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### AN EVOLUTIONARY APPROACH TO THE STUDY OF THE SOCIO-ECONOMIC CATEGORY «TOURIST POTENTIAL»

*In modern socio-economic conditions, the study of the essence of the term «tourist potential» is relevant. The correct assessment of the tourism potential of a country or its individual region, and above all its correct definition, is a key aspect that characterizes the success of the functioning the tourism sector in a narrow spectrum and the economy of the country as a whole. The development of the tourism industry affects such key economic indicators of the country as the balance of payments, total exports and others. Improving the infrastructure taking into account the increasing needs of tourists, the influx of foreign currency and investment, increasing employment through the creation of new jobs. Properly realized tourist potential has a positive impact on the socio-cultural sphere, satisfying the spiritual and physical needs of people. The interpretation of the term «potential» by the scientists in various fields of science is considered. As a result, the authors supplemented and formulated their own definition of the term «tourist potential». The article also studies a number of methods for assessing the tourist potential and builds statistical dependencies and econometric equations that characterize its development in the medium term. The dynamics of the visitors' number by incoming and outgoing types of tourism was chosen as the estimated indicators.*

**Keywords:** economic potential, tourist potential, tourist and recreational resources, opportunity, reserve, ability.

**Кілт сөздер:** экономикалық потенциал, туристік әлеует, туристік-рекреациялық ресурстар, мүмкіндік, резерв, қабілет.

**Ключевые слова:** экономический потенциал, туристский потенциал, туристско-рекреационные ресурсы, возможность, резерв, способность.

**JEL classification:** 83

**Introduction.** Tourism is one of the most dynamically developing branches of the modern economy and an integral part of the life of society. In connection with the intensive development of the tourism industry, the issue related to the definition and assessment of the tourist potential becomes particularly relevant. There is still no clear definition of the socio-economic category «tourist potential» in the domestic literature, respectively,

a unified approach to understanding this concept has not been developed. As a result of the lack of an accurate definition, state bodies and other organizations engaged in the promotion of tourist products and the tourist image of the country miss important details that can become key when developing and implementing development programs, creating offers for tourist products and services. These circumstances lead to inefficient use

of budget funds and irrational investment, loss of demand for tourist services.

Therefore, the study of the socio-economic category «tourist potential» is relevant.

The purpose of the work is a theoretical analysis of the development of the terms «potential» and «tourist potential» and their assessment based on a comparison of a number of aspects – the points of view of scientists from various fields of science.

To achieve this goal, the following tasks are solved in the article:

– based on the study of modern scientific literature, the authors present the evolutionary genesis of the term «potential» and show its application in various scientific directions;

– on the basis of the studied literary sources, the author's definition of the concept of «tourist potential» is supplemented and formulated;

– the methods of assessing the tourist potential based on the theoretical analysis of indicators characterizing the tourism sector are presented;

– forecast econometric models of tourist potential are constructed, reflecting the dynamics of its development on the basis of indicators characterizing outbound and inbound types of tourism.

#### **Materials and methods of research.**

A number of scientific papers reflect various theoretical and methodological approaches to the study of the essence of the term «potential». Therefore, before proceeding to the interpretation of the concept of «tourist potential», it is advisable to analyze the term «potential».

Translated from Latin, the term «potential» has the following meanings, opportunity, power, strength, authority, power in the state and power in politics, as well as superiority [1, p. 789].

Antiseri, D. and Reale, J. consider the concept of «potential» as «opportunity», «strength», «ability». The authors note that, for example, Aristotle used the term «potentiality» («potency») as contrasting with the term «reality» or «relevance», and together these two terms made up being. According to Aristotle's understanding, there are two meanings of «potential». The first implies

«the probability that something will be done or not done», and the second «something will be done well». Basically, Aristotle used this term in relation to living beings, but the term can also be used in relation to non-animate objects, such as musical instruments [2, p. 106].

In the economic literature, the terms «economic potential», «resource potential», «natural resource potential» are often considered.

Reanovich E. believes that the potential is the undiscovered opportunities inherent in the subject, which are realized in the course of economic activity [3].

This point of view is similar to the scientific position of Shimova O.S., who interprets the natural resource potential as available and already exploited, and potentially possible for human use elements and forces of nature, possibly inaccessible under the modern technological system [4].

