

Research Article

Assessment of the Economic Consequences of the Outbound Tourism Development in Russia within the Concept of National Security

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ABSTRACT

The relevance of the study of the evaluation of the development of outbound tourism in Russia and its economic consequences within the framework of the national security concept is determined by the need for objective information, which is used in strategic programs for the development of the tourism industry in general, and at the level of individual regions. This article aims to study the existing approaches to the assessment of indicators of outbound tourism development in Russia, to identify discrepancies in official statistics and to develop recommendations for improving the system of analysis and assessment of the outbound tourism development. For the analysis of the problem methods of systematization and generalization, quantitative and qualitative study, which allow us to consider the problem comprehensively, taking into account many factors affecting the development of outbound tourism were used. In the article, the periodization of development of outbound tourism is made and the main characteristics of each stage are described. The main advantages and disadvantages of the tourism development for the economy of Russia and their assessment taking into account provisions of the national security concept of the Russian Federation, as well as sustainable development priorities of the Russian economy are revealed. Recommendations on the evaluation criteria of domestic tourism and the optimization of the methodology for statistical calculation are proposed. The article will be useful for Federal and regional authorities, higher educational institutions engaged in training students in the "tourism" direction, as well as for anyone interested in the issues of statistical accounting and analysis of the development of outbound tourism in the Russian Federation.

Key words: outbound tourism, tourism product, economic consequences, national security, Russia.

INTRODUCTION

Tourism is growing rapidly worldwide and therefore the assessment of its contribution to the development of national economies is becoming urgent. The following components are corresponding to the need for the tourism development: the economic aspect – the formation, promotion and realization of tourist product in the form of providing tourist services to the consumer and as a consequence, taxes go

to the budgets of all levels; social – jobs, as a solution to the problem of employment of the population; humanitarian – opportunity to learn and travel around the world. In addition, the realization of tourism services is implemented directly through the airlines and other types of transport, collective accommodation (including owned by Russian business), creates jobs and problems of unemployment are being solved.

In human nature, there is an inherent desire to travel, the driving force of which can be geographical, epistemological, hedonistic, ethical and other purposes. Among the main sources of knowledge of the world, as well as ourselves, the humanity, of course, will not forget to include travel. This is another phenomenon of tourism and travel (Putrik, 2014). Issues of a humanitarian nature, of human nature itself as "certainly work and rest, and with pleasure, because without the rest with positive emotions no one can survive" (Birzakov, 2007) will always be inherent. The journey as a phenomenon of the material world has taken part in all the events of the civilization development of human society in the forms from "Ethnology of travel to recreation" (Zorin, 2005) and will be its companion at all times.

Scientists have long been studying the question of the contribution of the individual industries to the gross regional product. A certain step in this direction was the description of M. Porter's concept of the formation of the value chain model in 1985 (Porter M., 1990). This concept was later adapted by other industries. In tourism this concept has been developed in the works of S. Smith, who justified the tourism product as a result of the complex production process (Smith, 1994), and then described its multiplier effect on the economy of regions (Smith, 2010).

However, the contribution to the development of tourism in a particular region and the country as a whole can be achieved both at the expense of citizens of this country, and due to the influx of foreign tourists. In the case of the development of outbound tourism there is the development of other economies that may not align with strategic priorities established under each conception of national security.

So in Russia in the decree of the President of the Russian Federation (12 may 2009 No. 537) it is stated that to ensure national security of the Russian Federation, along with the key priorities of national security, the country should focus its efforts and resources on the following priorities of sustainable development: economic growth which is achieved primarily through the development of national innovation system and the investment in human capital; science, technology, education, health and culture, which

are developed through the strengthening of the role of the state and improving the public-private partnership (Minaev, 2016; Ryabova, 2014).

Thus, the strategy of many countries and Russia in particular is more focused on the development of domestic and inbound tourism. While there is no definite opinion on the assessment of economic consequences of the development of outbound tourism in Russia within the concept of national security. Therefore, this study is relevant and aimed at obtaining objective assessments of the development of outbound tourism and its consequences for the national economy development of outbound tourism in Russia based on statistical and analytical data.

