

Improving the Level of Economic Security: a Model for Management and Risk Reduction in Tourism

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Abstract

The development of world tourism is associated with a multidimensional concept of security. Economic security in the region of arrival is ensured in conditions of a developed institutional environment, effective mechanisms for monitoring compliance with legislation and quality standards of services. The study aims to analyze scientific and theoretical approaches to the study of the substantive foundations of economic security and to develop a model for regulating the personal economic security of tourists. The main research methods are the analysis of statistics in the field of tourism, health tourism, modeling of management processes based on the hierarchy of management of sectoral enterprises.

Results. The study presents an analysis of scientific concepts related to economic security in the field of tourism. The substantive elements of the term at various subjective levels of the tourism sector are determined. The study characterizes economic security for an individual, its relationship with sectoral and territorial parameters.

Conclusion. Models of economic security management have been developed considering three basic elements: individual, type of activity, territory. The author's hierarchical model of economic security management in the field of tourism is presented. The significance of the presented approach lies in the fact that the security elements described in the study are largely determined by the conditions of a particular territory, region, and ultimately affect the state of security at various levels of management.

Key-words: Economic Security, Tourism, Personal Security, Industry Security, Territorial Security, Security Management Model.

1. Introduction

Safety in tourism is a multifaceted concept in which personal, sectoral and territorial components are interconnected. The instability of macroeconomic and geopolitical conditions contributed to the actualization of scientific and theoretical concepts in the field of economic security, awareness of the importance of their practical adaptation for the regions of the country and various activities to solve applied problems of various levels.

The concept of economic security in the scientific literature is associated with the following substantive aspects [1; 4; 9; 15]:

- the state of economic development, free determination of its forms and directions without external interference;
- steady growth of financial and economic indicators, which optimally combines the satisfaction of social needs with effective protective mechanisms at various levels of state and regional government;
- an independent mode of operation of the object of management (enterprise, society, region), which ensures the freedom of realization of economic interests, resistance to negative factors of influence.

In a broad sense, economic security should be understood as a set of conditions and factors that ensure the independence of the national economy, its stability and sustainability, the ability to constantly renew and improve itself.

In scientific literature, increased attention is paid to the factors of economic security in tourism, which indicates the relevance of this area of research. According to experts, 100 million new jobs could be created in the travel and tourism sector by 2028 – 64.5 million of them will be in the Asia-Pacific region, 35 million in China and 10 million in India [8; 10].

There are several main theses regarding economic security:

- the regional aspect of economic security is characterized as a limitation in the development of tourism due to low quality of services, lack of realizable resources among consumers living in a certain territory, and morally and technically worn-out material base [6; 7];
- safety in tourism is considered as the stability of the economy and the transparency of the legal environment, providing a stable tourist flow in a certain area [8; 13];

- the presence of positive and negative economic effects associated with an increase in income from tourists' stay, restoration of infrastructure, natural and environment, restoration of visiting objects [3].

2. Methods

The study used the method of content analysis of regulatory legal acts in the field of tourist safety regulation and assessing the effectiveness of protecting property interests. The modeling of socioeconomic processes was used to develop a model of personal economic security of tourists and a hierarchical model of economic security management in tourism, which reflects the features and relationships between different levels of security. The analysis of statistical indicators was used to assess the level of economic security of the tourism sector in individual regions, as it allows to visually assess the relationship at the personal, sectoral and territorial levels.

3. Results

The category “security” in this study needs a systematic representation at several levels: individual – economic interests – environmental interests [8; 14]:

1. Personal safety – the state of physical security (health, life, psyche, etc.) of consumers of services, including obtaining information about the criminal and environmental situation in the region, natural and climatic features, etc.

2. Economic security – protection of material, property, financial rights and interests of consumers of services, including information about payment methods, opportunities for movement, prohibited items for import and export, legislation on fines, liability, etc.

3. Environmental safety – protection of the environment from negative factors caused by the development of tourism. Tourism development is impossible without interaction with the natural environment; the inclusion of an environmental component and management on its basis of the development of regional tourism will help to reduce the negative impact of tourism.