In sociology, the term «social potential» is often used. For example, E. V. Pavlova defines social potential as unrealized socially determined opportunities and social resources of an individual. Consequently, the realized social potential brings a certain social effect, leads to a change in both social and economic, political, cultural, and other characteristics of the phenomenon [5].

The term «potential» is also used in the exact sciences. For example, in physics, a potential refers to a vector or scalar set, where it represents fields defined in a space from which various physical properties can be obtained. Here, the potential is the energy characteristic of the electrostatic field [6, p. 39].

According to Landau L.D., the potential determines the amount of energy in a system that it has accumulated, or is embedded in it, and which this system can realize in its work [7, p. 18].

Potential or Gibbs thermodynamic potential shows what part of the internal energy of the system can be used for chemical reactions or result in the given conditions and allows you to set the fundamental possibility of the occurrence of a chemical reaction under specified conditions [8, p. 97].

Similarly, the performance of researchers in

the Humanities, which determine the potential as a set of tools, resources and reserves, that is, features that can be used to achieve certain goals [9].

In architecture, there is a concept of the hidden potential of shaping, which is divided into several aspects. In particular, Romanova V.V. notes that each of these aspects affects certain processes of human life. Thus, the planning aspects of architecture affect physiological processes, meaning-forming ones affect spiritual, artistic aspects affect mental processes, etc. [10].

In psychology, potential is more often distributed as the following concepts: «personal potential», «mental reserve», the resources of the body, where potential is defined as the ability of a person to develop his internal skills. There is a well-known pyramid of Maslow A., which represents the needs of a person in a hierarchical sequence, where the need for self-actualization or personal improvement is located at the very peak after the physiological needs for security, diligence and self-respect. The scientist defines self-actualization as the need of an individual to become what he can become, to achieve perfection through the use of all his talents and personal potential [11, p. 87].

The concept of «potential» is also considered in the field of tourism. Scientists often refer to the use of the phrase «tourist resources», meaning the same tourist potential.

For example, Dzhandzhugazova E.A. uses the term «tourist values» in her works, by which she understands tourist resources or the tourist and recreational potential of territories. By their nature, they are heterogeneous, some of them are of a natural nature (attractions), some have arisen as a result of human activity, that is, they were created artificially. The boundary between natural and artificial tourist values is not sharply delineated, since there is a group of attraction objects created both by human activity and by nature itself [12].

Panov N.I. operates with the concept of «tourist and recreational resources» and writes that «under the tourist and recreational resources of the region, it is necessary to understand natural and climatic, socio-cultural, historical, archaeo-

logical, architectural, scientific and industrial, spectacular, religious and other objects and phenomena that can meet the needs of a person in the process and for the purposes of tourism and create an organizational, economic and material base for the development of tourism». Moreover, the scientist in his works uses the concept of carrying capacity (ecological, tourist, social, household), which shows the capabilities of any tourist object in the form of carrying capacities, that is, the maximum load that a tourist object can have without serious damage to local resources from tourist trips and the emergence of socio-economic problems among the population [13, p. 12].

Sazykin A.M. believes that there is a large number of contradictions on the use of the term «tourist potential», but there is no universal methodology for its assessment. To analyze the recreational potential, the researcher used thematic layers, where each thematic layer corresponds to a certain criterion for assessing the recreational potential of the territory [14].

Sarancha M.A. believes that the tourist potential of the territory is a subjective category, since its size and value of qualities depend on the purposes of its use. The goals, in turn, depend on their carriers, which in the tourism sector can be divided into three groups: tourists, entrepreneurs and the government/public [15].

Based on the above definitions of the term «potential», it can be concluded that this is hidden energy, resources embedded in the system, accumulated or developed under certain measures or given conditions, which can be used to extract benefits in the present and future, and to achieve certain goals.

In general, agreeing with the above-mentioned scientists, we can say that the tourist potential is understood not only as the capacity of existing tourist objects and phenomena, but also as a promising capacity that can be achieved with certain investments and the formation of a positive image of the tourist attractiveness of the territory among consumers, in other words, reserves of tourist resources.

**Results and its discussion.** At the same

time, as part of the study of the tourist potential of the territory, an important aspect is its assessment based on the prediction of the main tourist indicators that characterize the development of this industry.

The definition of the tourist potential can be carried out on the basis of forecast calculations of indicators characterizing the dynamics of inbound and outbound types of tourism (see Table 1).