Methodological Framework

The methodological basis of this research is based on the writings of scientists who have studied the contribution of tourism to the development of national economies, and the economic implications of the development of outbound tourism. To analyze the current dynamics and economic consequences for the national economy development of inbound tourism in Russia, the authors of the article used the methods of economic-statistical and factor analysis, economic and mathematical modeling. The application of these methods allowed assessing positive and negative consequences for the national economy development of outbound tourism in Russia. In addition, through the use of theoretical and empirical methods of research the periodization of the development of outbound tourism was conducted and substantiated the results of the study were substantiated.

RESULTS

Main economic indicators of the development of outbound tourism and their impact on the Russian economy

The study, carried out by the authors, showed that the positive contribution of tourism to the Russian economy relates primarily to the increase in tax payments. Only in 2014, the price of the tour packages realized by travel companies amounted to more than 243 billion rubles, where more than 95 % are of outbound

tourism. Information on tax revenue is closed. At the same time, a simple arithmetic calculation suggests that only from the value added tax (tax rate 18 %) the budgets of different levels received more than 43 billion rubles. And that's without taking into account taxes on profits, personal income tax, property tax, tax under simplified system of taxation and mandatory payments in social insurance Fund of the Russian Federation, Pension Fund of the

Russian Federation and the Federal compulsory medical insurance Fund of the Russian Federation.

The number of employees that are directly engaged in the organization of travel tours accounts for more than 43 thousand people since 2011(tab. 1). In addition, the activities of tourist enterprises create a ripple effect that is implemented in the workplace in other sectors of the economy.

Table 1. The indicators characterizing the activities of travel agencies (2000 – 2014)(Russian statistical Yearbook, 2001, 2003, 2004, 2015; Russian statistical Yearbook, 2004; Website of Federal state statistics service)

Year	The number of tour agencies	The average number of employees, including foreign workers and employees performing works under contracts of civil-legal character (people)	Revenue from rendering of tourist services (thousand rubles)	The cost of the tour packages, sold to the customers (thousand rubles) – * total ** in foreign countries	A number of tour packages sold to the customers (vouchers, thousand) – * total ** in foreign countries
2000				* 9 029 ** 5 023	* 1 244 ** 767
2001	-	-	-	-	-
2002	*3 345	29 544	6 697 293,4	* 13 195 141,1 * 15 511 ** 8 506	* 858, 206 * 1 639 ** 864
2003	-	-	-	-	-
2004	*4 010	32 927	11 220 479,9	29 846 079,1	2 033, 615
2005	*5079	35 275	22 824 610,8	76 300 709,5	4 326, 110
2006	*5 842	40 787	26 762 346,4	88 748 731,3	4 640, 608
2007	*6 639	43 769	34 219 334,8	124 132 502,8	5 819, 349
2008	*6 477	41 586	40 704 257,1	117 811 058,7	4 304, 597
2009	*6 897	39 727	38 452 141,2	128 242 554,5	3 666, 429
2010	*9 133	48 312	51 917 842,5	169 668 738,9	4 388, 712
2011	*10 266	47 452	...	175 366 461,5	4 426, 959
2012	*10 733	48 662	...	208 117 897,6	4 762, 844
2013	*11 324	50 144	...	249 898 029,0	5 384, 028
2014	*11 614	45 463	...	243 452 561,0	4 384, 083

The passive component of the economic development of outbound tourism for the Russian economy consists of the export of investments abroad by Russians, which could be realized by the domestic tourist destinations and, as a consequence, there is a negative balance between the incoming and outgoing tourism, and also there is a mediated influence of myths about low quality level of services provided by Russian enterprises of the hospitality industry that decides the outcome of the competitive struggle not in favor of domestic producers of the tourism product. The results of the authors' study show that from year to year tourist expenses of Russians grew from \$ 8.9 billion in 1995(UNWTO International Tourism Barometer, 2014) to \$ 38 billion in 2014 (UNWTO International Tourism

Barometer, 2015). Data on the departure of Russians abroad with the purpose of tourism from 1992 to 2013 are shown in Fig. 1.

