EVALUATE THE MULTIPLIER EFFECT OF THE DEVELOPMENT OF PILGRIMAGE TOURISM USING BUDDHIST RESOURCES BASED ON MARKETING RESEARCH

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S.Abdukhamidov[1]
A.Makhmudova[2], ,
A.Mukhamadiev[3]

Email: nabi8888@mail.ru

[1,2,3] Participant of innovation project "Creation of 3D models of tour routers of Buddhism monuments in the regions of the Republic of Uzbekistan", Uzbekistan

ABSTRACT: This article lists the main effect of pilgrimage tourism.

KEYWORDS: pilgrimages, tourism, religious tourism, marketing.

INTRODUCTION

The relevance of marketing research for tourism firms and companies is not only related to the problem of ensuring the success of tourism firms in the competition, but also the provision of tourism services to the population is one of the fastest growing businesses in the world today. The growing demand for the services of tourism firms is typical not only of developed countries, but also of developing countries. This is because the growth of household income in developing countries, where economic growth rates are high and stable, is leading to an increase in demand for tourism services. On the other hand, the rich historical monuments preserved in Uzbekistan, the acceleration of technical and socio-economic development in the country are attracting the interest of foreigners. This requires tourism companies and

firms to create all the necessary conditions to overcome international competition through the development of modern marketing strategies and their application in practice.

The traditional functions of modern marketing have grown from year to year, and now it has abandoned the notion of it as a simple exchange process based on transactions. It can no longer be considered as a predetermined function of specific tasks alone. As the number of issues in the field of marketing of tourism services has expanded, the scope of marketing now covers not only the classic components, but also the consumer experience and vital interests of customers.

The tourism industry is a complex, high-income sector that has a significant impact on the development of key sectors of the world economy. Today, tourism is a catalyst for socio-economic development, directly and indirectly contributing to the cultural growth of living standards, the development of countries and regions in the world. At the same time, the development of pilgrimage tourism plays an important role in the economic and social life of the country. Along with economic development, it will expand employment opportunities for local people, thereby improving the living standards, attracting foreign tourists, promoting our country to the world, preserving our ancient cities and historical monuments.

Uzbekistan has a great historical and cultural heritage - more than 7,300 ancient architectural and archeological monuments. Most of them are located in Samarkand, Bukhara, Khiva, Shakhrisabz, Termez, Kokand and Tashkent. More than 200 historical monuments and monuments of our country are included in the UNESCO list of cultural heritage.

As a result of the great attention paid to the development of tourism in the past, Uzbekistan has risen in various prestigious international rankings, and the country's name has been frequently mentioned in the world media. This has served to strengthen the positive image of Uzbekistan, strengthen the promotion of tourism potential.

As part of the complex measures to promote the Uzbek tourism brand in Japan, the Embassy of Uzbekistan in Tokyo and the State Committee for Tourism Development of the Republic of Uzbekistan in cooperation with Globe-Trotter Travel Guidebook published a book on the tourism potential of Uzbekistan 2019 "magazine was published in Japanese. The magazine recommended Uzbekistan as one of the 30 most suitable countries for travel in 2019. The magazine also organizes a symbolic journey through the history of the Great Silk Road, visiting the ancient cities of our country, such as Samarkand, Bukhara, Khiva, Shahrisabz and Termez.

As a result, this international rating will create conditions for the development of pilgrimage and other types of tourism in our country. Despite the fact that Uzbekistan has a certain tourist attraction, there are problems that hinder the effective development of the tourism business. Including tourism infrastructure, level of service and so on. Therefore, it is expedient to conduct research that will identify the most promising areas of tourism development in the country, to suggest alternative development options. This can be done in the future by using digital technologies and by developing an econometric model to assess the development of tourism.

The tourism sector serves as an effective catalyst for other sectors of the economy. In order for the funds spent by tourists to circulate in the regional economy, it is necessary to achieve the full sale of local goods and services. As a result of the sale of these goods, tourism companies pay their employees, and the rest is spent on the purchase of local products and services. If employees spend their wages on imported goods and services, then there will be an outflow of capital from the region.