For example, the value of this indicator in 2019 was 10707270 people, which is 61029 people (or 0.57%) more than in 2018 and 446457 people (or 4.35%) more than in 2017. In turn, the number of visitors for inbound tourism in 2019 amounted to 8514989 people, which is 274325 people (or 3.12%) less than in 2018 and 813793 people (or 10.57%) more than in 2017.

Table 1

**Number of visitors by outbound and inbound types of tourism in the Republic of Kazakhstan in 2015-2019\***

Indicator	2015	2016	2017	2018	2019
The number of visitors for outbound tourism, including:	11 302 476	9 755 593	10 260 813	10 646 241	10 707 270
CIS countries	10 356 151	8 958 939	9 257 951	9 549 292	9 476 722
countries outside the CIS	946 325	796 654	1 002 862	1 096 949	1 230 548
Number of visitors for inbound tourism, including:	6 430 158	6 509 390	7 701 196	8 789 314	8 514 989
CIS countries	5 835 592	5 935 690	7 060 630	8 177 101	7 818 399
non-CIS countries	594 566	573 700	640 566	612 213	696 590

*\*Note: compiled by the authors on the basis of data from the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan*

In modern research, when determining trends for the future, mathematical models are widely used, which allow taking into account the influence of socio-economic factors changing over time on the intensity of the studied phenomena.

In the course of the study, the authors used such mathematical functions as the linear trend equation (1) and the quadratic parabola (2) to implement medium-term forecasting.

$$y = a + b \cdot t \quad (1)$$

$$y = a + b \cdot t + c \cdot t^2 \quad (2)$$

As a rule, after building models for predictive calculations, the best trend equation is selected based on the calculated average approximation

error (MAPE), which is determined as follows:

$$MAPE = \frac{1}{n} \cdot \sum \left| \frac{y_t - \hat{y}_t}{y_t} \right| \cdot 100 \quad (3)$$

where n is the period in which the indicator under study is considered;  $y_t$  is the actual values of the indicator under consideration;  $\hat{y}_t$  is the values of the function in the forecast period.

The smaller the value of this coefficient, the better this equation describes this sample. In general, if the average approximation error does not exceed 5-7%, the trend equation well represents the trend of the time series.

Using the least squares method, the following results were obtained (see Table 2).

Table 2

**Analytical descriptive functions (1), (3), (5), (7) and their statistical characteristics according to outbound and inbound types of tourism**

№ p/p	Type of tourism	Optimal analytical descriptive function		MAPE
		General view	Actual view	
1.	Outbound	$y = a + b \cdot t$	$y = 10\,624\,407,8 - 29\,976,4 \cdot t$	4,146
2.		$y = a + b \cdot t + c \cdot t^2$	$y = 12\,172\,423,8 - 1\,356\,847,3 \cdot t + 221\,145,1 \cdot t^2$	3,077
3.	Inbound	$y = a + b \cdot t$	$y = 5\,654\,133,6 + 644\,958,6 \cdot t$	4,153
4.		$y = a + b \cdot t + c \cdot t^2$	$y = 5\,248\,732,6 + 992\,415,2 \cdot t - 57\,914,4 \cdot t^2$	4,005

Table 3 shows the values of the identities (1) and (2) that they took in 2015-2019.

Table 3

**Values of identities (1) and (2) in 2015-2019**

Year	Outbound tourism		Inbound tourism	
	Straight	Quadratic parabola	Straight	Quadratic parabola
2015	10 594 431,4	11 036 721,7	6 299 092,2	6 183 263,3
2016	10 564 455,0	10 343 309,9	6 944 050,8	7 001 965,2
2017	10 534 478,6	10 092 188,3	7 589 009,4	7 704 838,3
2018	10 504 502,2	10 283 357,1	8 233 968,0	8 291 882,4
2019	10 474 525,8	10 916 816,1	8 878 926,6	8 763 097,7

According to the data in Table 2, the most optimal identity for performing predictive calculations for the tourist potential based on the dynamics of outbound and inbound types of tourism are quadratic parabolas, because the values of MAPE for these identities are less than for linear

dependencies (3,077 and 4,005, respectively).

Let's carry out prognoses of the values of tourist potential based on the dynamics of outbound and inbound types of tourism in 2020-2022 on the basis of a quadratic parabola (see Table 4).

