ӘЛ-ФАРАБИ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ УНИВЕРСИТЕТІ
КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ АЛЬ-ФАРАБИ
AL-FARABI KAZAKH NATIONAL UNIVERSITY

ГЕОГРАФИЯ ЖӘНЕ ТАБИҒАТТЫ ПАЙДАЛАНУ ФАКУЛЬТЕТІ
ФАКУЛЬТЕТ ГЕОГРАФИИ И ПРИРОДОПОЛЬЗОВАНИЯ
FACULTY OF GEOGRAPHY AND ENVIRONMENTAL SCIENCES

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халықаралық ғылыми конференция
МАТЕРИАЛДАРЫ
Алматы, Қазақстан, 6-9 сәуір 2020 жыл

МАТЕРИАЛЫ
международной научной конференции
студентов и молодых ученых
«ФАРАБИ ӘЛЕМІ»
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MATERIALS
International Scientific Conference
of Students and Young Scientists
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МЕЙРАМХАНА ІСІ ЖӘНЕ МЕЙМАНХАНА БИЗНЕСІ
РЕСТОРАННОЕ ДЕЛО И ГОСТИНИЧНЫЙ БИЗНЕС
RESTAURANT BUSINESS AND HOTEL INDUSTRY

PROBLEMS AND PROSPECTS OF CALCULATING
THE TOURIST MULTIPLIER IN SNNP KAZAKHSTAN

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Abstract. The article states that the tourist multiplier is considered in state national natural parks. In general, in tourism, a special place is played by the assessment of the multiplier effect, due to which it is possible to determine the influence of a particular region or process on the local economy. In addition, in the development of tourism, those territories where people have limited access to them, as well as where it is possible to conduct tourist activities and protect these territories from the state, are of great importane. Of course, when pairing two such large topics to one channel, many problems will arise. Therefore, the topic of the article is relevant and the article addresses issues that arise when calculating the tourist multiplier in national parks and its prospects.
Key words: tourism, multiplier effect, assessment, national natural parks, tourist and recreational activities.

Introduction

In order to show the dynamic development of tourism from year to year, many research processes are being implemented in the world. As one of such important research methods, the tourist multiplier calculation system is widely used in sources of world literature. For example, in the global concept of sustainable development, special attention is paid to identifying the importance of environmental protection objects, i.e. the multiplier effect in places such as reserves, nature reserves, objects of national importance, national natural parks, etc. Depending on the role of tourism in economic development and the economic forecasts of various countries concerning tourism, there is considerable literature on this topic.

The main criteria for the impact of tourism, as defined by the United Nations, are economic, socio-environmental, infrastructural stability and attractiveness. Methods of evaluating the economic and social effectiveness of tourism in the conditions of incomplete or incomplete reliable information were also proposed. According to Song et al. Keynesian multipliers, cost-profit analysis (CBA), and cost-output models were used to assess the impact of tourism on the economy. Tourism planning and development should be aimed at using the interest of tourists, creating a system of specially protected natural territories, improving the economic indicators of protected areas, preserving the natural and cultural heritage and improving the living standards of all people involved in the process, as it is one of the tools to achieve sustainable development. According to Woodley, sustainable tourism in parks (and other destinations) should be determined primarily in terms of sustainable ecosystems. In Kazakhstan, only 8.5 percent of the entire territory is allocated for specially protected natural territories and by 2022 it is planned to increase to 10%, which is equivalent to international standards [1]. Among specially protected areas, national nature parks have been developed in Kazakhstan only in the last 30 years.

Since the 70s of the XX century, the Multiplicative effect in tourism has been actively studied by foreign scientists B. Archer, J. Fletcher, D. Frechtling, R. Miller and P. Blair, etc., since the 90s of the XX century-Russian scientists I. T. Balabanov, A. I. Balabanov, V. G. Gulyaev, I. V. Zorin, V. A. Kvartalnov, G. A. Papiryan, etc.

The study is based on general scientific and special methods that take into account the specifics of the problem. The theoretical and methodological basis of the study was the scientific works of domestic and foreign authors, articles from scientific journals, collections of conferences and periodicals, as well as materials of the annual reports of the State Scientific and Production Enterprise "Kazakhstan" and Internet sources. In the work, general scientific methods were used, such as system analysis, content analysis, descriptive method, comparative method, analogy method and mathematical method.

