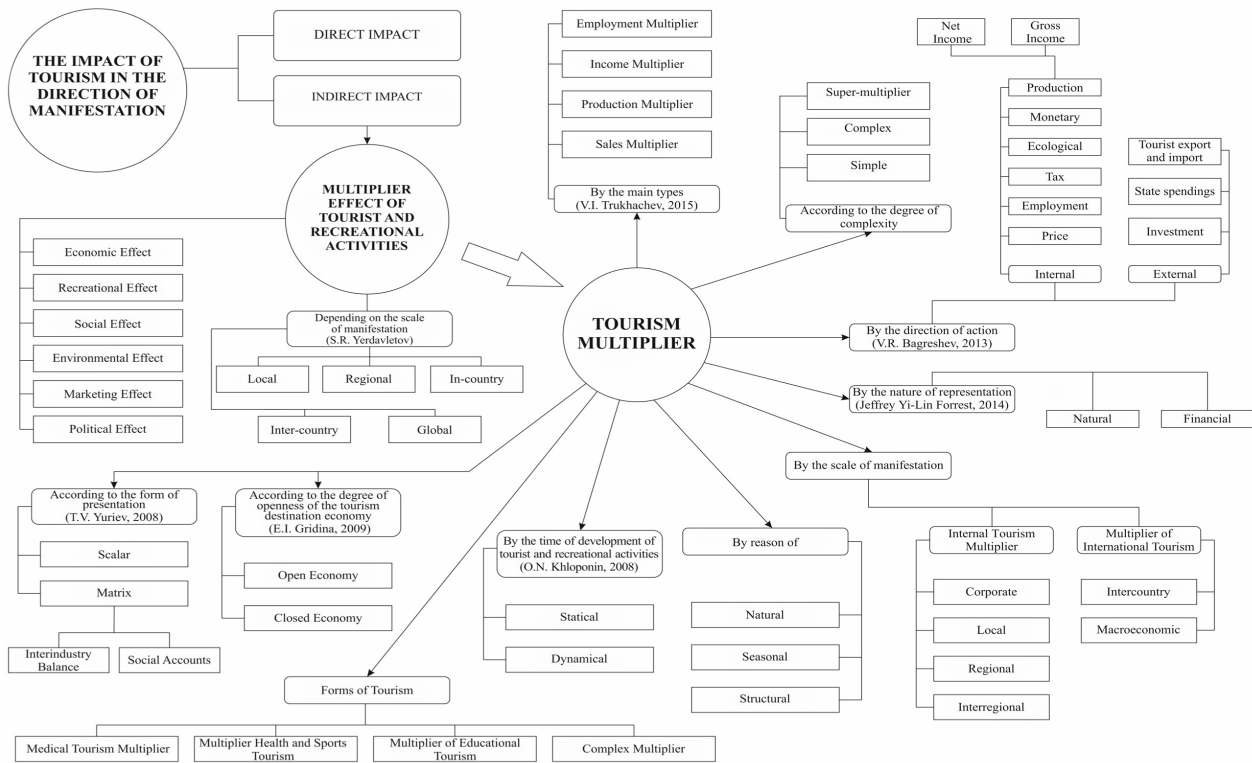


Figure 1 – Tourist multiplier classification (compiled by the authors)

Researcher Jeffrey Forrest (Jeffrey, 1990) suggests classifying multipliers according to the nature of their presentation into physical and financial multipliers.

Natural multipliers include those in the denominator of which is one of the natural (measured in units, tons, etc.) indicators (“Price / Tour product”; “Price / Production”; “Price / Sales Volume”).

Financial multipliers include those which denominator is one of the monetary indicators. Financial multipliers can be further divided into 2 groups - momentary (“Price / Book value of tourist product”; “Price / Net worth of assets”) and interval (“Price / Profit”; “Price / Cash flow”; “Price / Revenue”).

The main difference between financial multipliers and natural multipliers is that these multipliers are universal and applicable in all areas of activity. Natural indicators, in turn, are specific for each specific industry or group of industries (Fiklisova, 2015).

According to the classification of modern tourism, S.R. Yerdavletov tourism multiplier was classified by manifestation scale into domestic tourism

multiplier and international tourism multiplier. The domestic tourism multiplier has sub-divisions, like corporate, local, regional and interregional tourist multipliers. On the other hand, international tourism multiplier is divided into two: cross-country and macroeconomic tourist multipliers.