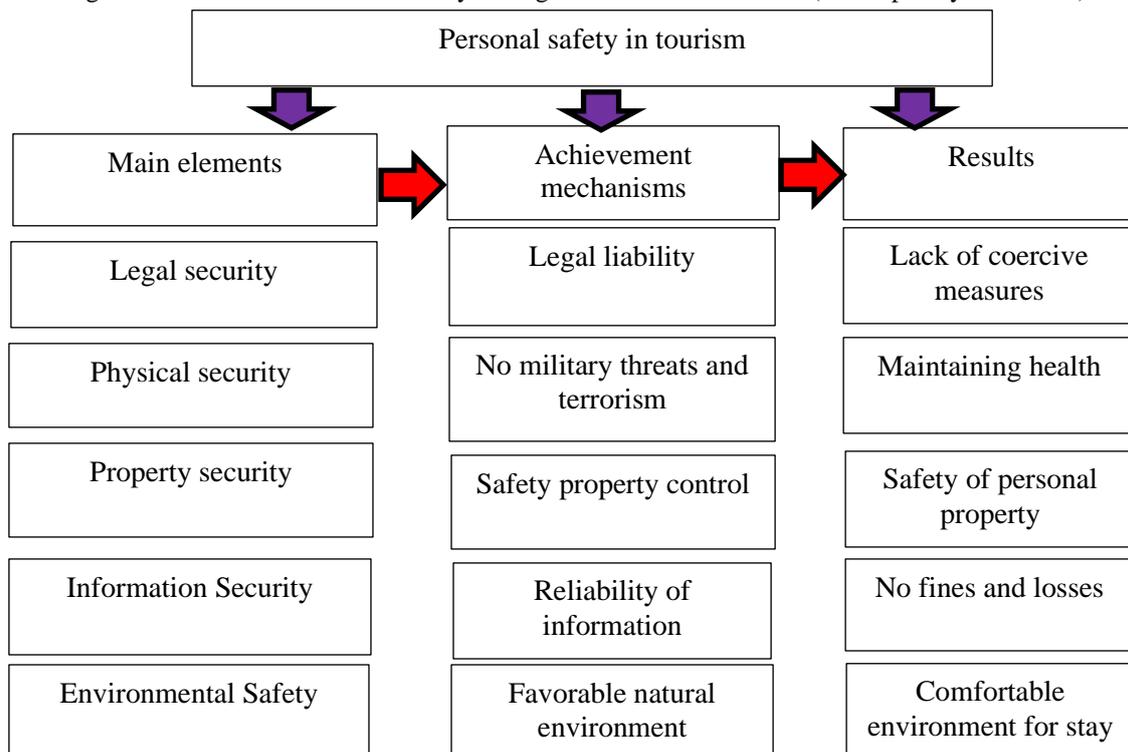
Based on the presented classification, three basic levels of economic security in the field of tourism can be distinguished: personal, sectoral and territorial. The essence and tools of economic security management for each level have their characteristics.

Let us consider the essence of the content and regulation of the economic security of an individual in the field of tourism in Russia, considering the following features:

- economic and personal security are closely related, since many violations of legislation in the field of tourism are associated with property losses;
- mechanisms for regulating economic security are organizational and legal, provide for various responsibilities, the occurrence of which is a guarantee of reducing the number of crimes associated with fraud and unfair actions in relation to consumers of tourist services;
- the content of economic security includes awareness of consumers of tourism services, the quality of information allows avoiding negative consequences in the form of property and monetary losses, payment of fines, and deprivation of property.

Considering the influence of various factors on personal economic security, we present a model of management and risk reduction in the field of tourism for an individual (Fig. 1).

Figure 1 - Personal economic security management model in tourism (developed by the author)



Economically unfavorable consequences are risks for participants in the market of tourist services, they are interrelated. Enterprises that do not work effectively enough in the tourism sector are forced to look for additional reserves of income.

This is the list of the features of economic risks in the field of tourism [2; 5; 11; 12]:

- tourism risks may affect losses and a decrease in profits not only for tour operators but also for enterprises of related activities involved in the formation of the tourist offer, tourists themselves, as well as flora, fauna, cultural and historical heritage of the host territory;
- the generated risk is financial and economic, influenced by internal factors and independent external circumstances.