Results and discussion

The degree of importance of tourism for the economy of a particular country is determined by both its direct and indirect influence. The direct impact of tourism is accounted for with varying degrees of confidence in the current national accounts. The indirect impact of tourism on the economy and social sphere at the national or regional level is not currently taken into account, although the relevance of such accounting is obvious. To assess the indirect impact of tourism, you can use a tourist multiplier, which is the ratio of changes in one of the economic indicators (employment, income, production level) to changes in the value of tourist expenditures, i.e. the multiplier is expressed as the ratio of new investments (in the form of tourist expenditures) to changes in the level of production, income, and employment. The tourist multiplier allows you to more accurately determine the impact of tourism on the economy of a country or region and assess the indirect impact of tourism on the growth of the population's well-being; forecast the development of tourism

and related industries, where additional revenue is generated due to the multiplier effect. Anticipate changes in the structure of labor resources and plan their rational use. The data obtained can be used to develop an investment strategy for the industry, develop programs of state support for tourism, and etc.

Assessment of the multiplicative effect of the tourist and recreational activities of the state national natural parks of Kazakhstan was preceded by a review of the theoretical and methodological aspects of determining and calculating the tourist multiplier, where we already touched on some of its advantages and disadvantages [2]. The practical knowledge gained by the example of the tourist and recreational activities of the national parks of Kazakhstan made it possible to comprehensively analyze the strengths and weaknesses, as well as the opportunities and threats of assessing the multiplier effect in tourism, the main provisions of which are presented in table 1.

Table 1

**SWOT-analysis of the assessment of the multiplicative effect
of tourist and recreational activities (compiled by the author)**

Strengths	Weaknesses
1) Allows to evaluate the real contribution of tourist and recreational activities in the formation of GDP; 2) Allows to consider and analyze the advantages and disadvantages of the development of tourist and recreational activities; 3) Development of theoretical and methodological aspects of evaluating the multiplier effect;	1) Many types of multiplier are static in nature; 2) To assess the multiplier effect, a large array of source data is required; 3) Assessment of the multiplier effect is relevant, to a greater extent, for a market economy; 4) Difficulty in conducting an assessment for small areas;
Opportunities	Threats
1) Construction of dynamic models of the multiplicative effect; 2) Modeling the most effective relationships and interdependencies between economic entities; 3) Prediction of tourist and recreational activities based on the received multiplier; 4) The assessment will allow an analysis of the efficiency of investments of public or private sectors; 5) Overcoming the shortcomings of existing models for calculating the multiplier of international tourism in practice;	1) Low level of adaptability of assessment methods; 2) Inconsistency of the nature of statistical indicators to assess the multiplicative effect of tourism and recreational activities;

According to the compiled SWOT analysis, the assessment of the multiplier effect makes it possible to determine the real contribution of tourist and recreational activities to the formation of the gross domestic product. Thanks to this, the profitability and effectiveness of the development of a particular type of tourism or tourism enterprise becomes clear and obvious. Using a real practical example, we assessed the effectiveness of the development of tourist and recreational activities of the SNNP "Kazakhstan" and determined that its economic impact is almost three times the amount of tourism revenue. In light of the fact that tourism is a relatively new and poorly studied sphere of the national economy, but at the same time with a characteristic multi-aspect impact, mostly positive, on other sectors of material and intangible production, the assessment of the multiplicative effect will help to overestimate and look at it differently development of tourism not only in the Republic of Kazakhstan, but throughout the world [3].

The second advantage follows from the first and consists in the fact that the assessment of the multiplicative effect allows the researcher to see and consider the advantages and disadvantages of the development of tourist and recreational activities. Especially when it comes to the development of tourism at the national level. For example, the presence of a large number of foreign companies in the tourism industry of a particular state indicates the maturity and high level of development of tourism and tourism infrastructure in general. At the same time, as a result of evaluating the multiplier effect, people begin to understand that such a phenomenon is not so positive, since in the end there is an outflow of capital from the place of tourist destination. Evaluation of the multiplier effect, thus, allows you to look inside the ongoing processes and open your eyes to the real situation.

In addition, the definition and calculation of certain types of tourist multiplier in various special cases contributes to the development of theoretical and methodological aspects of assessing the multiplicative effect of tourist and recreational activities. Each case represents a separate precedent, which ultimately will contribute to the development of the theory. This is of particular relevance due to the low scientific security of tourism.

As for the weaknesses of assessing the multiplicative effect of tourist and recreational activities, the first of them is the static and inflexibility in nature of many types of multiplier. At first glance, it may be assumed that the additional costs of tourists have the same impact on the economy as an equal amount of previous expenses. Therefore, when production increases, it is assumed that the goods will be bought in the same

proportions as before, without taking into account the level of future savings. The static character of the multiplier also does not take into account the length of time of the multiplier effect on the economy.

The next drawback of evaluating the multiplicative effect of tourism and recreation activities is that it requires the use of a large array of input data, which are often very difficult to collect. This became clear during the practical part of this study [4].

In our opinion, another drawback is the relevance of assessing the multiplicative effect of tourism and recreation activities only for a market economy, based on the relationship of supply and demand. While, for example, in a planned economy this is not so practical. However, an assessment in the future will provide an opportunity to more correctly approach the issue of planning.