The direct or indirect combination of tourist spending is explained by its impact on the local economy. As a rule, not all money spent by tourists is spent in the first cycle. Some of it is accumulated and spent outside the region. The lower the share of funds spent outside the region, the greater the multiplier effect. Maintaining tourism revenue within the region determines the region's economic closure and the degree of independence of the local economy. If the regional economy specializes in the production of goods and services that tourists buy, then the multiplier effect will be significant. The more goods and services are imported from other regions, the lower the multiplier effect.

According to IS Tukhliev's dictionary, the "multiplier effect" is the effect of tourism, which reflects all the direct and indirect effects of tourism on the national economy, and represents the number of times the initial tourism expenditures in the local economy.

The tourism multiplier is a numerical coefficient that indicates how much the gross regional product will increase or decrease as a result of an increase or decrease in tourism expenditures. With the help of Buddhist resources, we can determine that the development of pilgrimage tourism will allow the significant development of various related industries to achieve a multiplier effect (economic and social). Encourages the growth of the following tourism-related industries:

- transport infrastructure (roads and railways, air transportation);
- agro-industrial complex (agriculture, food industry and catering);
- information and telecommunication systems, including internet marketing, online booking, telephone, mobile communication, etc .;
- provision of health and recreation services to tourist and recreational complexes and vacationers;
- uninterrupted supply of energy and utilities to tourist and recreational complexes by energy and utility systems;
- The system of training, retraining and advanced training of personnel for the tourism industry in educational institutions.

It is clear that it is important to identify approaches to assessing the multiplier effect of tourism development in the region. The multiplicative process of tourism activities using Buddhist resources is aimed at analyzing the impact and profitability of pilgrimage tourism in different sectors of the economy, which can be explained by cost indicators of different origins. According to the rule of multiplicative effect, there is a coefficient that must be multiplied by the cost incurred by tourists.

The economic development of pilgrimage tourism, as well as its positive impact on the economy of a particular region, is reflected in the completeness of the money spent by tourists on certain services and the protection of the environment. Such attraction of funds is possible only if the funds spent by tourists on tourist products, basic and additional services are directed to the state budget and their spending remains directly at the disposal of the regions. The cash flow of pilgrimage tourism should be used in the future to preserve the historical environment of the region and to develop pilgrimage tourism in one place or another.

Tourism, including pilgrimage tourism, is a special sector of the economy, focused on the use of historical resources, especially Buddhist monuments, without changing their status. The existence of the tourism network is explained by the fact that the number and quality of these resources have not changed over the years as a result of tourist visits.

Today D. Keynes, P. Samuelson, S. Fisher, H. Rutter, I. Krippendorf, V. Archer, S. Owen, H. Clement, D. Clark, R. Harrod, G. Hambler, E. Hansen and methods and models of multiplier calculation

generalized in different sectors of the economy have been proposed by other foreign scientists. A number of researchers have argued that the multiplier effect of tourism is significantly more important than the effect of other activities, as tourism also serves as a catalyst for the development of other related industries.

There are different models of multipliers to assess the impact of tourist spending on income, employment and imports. One such model was proposed in 1971 by L. Bruce Archer and Charles Owen.

$$\sum_{j=1}^{N}\sum_{i=1}^{n} Q_j K_{ij} V_i \frac{1}{1 - MPC \sum_{i=1}^{n} X_i Z_i V_i}$$

In this case, j is the category of tourists, j = 1,… .., N
i-type of enterprise, i = 1,…., n;
Q_j- the share of expenses incurred by tourists in total expenses, in j-type;
K_{ij}- The share of expenses incurred by tourists is j -type i - type of business;
V_i- i- accumulation of direct and indirect income in the business unit per unit of expenditure;
X_i- i is the share of the local population in total consumption expenditures by type of business;
Z_i- percentage X_i, from the study area.

Statistical research methods, a mathematical model of a differentiated tourism multiplier based on J. Keynes's theory of economic analysis, and a multiplier calculation method proposed by P. Samuelsona and W. Nordhaus were used to study the indirect impact of pilgrimage tourism on the country's economy using Buddhist monuments.