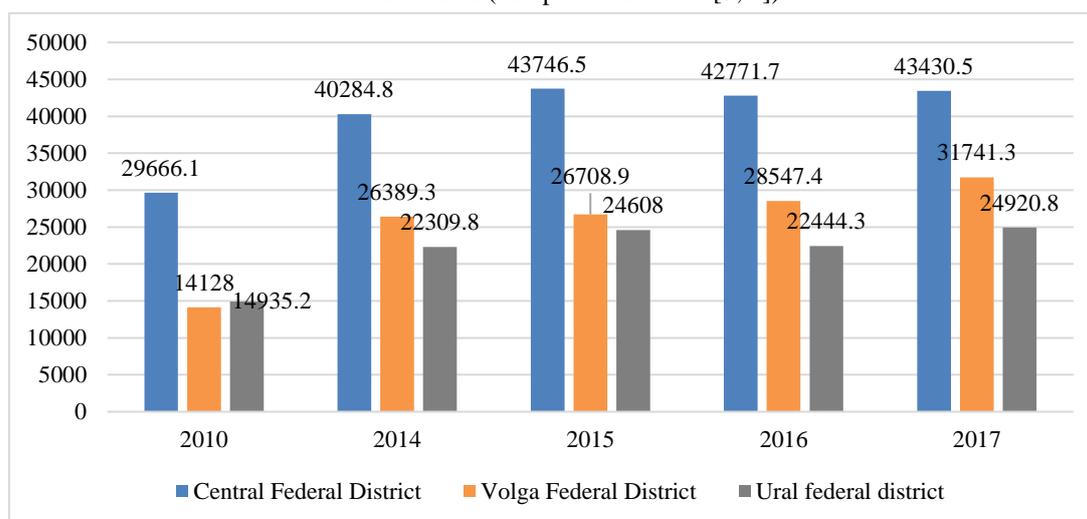
A feature of the implementation of the unfavorable consequences of economic risk is complex damage for several interconnected industries and territories since this type of activity is multiplicative.

Reducing the risks for the regions is based on a project-based approach on the part of the authorities to the formation of a proposal in the field of tourism, which has a high consumer value.

The economic security of territories with a tourist and recreational specialization is closely interconnected with the stable development of the industry and the assessment of multiplier costs and incomes. Among Russian scientists, E.G. Nemkovich developed a methodological approach to assessing the impact of a tourist multiplier on the region's economy. There is no single unified methodology. One of the attempts was made by A.V. Lebedev, who, using the example of the Moscow region, calculated the multiplier effect from investments in the field of tourist services.

In Russia, in recent years, there has been a steady trend of growth in the volume of tourist services (Fig. 2).

Figure 2 - Dynamics of growth in the volume of tourist services in the regions of the Russian Federation in 2010-2017, million rubles (compiled from data [3; 4])



Let us consider the indicators in the field of health tourism (Table 1).

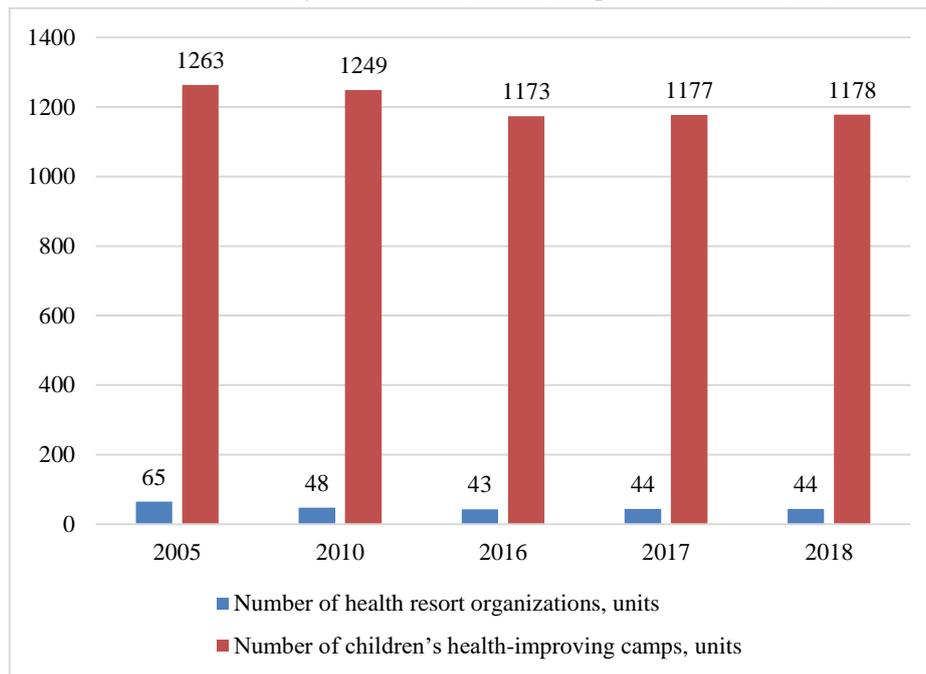
Table 1 - The main economic indicators of medical and health services in Russia *