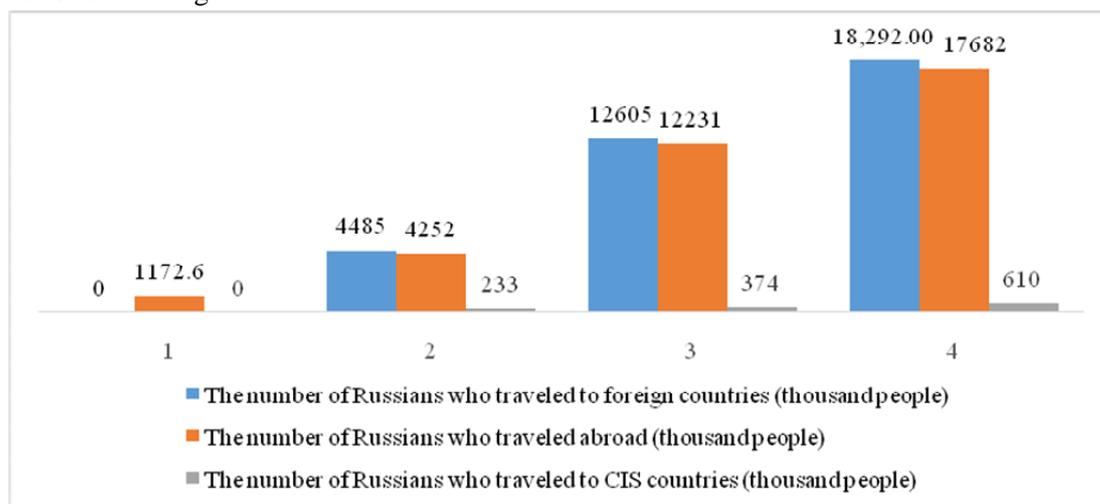


Figure 1. Departure of Russians abroad for the purpose of tourism

The peak of the departure of Soviet citizens abroad refers to 1985 when 4.5 million trips for tourism were made (Sokolova). Trips to the socialist countries, where Soviet tourists have developed more than 200 routes, dominated. The so-called "the years of perestroika" was not marked by a stable political and economic situation in the country. After a sharp decline in outbound tourist flow of Soviet citizens abroad (1988 year – 1040,7 thousand trips) its recovery was observed (1989 year – 1649,9 thousand trips; 1990 year – 2150, 2 thousand trips; 1991 year – 3466,3 thousand trips (Putrik, 2014). The peak of international tourist spending in post-Soviet Russia was in 2013. Expenditures of tourist visitors from Russia totaled 40.2 billion US dollars (Barometer UNWTO world tourism, 2015), which corresponded to the 4th position among all countries of the world on this indicator.

The periodization of the development of outbound tourism in Russia

1992 – 1999. The time of domination of the "Shuttle" or "shop-tourism".

90-ies of XX century in the field of outbound tourism were marked by the emergence of two social groups of Russians, who at the removal of administrative barriers could consistently travel abroad. The first one made active trips for the goods (China, Turkey, Poland and other countries). Shopping tourists also visited Greece, Italy, Egypt. They began to develop