Tourism multiplier can be classified by reason of occurrence. From here, the following types of tourist multiples are distinguished: natural, seasonal, and structural (Bertsekas, 2006). The natural multiplier implies the overall multiplier effect of tourist and recreational activities. The seasonal multiplier aims to identify the multiplier effect of the seasonal rise in tourism development. As you know, issues related to seasonality in tourism are among the most problematic and require resolution at all stages of the organization of tourist and recreational activities. The structural multiplier of tourism makes it possible to identify the indirect effect of the development of one of the components of tourist economy or indicator of the economy of tourist destination related to arrivals and stay of tourists (Krutik, 2011).

According to the studies of the works of N.A. Khloponina the tourism multiplier was classified by the time of tourism and recreation activities development (Khloponina, 2008). Thus, static and dynamic tourism multipliers are distinguished.

Static tourism multipliers are multipliers that describe the state of the system at a certain point in time (one-time cut of information on a given tourism object or element of the tourism industry). For example, increase in the income of tourism-related industries in connection with the organization of the carnival in Rio de Janeiro.

Dynamic tourism multipliers are multipliers that describe the processes of change and development of the tourism system and related industries (changes in tourist facility or element of tourist industry over time). For example, the multiplier effect of tourism development in the Almaty region over the past year.

According to the classification of modern tourism by S.R. Yerdavletov it is possible to divide tourist multipliers by forms of tourism into the multipliers of therapeutic tourism, multipliers of recreational and sports tourism, multipliers of informative tourism and complex tourist multipliers (Yerdavletov, 2010). In the world practice of tourism development, widespread phenomenon is the pronounced specialization of the tourist destination. Although, in recent times, tourism organizers are keen on for the integrated improvement of tourist and recreational activities to be a pull for additional tourist flows.

According to E.I. Gridina by the degree of openness in the economy of tourist destination are distinguished multipliers of the open economy tourism and the multipliers of the closed economy tourism. An open economy is such national economy, where foreign economic agents of tourism have access to most markets and most sectors and sectors of the economy (in closed economy, most markets, industries and areas are closed to them). For example, the economy of the Republic of Kazakhstan is open, and therefore the tourism multiplier of the Republic of Kazakhstan will be the multiplier of the open economy tourism. In addition, for example, the DPRK economy is a closed economy, therefore the tourism multiplier of the Democratic People's Republic of Korea will be the

multiplier of the tourism of closed economy (Frechting, 2012). The proposed last classification of the tourist multiplier based on T.V. Yurieva (2011: 352) works. According to the form of presentation, scalar and matrix multipliers of tourism are distinguished. The scalar tourism multiplier is represented as a single number, for example, $k = 3.03$, where k is the multiplier of tourism and recreational activities (Bertsekas, 2017). Tourism matrix multiplier is an array of data structured in a certain way (Samuelson, 2007). In addition, the matrix multiplier is divided into a tourist multiplier of intersectoral balance and tourist multiplier of social accounts. The tourist multiplier of the inter-sectoral balance shows in quantitative terms of the data set the influence of tourism on other sectors and sectors of the economy (Yeremin, 2014). Whereas, the tourist multiplier of social accounts reveals the impact of tourism on the income level of the tourist destination.

Conclusion

Thus, various classifications of the tourism multiplier were considered based on the materials studied by both domestic and foreign scientists and researchers.

According to the works of foreign and domestic economists and tourism theorists, the tourism multiplier is the ratio of changes in one of the key economic indicators to changes in tourist spending. This phenomenon, among other things, is accompanied by the number of other positive trends. Due to this, in order to more comprehensively and thoroughly examine the essence and content of the multiplicative effect in tourism, classification of the tourist multiplier was made. It is based on the following criteria: main types, degree of complexity, direction of action, nature of presentation, scale of manifestation, cause of occurrence, time of development of tourist and recreational activities, forms of tourism, form of presentation and degree of openness of the tourist destination economy.

As a result, having studied the works of foreign and domestic authors, not only in tourism, but also in other scientific fields, primarily economic theory, modern classification of the multiplier effect in tourism and the tourist multiplier was proposed.

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