Our last drawback is the difficulty in assessing the multiplier effect for small economic systems, especially if it does not constitute a separate administrative unit. The difficulty, first of all, lies in the collection of initial data, which can only be obtained as a result of field studies.

Next, we will talk about the opportunities and threats of assessing the multiplier effect in tourism.

As we said above, many types of multiplier are static in nature. Such a phenomenon can be overcome by constructing dynamic models and, as a result, get, in fact, a tourist multiplier working in practice. The limited model in this case is that the production and consumer functions are linear and the nature of intra-sector spending is stable. In addition, to build a dynamic model requires an even larger array of source data.

The main factors affecting the development of tourism are divided into: – static (natural-geographical, cultural-historical);

- dynamic (demographic, socio-economic, material and technical, political).

In addition, factors affecting tourism are divided into:

1) external (exogenous): demographic and social changes, economic and financial factors;

2) internal (endogenous) – factors that affect directly in the field of tourism: material and technical factors of the tourist market.

These factors in turn are divided into:

- extensive (growth in the number of employees, increase in material resources, construction of new tourism facilities);

- intensive (staff training, technical improvement of the material base);

- restraining (negative) crises: militarization of the economy, growth of external debt, political instability, rising prices, strikes, criminal situation, environmental problems, bankruptcy of tourist companies.

Based on the results of evaluating the multiplicative effect of tourist and recreational activities, the most effective relationships and interdependencies between economic entities can be modeled. The assessment results, therefore, will create effective models of territorial recreational systems, as well as make adjustments to existing ones.

Prediction of tourist and recreational activities is another possibility that arises from the result of evaluating the multiplier effect, expressed by the value of the tourist multiplier [5]. Note that a significant role, in this case, is played by the quality of the studies performed. Nevertheless, a ready-made multiplier will make it possible to instantly calculate the multiplier effect, based on statistical indicators.

Meanwhile, a detailed analysis of the multipliers is carried out in order to analyze the effectiveness of investments of public or private sectors in tourism projects at national and regional levels, to check the relative magnitude of the impact of various types of tourism in comparison with other sectors of the economy.

The economic effect of tourism development in the region is primarily reflected in the creation of additional jobs in the tourism industry, increasing employment, and stimulating the development of economically weak regions.

Economic indicators of tourism development.

The formation and development of tourism as an industry is characterized by a system of certain economic indicators that reflect the quantitative volume of sales of tourist services and their quality, as well as economic indicators of production and service activities of tourist economic entities.

The tourism indicator system includes:

- volume of tourist traffic;

- state and development of the material and technical base;

- indicators of financial and economic activity of a travel Agency;

- indicators of international tourism development.

The last of the identified prospects for applying the assessment of the multiplicative effect of tourist and recreational activities is to overcome the shortcomings of existing models for calculating the international tourism multiplier in practice [6].

Based on the experimental data, we identified two threats to the application of assessing the multiplicative effect of tourist and recreational activities that any researcher may encounter. First, we note the low level of adaptability of existing assessment methods. Unfortunately, a single unified methodology for evaluating the multiplicative effect of tourist and recreational activities, recognized by the scientific community, has not yet been developed, and most of them are compiled for different territories and types of economic systems [7]. The second threat is that these methods are based on various statistical indicators, which differ markedly in different countries [8]. In order to understand the formula, it is necessary to analyze a lot of different sources of information, which will eventually decipher and understand the proposed assessment methodology.

Conclusion

Thus, the analysis of tourist multiplier is an effective tool to improve the efficiency of the system of state regulation of the tourist market. The multiplier effect will be the greater, the greater the share of income spent within the region. The tourism industry is today one of the most promising in terms of investment and development of the territory. It allows to create attractive investment projects on the basis of historical heritage, the implementation of which gives a multiplier economic effect: the development of various areas of economic activity and increase their profitability, increase tax revenues, attract domestic and foreign investment, create new jobs, strengthen and create infrastructure, and finally increase the attractiveness of the territory itself. On this we came to an end in the question of the advantages and disadvantages of applying the assessment of the multiplicative effect of tourist and recreational activities. No one doubts that the advantages in conducting an assessment are much greater than the disadvantages. The problem is the mismatch of scientific support, as a result of which the above difficulties arise. However, it was shown that the calculation of the tourist multiplier has its own difficulties. The main reasons for this is the lack of statistical data, that is, to conduct such studies, a large array of sources is needed. However, the main difficulty lies in the fact that the smaller the study area, the higher the difficulty of calculating side effects. However, despite such difficulties, it should be noted that a large number of own advantages of calculating the tourist multiplier. The main goal of this work was to show the state of state national parks in Kazakhstan, to determine why they do not bring income to the country's economy, as parks of developed countries, that is, to increase the capacity of state national parks.

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