markets in South and South-East Asia and with this purpose directed to Singapore, Hong Kong (Hong Kong), India, Thailand, South Korea and Pakistan. In the beginning, they were only interested in visiting flea markets, but gradually the pattern of behavior of "Shuttle traders" varied, and the shop-tourism has become civilized (Kozlov, 2016). The second social group could afford the leisure tourism abroad. In the mid-1990s, trips of Russian citizens abroad for study, medical treatment, vacations, recreation, sports competitions became popular. The departure indicators of Russian citizens abroad, as well as travel with the purpose of tourism, despite the difficult 90-ies of XX century in economic and political aspects slowly, but still grew from 1 million 172, 6 thousand in 1992 to 4 million 84 thousand in 1997 (Russian statistical Yearbook, 1996, 1997, 1998, 1999). The global economic crisis of 1998-1999 has significantly affected the social group of Russians, who before the economic crisis constantly traveled to foreign countries on vacation. After August 1998 when the real cost of foreign tourist visits in rubles grew more than 3 times, and incomes fell sharply, potential travelers began to prefer cheaper tours and services, but this period was short-lived. Already in 2000 the number Russians who travel to the foreign countries (4 million 252 thousand) for tourism purposes exceeded the pre-crisis level of 1997 (4 million 84 thousand) (Section "Register" on the website of the Federal tourism

Agency). The average annual rate of increment of tourist flows to foreign countries in the 1990s amounted to more than 10 % and outbound tourism increased by 2.2 times.

2000 – 2009 years. The growth of recreational tourism.

The trend of increasing growth in outbound tourism starts in the beginning of 2000 year. The total number of visitors of Russia increases almost twice from 18 million 371 thousand in 2000 to 34 million 726 thousand in 2009. Outbound tourism is growing mainly due to the travel of Russians to the foreign countries. Only two of the ten years did not give the increments of outbound tourism. This is 2001, when the fall of the outbound tourist flow abroad amounted to 6,55% and in 2009 respectively to 15.7 %. Then in subsequent years, the Russians have excessively exceeded the figures of previous years. In 2007, the amendments to the Federal law "About bases of tourist activity in the Russian Federation" are introduced. The abolition of compulsory licensing for business entrepreneurship in the tourism sector were entered into force and financial guarantees for tour agencies operating in the domestic, inbound and outbound tourism were introduced. Tour operators in outbound tourism carried the greatest costs on the annual financial safeguards. But this did not prevent them to increase the volume of tourist flow of Russians abroad. In 2007, the tour operators sent abroad 4 499 468 Russian citizens (Website of the Federal service of state statistics), the total volume of outbound tourist flow was 34 million 218 thousand people), and in 2009, respectively 5 245 125 (total tourist flow – 34 million 246 thousand) (Tourism in numbers, 2008-2015). The most popular countries for Russians in the period under review were Turkey, Egypt, China, Greece, Spain, Thailand, Germany, Italy, UAE, Cyprus. The most popular country for tourism in 2000 and 2001, according to statistics, was Poland (2000 - 966 thousand; 2001 – 705 thousand trips) which is not usually included in the top ten visited countries by Russians for tourism purposes. From 2002 to 2009, the most popular country for tourism for Russians was Turkey. Only in 2007-2008, the number of international trips of Russians to China exceeds

these numbers towards Turkey (2007: China - 2 152 thousand trips, Turkey - 1 995 thousand; 2008: China - 2 587 thousand trips, Turkey - 2 275 thousand trips).

The years 2010 – 2013. The continuation of the trend growth of outbound tourism.

In 2010, the outbound tourism surely returns the pre-crisis years' numbers: 2009 - 9 542, and respectively, 2010 - 12 605 thousand of Russians abroad. In 2013, this indicator reaches a peak in the recent history of Russia - 18292 thousand trips (Russia in numbers; Tourism by the numbers (2014)) of Russians abroad with the purpose of tourism. The volume of organized tourism significantly increased. Tour operators in 2013 sent overseas 10 million 323 thousand Russians, which totaled 55.9 % of the total outbound tourist flow (The "Statistics" section of the website of the Federal tourism Agency). The rapid growth of outbound tourism may be justified by the two main factors: stabilization of the political situation and stable economic growth in this period in the Russian Federation and a higher level of service provided by foreign enterprises of the tourism industry. International events became the significant factors that influenced the official statistical information in the field of outbound tourism (sanctions by the US and its allies (2014); a ban on flights to Egypt (November 2015); frozen Turkish-Russian relations after the downed plane (24 November 2015) and a change in Rosstat methodology for the calculation of outgoing and incoming tourist flows). One of the reasons for the reduction in the use of the tour operators' services should be considered "shock" which tourist outbound market experienced in 2014 when a number of large domestic operators ceased to fulfill obligations to customers and "left" the tourist market. One of the features in the statistical observation of these areas is the adoption of a new methodology for evaluating inbound and outbound tourist trips in line with the International recommendations for tourism statistics 2008 (The order of Rosstat Order dated 12.08.2014 No. 510).