Indicator	2005	2010	2015	2017	2018
Molume of paid services to the population, million rubles	36,082	60,460	110,513	120,009	14,234
Share of health services,%	1.6	1.2	1.4	1.4	1.4
Consumer price indices,%	111.2	105.4	114.4	107.3	106.8
Volume indices of paid services in the field of healthcare and recreation	105.6	94.3	107.4	97.9	98.3
Average monthly salary, rub.	8,555	20,952	34,030	36,709	37,127
Cost of 1 day of stay in a health resort organizations, rub.	822.07	1,561.61	2,521.46	2,689.09	2,814.12

*compiled from data [3; 4]

Consumer price indices for medical and health-improving services are growing by 8-14% annually, while the physical volume of paid services is decreasing, which can be explained by low incomes of the population, inaccessibility for some categories of residents. The cost of staying in health resort organizations is increasing at a faster pace: a 21-day voucher in 2015 cost about 52,950 rubles, in 2016 – 56,470 rubles, an increase in comparison with 2010 amounted to 42% of 32,781 rubles. Wage growth rates are much lower.

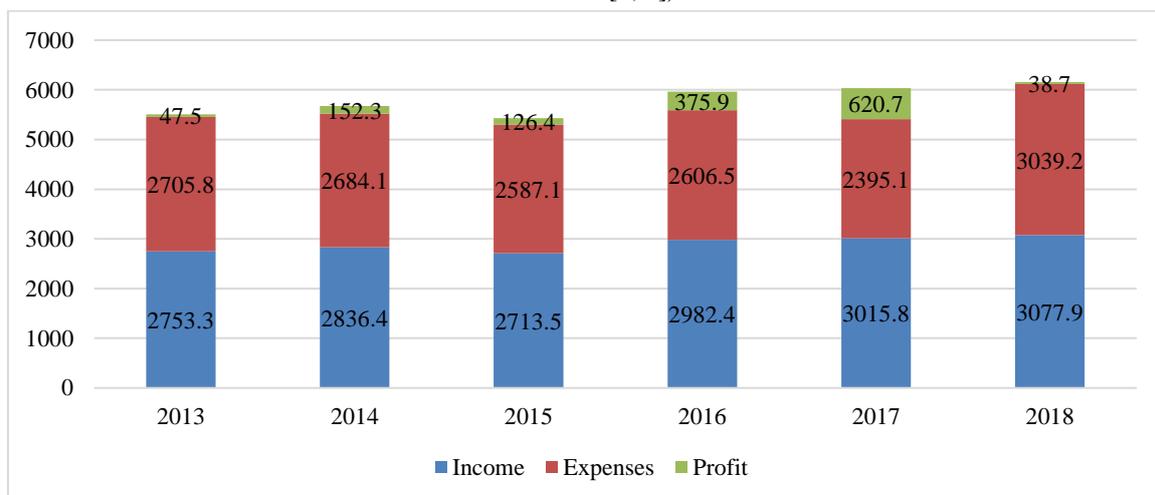
Figure 3 - Comparative dynamics of the number of enterprises in the health resort complex and children's health camps in the Perm Territory in 2005-2018, units (compiled from data [3; 4])



The potential of the natural medicinal resources of the Perm Krai is underutilized, the number of enterprises in the health resort complex and health-improving children's camps has been declining over a long period (Fig. 3).