Table 4

**Forecast values of tourist potential in 2020-2022**

people

Year	Actual values / Forecast values	Outbound tourism	Inbound tourism
2015	Actual values	11 302 476	6 430 158
2016		9 755 593	6 509 390
2017		10 260 813	7 701 196
2018		10 646 241	8 789 314
2019		10 707 270	8 514 989
2020	Forecast values	11 992 565	9 118 484
2021		13 510 605	9 358 042
2022		15 470 935	9 481 771

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As can be seen from Table 4, the values of indicators for inbound and outbound tourism in 2020-2022, characterizing the tourist potential of the Republic of Kazakhstan, will increase.

In general, the proposed author's methodology for forecasting the tourist potential based on the dynamics of outbound and inbound types of tourism in 2020-2022 is applied and can be used in the development and implementation of programs for the socio-economic development of the region aimed at increasing the tourist potential of the Republic of Kazakhstan.

### **Conclusions.**

1. Based on the study of modern scientific literature, the authors studied the evolutionary etymology of the term «potential» and showed its application in various scientific directions.

2. The study clarifies and supplements the concept of «tourist potential».

3. Statistical dependencies are constructed that reflect the dynamics of the development of tourist potential on the basis of outbound and inbound types of tourism.

4. Long-term calculations of the tourist potential reflecting the dynamics of its development in the medium term are made.

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## Менеджмент және маркетинг / Менеджмент и маркетинг

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### «ТУРИСТИК ӘЛЕУЕТ» ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ САНАТЫН ЗЕРТТЕУДІҢ ЭВОЛЮЦИЯЛЫҚ ТӘСІЛІ

#### Аңдатпа

Қазіргі әлеуметтік-экономикалық жағдайда «туристік әлеует» терминінің мәнін зерттеу өзекті болып табылады. Елдің немесе оның жеке алынған өңірінің туристік әлеуетін дұрыс бағалау және ең алдымен оның дұрыс анықталуы туристік сектордың тар спектрде және тұтастай алғанда ел экономикасында табысты жұмыс істеуін сипаттайтын негізгі аспект болып табылады. Туристік саланың дамуы төлем балансы, жиынтық экспорт және т.б. сияқты елдің негізгі экономикалық көрсеткіштеріне әсер етеді. Туристердің өсіп келе жатқан қажеттіліктерін, шетел валютасы мен инвестициялар ағынын ескере отырып, инфрақұрылымды жетілдіру, жаңа жұмыс орындарын құру арқылы халықтың жұмыспен қамтылуын арттыру. Жақсы іске асырылған туристік әлеует адамдардың рухани және физикалық қажеттіліктерін қанағаттандыратын әлеуметтік-мәдени салаға оң әсер етеді. Ғылымның әртүрлі салаларындағы ғалымдардың «әлеует» терминін түсіндіруі қарастырылды. Нәтижесінде авторлар «туристік әлеует» терминінің өзіндік анықтамасын толықтырды және тұжырымдады. Сондай-ақ, мақалада туристік әлеуетті бағалаудың бірқатар әдістері зерделенді және орта мерзімді кезеңде оның дамуын сипаттайтын статистикалық тәуелділіктер салынды. Бағалау көрсеткіштері ретінде туризмнің келу және кету түрлері бойынша келушілер санының динамикасы тандалды.

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### ЭВОЛЮЦИОННЫЙ ПОДХОД К ИССЛЕДОВАНИЮ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОЙ КАТЕГОРИИ «ТУРИСТСКИЙ ПОТЕНЦИАЛ»

#### Аннотация

В современных социально-экономических условиях изучение сущности термина «туристский потенциал» является актуальным. Правильная оценка туристского потенциала страны или ее отдельно взятого региона, и прежде всего его корректное определение является ключевым аспектом, характеризующим успешность функционирования туристского сектора в узком спектре и экономики страны в целом. Развитие туристской отрасли влияет на такие ключевые экономические показатели страны, как платежный баланс, совокупный экспорт и другие. Совершенствование инфраструктуры с учетом возрастающих потребностей туристов, приток иностранной валюты и инвестиций, повышение занятости населения посредством создания новых рабочих мест. Грамотно реализованный туристский потенциал имеет положительное влияние и на социально-культурную сферу, удовлетворяя духовные и физические потребности людей. Рассмотрена трактовка термина «потенциал» учеными в различных областях науки. В результате авторами дополнено и сформулировано собственное определение термина «туристский потенциал». Также в статье изучен ряд методов оценки туристского потенциала и построены статистические зависимости, характеризующие его развитие в среднесрочном периоде. В качестве оценочных показателей выбрана динамика количества посетителей по въездному и выездному видам туризма.