The most visited countries by Russians according to the new methodology in 2014 are Finland, Turkey, Kazakhstan, Abkhazia, Egypt, Ukraine, Estonia, China, Poland and Germany.

DISCUSSIONS

Previously, the authors repeatedly raised the issue of objectivity and accuracy of statistical data submitted to official Russian statistics, as well as what stages in the development of Russian tourism can be identified and what are their main characteristics from the point of view of their economic consequences for the Russian economy (Kulgachev, 2014; Zaitseva et al., 2016). In this study, the authors were able to conduct a periodization of the development of outbound tourism and describe the main indicators of tourism in each of the stages of the Russian economy in the post-Soviet time.

Unlike the existing works in the field of statistics of outbound tourism (Vinogradova, 2015; Kozlov, 2016)), the authors of this article justified that the new adopted methodology of calculation of outbound tourism in Russia requires changes in the indicators of outbound tourism. If, according to the Federal border service, the foreign tourist flow in 2014 was 17 million 612 thousand visitors, then according to a new methodology developed by Rosstat in accordance with the recommendations of the UNWTO, this figure is 42 million 921 thousand. And the most visited country is not Turkey and Egypt, but Finland (2014) and Abkhazia (2015). Authors suppose that the Central Executive authority in the field of statistics should adequately reflect the outbound tourist flow of the Russians, moreover, it is advisable to enter a time interval for transition from the previously used methods of forming official statistical information to the new methodology.

In general, it can be concluded that the lack of reliable data on the dynamic development of outbound tourism in Russia impedes or makes the assessment of the economic consequences of the development of this type of tourism to the national economy of Russia impossible.

CONCLUSION

As a result of this study, the following conclusions may be drawn:

1. The main factors that influence on the active growth of outbound tourism in the Russian Federation are: the political and economic stability in the country; sustainable

development of the economy and, as a consequence, growth of incomes of the population; the entrepreneurial activity of representatives of tourist business, that extracts the highest revenue from outbound tourism.

2. In the period from 1992 to 2013 there was a steady trend of growth in outbound tourist flow of Russians in the foreign countries. Economic crises (1998 – 1999 and 2008 – 2009) only briefly stopped the growth in tourist trips of Russians abroad (Socio-economic indicators of Russian Federation 1991 – 2014). The rapid growth of outbound tourism led to a significant increase in the number of tourism organizers, tour operators and travel agents, mainly specializing in the formation, promotion and realization of tourist product.
3. The most popular countries for Russians to visit with the tourist purposes in some years, according to the official statistical information, were cross – border countries - Poland, Finland, China. It does not correspond to the real situation, as the cross-border populations with the purpose of purchasing goods did the biggest part of visits. It appears that for several years the most popular countries for holiday destinations for Russians were Turkey and Egypt. However, external political factors of 2015 fully (Egypt) or partially (Turkey) closed for Russians the access to these tourist destinations.
4. Tourist interest to the CIS countries by Russian tourists remained stable at a low level. Dynamics of Russians' trips in CIS countries as a percentage of the total departure of our compatriots ranges from 5.2% in 2000 to 3.0 % in 2014 of total trips abroad (Tourism in numbers, 2015).
5. There is a tendency that outbound tourist flows largely dependent on foreign factors. Sanctions from the United States, Western countries and other allies, the response of Russia and international terrorism in 2014-2015 stopped the growth of outbound tourist flow of the Russians.

In general, it can be concluded that the results of the study can be used by both Russian and

foreign organizations, which consider the prospects of development of tourist business in Russia or with Russian tour operators focusing on outbound tourism.

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