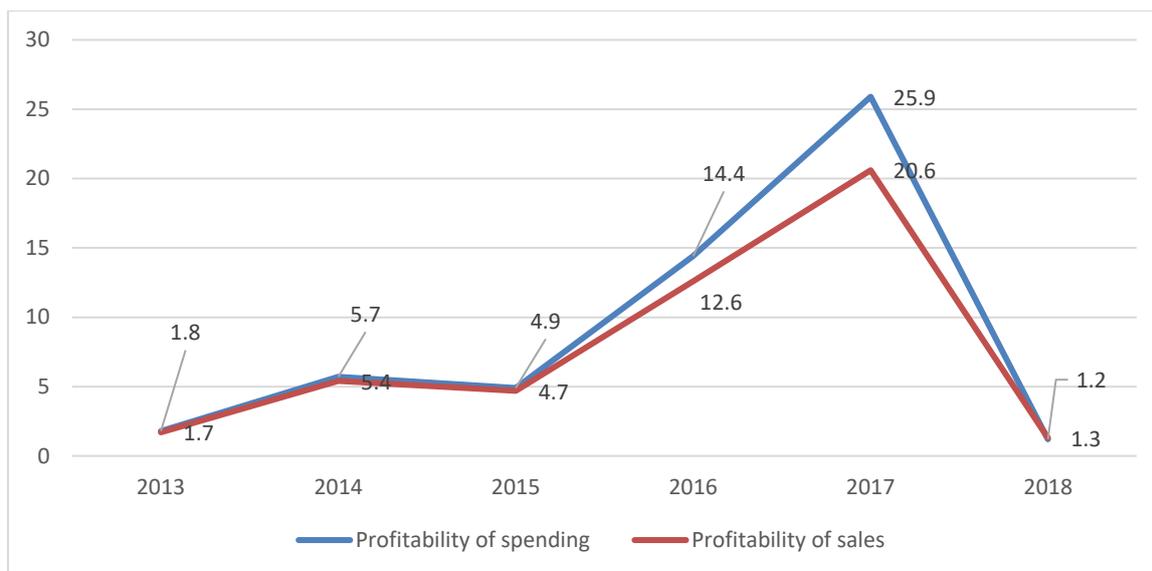
The region is traditionally represented by a developed health resort complex, the main performance indicators are shown in Fig. 4.

Figure 4 - Performance indicators of the health resort complex of the Perm Krai for 2010-2018, billion rubles (compiled from data [3; 4])



The Perm Krai is one of the regions of the Volga Federal District with a profitable financial and economic result, a detailed analysis is presented in Fig. 5.

Figure 5 - Indicators of profitability of the health resort complex of the Perm Krai for 2010-2018, % (compiled from data [3; 4])