Based on the data obtained and the restrictions imposed, it was possible to calculate the indirect impact and multiplier effect of visiting tourism on the country's economy.

According to the State Committee for Tourism Development, the average cost of tourists visiting Uzbekistan from other countries to visit Buddhist monuments in 2019 was as follows: Kazakhstan - $ 158.3; Kyrgyzstan - $ 99.3; Tajikistan - $ 60.4; Turkmenistan - $ 104.6; other CIS countries - $ 635.6; far abroad countries - 709.4 dollars.

Based on these data, the average cost of each foreign tourist visiting Uzbekistan from all over the country is $ 314.

Taking into account the dynamics of the turnover of tourist expenditures in the framework of the tourism multiplier, we can summarize the indirect impact of visiting tourism as follows.:

$$К = Р + Р * ИММ + ИММ^2 + Р * ИММ^3 + \cdots + Р * ИММ^п$$

$$Т = \frac{Р}{(1 - ИММ)}$$

$$к = \frac{1}{(1 - ИММ)} = \frac{1}{ЖММ}$$

Here:
К – *multiplier coefficient;*
ИММ – *marginal propensity to consume;*
ЖММ – *marginal propensity to accumulate;*
P=const;
T – *development of ecotourism product (service).*

As an investment in the economy, the average cost per foreign tourist in the country was P = 314 USD. Expenditures of foreign tourists and marginal propensity to consume (IMM) were also assumed to remain unchanged during this assessment period.

Marginal propensity to consume (MPC) is an additional currency that increases the real income of the country's population and reflects the amount of additional real consumption.

In the long run, the marginal propensity to consume will increase, in the short term (up to one year) the marginal propensity to consume will be low, in our case the statistical average marginal propensity to consume in 2019 was 0.65. The following indicators were obtained using the evaluation model presented in the study:

$$T = \frac{P}{(1 - \text{МСП})} = \frac{314}{(1 - 0,65)} = 897$$

$$\text{к} = \frac{1}{(1 - \text{МСП})} = \frac{1}{\text{МСН}} = \frac{1}{(1 - 0,65)} = 2,85$$

In 2019, 450.3 thousand foreigners visited Uzbekistan for tourism purposes, while 30% came for pilgrimage. This means that the number of tourists who came for direct visit was 135 thousand people. The average cost of each tourist in the country is 314 USD * 30% = 94.2 USD. According to our calculations, the multiplication factor was k = 2.85. If we connect these data with the results of the evaluation obtained during the study, the cost per tourist is multiplied by 94.2USD * 2.85 = 268.4USD. Taking into account the number of tourists who came for direct visits in 2019, in addition to the budget of the country in a year 135 thousand * 94.2 USD = 12.7 million. USD can get multiplier effect. It was found that the multiplier effect was due to the fact that the cost of tourists visiting Uzbekistan increased by 15 times.

The value obtained from the multiplier effect of pilgrimage tourism using generalized Buddhist monuments did not take into account a number of factors that led to its reduction. Based on the data obtained and the proposed restrictions, it was possible to assess the indirect impact of tourism on the country's economy and the multiplier effect of tourism.

CONCLUSION

Since this proposed method has a description of the multiplier effect assessment calculated, it is advisable to use an expert approach to substantiate the indicators. It should be noted that one of the problems associated with the calculation of the multiplier in pilgrimage tourism is the imperfection of the statistics of the tourism industry in Uzbekistan. The multiplicative significance of pilgrimage tourism is that the revenue generated in the future creates a "revenue chain reaction" and the revenue per ecotourist exceeds the costs associated with purchasing goods and services in the ecotourism destination.

The multiplier of revenue from the development of tourism services varies by region. According to researchers working with this indicator, the multiplier coefficient varies from 1.2 to 4.0. The nature of the withholding of tourist income depends to a large extent on the economic viability of the region's borders and the degree of independence of the local economy.

Thus, it was found that the multiplier is most effective in an area where there are opportunities to develop goods and services that meet the needs of tourists. Conversely, the more goods and services imported from another region, the lower the multiplier effect.

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