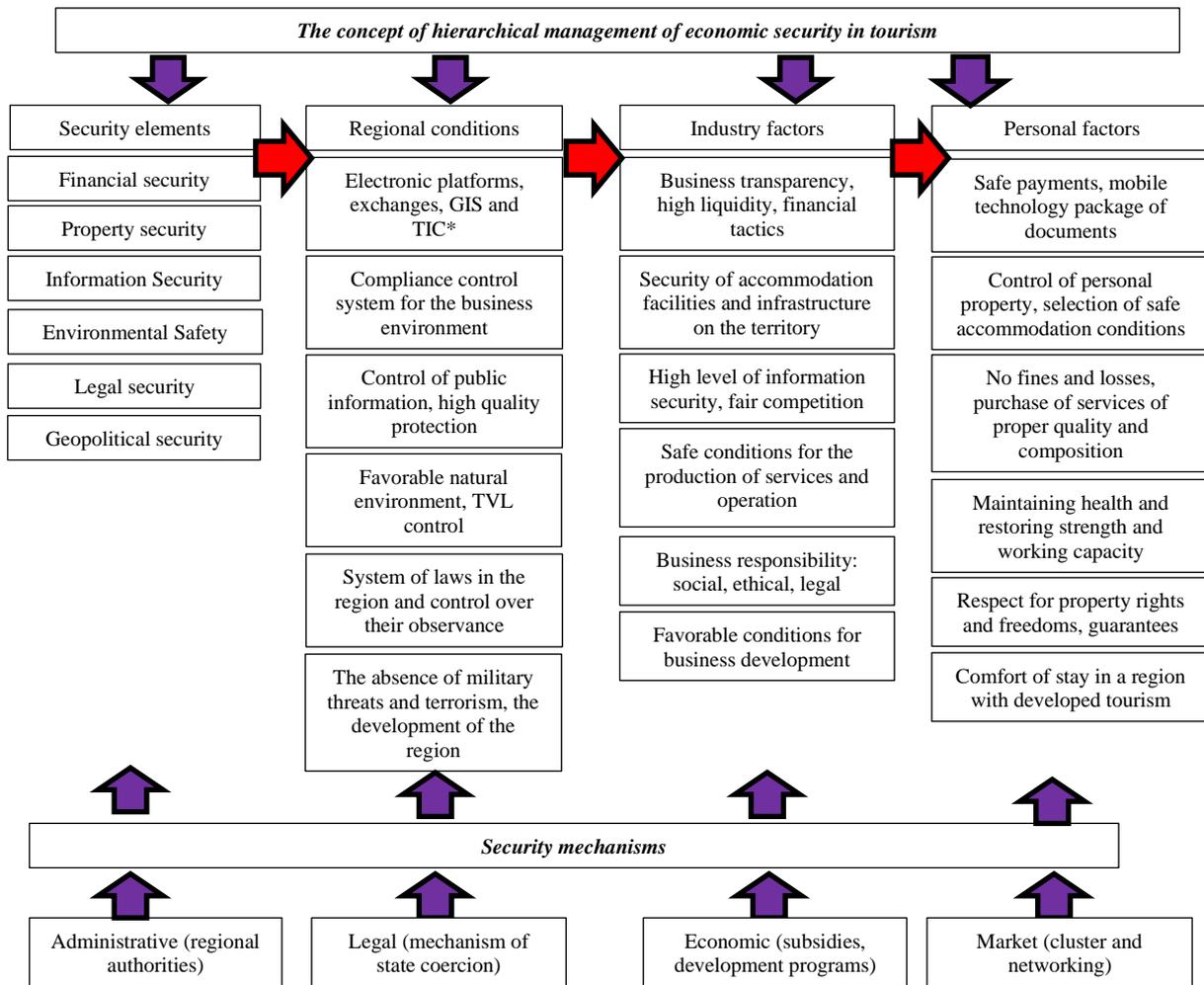


The high cost-benefit ratio contains the significant potential for the economic security of health resorts and the sustainable development of health tourism.

4. Discussion

Considering the conducted research, we present a hierarchical model of economic security management (Fig. 6).

Figure 6 - A scientific and theoretical hierarchical model of economic security management in tourism (developed by the author)



*TIC – Tourist Information Center

The presented model demonstrates the key role of regional conditions for ensuring economic security, which create the prerequisites for its successful regulation at the level of industry enterprises and individuals.

Thus, the problem of economic security in the field of tourism in Russia has certain features. It should be noted the importance of hierarchical continuity in the “region – industry – individual” system. Safety conditions depend on the financial and economic situation of the region, the level of development of the institutional, legal, infrastructural basis of the tourist services market.

5. Conclusion.

Safety in tourism is the main category required when visiting a certain region, area or country. In this regard, the regulation and assessment of safety parameters is a significant scientific, theoretical and practical task, the solution of which will positively affect the attractiveness and attendance of regions for tourists.

Ensuring safety at various levels is an interconnected process since all conditions and factors ultimately affect the personal aspects of the safety of consumers of tourist and recreational services. Favorable territorial conditions have a positive effect on the sectoral features of the functioning of the tourism business, creating the prerequisites for expanding services and attracting demand from other subjects of the country.

Based on the analysis of the region, which is characterized by a high level of safety for tourism and a developed health resort complex, we will single out the measures of influence on the parameters under study:

1. Development and implementation of a system for monitoring and evaluating the use of resource potential.

2. An effective organizational and economic mechanism for stimulating partnerships in the field of tourism, involving a combination of vertical-horizontal approaches to the development of various areas of services, including health and wellness.

3. Development of an organizational mechanism based on the coordination of actions of participants in the tourism process (government bodies, recreational enterprises, tourists, residents); information and analytical support for management decisions and marketing promotion of territories.

4. Introduction of an administrative mechanism to stimulate tourism activities, transformed in market conditions: creation of a system of program-targeted management of tourism development in the region, development of a targeted regional program for tourism development; creating conditions for the activities, regulation and control of enterprises in the tourism industry; supporting the development of social tourism and protecting the interests of all participants in the tourism system.

The mechanism for stimulating the development of tourism in a certain territory is based on the adaptation of management systems to external factors and the optimization of the use of resource potential. The region, positioning its tourism product, enters the national and international tourism markets, entering into competition with other regions for potential consumers.

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