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## **THE INFLUENCE OF CYCLING INFRASTRUCTURE ON THE ECONOMY OF THE REGION**

Tourism is considered one of the effective factors in the development of both the economy and the social sphere of the country. This is stated in many documents of international organizations. There is such a thing as the social component of tourism, which is a multifaceted phenomenon and which has a dual nature. On the one hand, it can be considered as social resources and tools used for tourism activities, and on the other – it is social results that have a powerful reverse effect on the socio-economic development of society [1]. The social role of tourism is revealed through a wide range of socio-economic effects. In addition, it has a multiplier effect on related industries and the economy as a whole.

If we talk about the impact of tourism on the economy, this phenomenon is quite complex and multifaceted. That is why it is divided into: the direct economic impact of tourism, which is formed from the revenue side of the budgets of different levels through the payment of taxes, through the formation of gross product. In addition, this factor affects the number of jobs that exist in this area of activity; indirect impact of tourism, which has a much greater impact on the economy, it is more effective than direct impact. The reason for this is the stimulation of indirectly related to tourism areas of activity. All costs incurred by the tourist are the income of participants in the field of tourism, according to which they provide goods and services. And the longer a tourist stays on vacation, the greater the amount of his expenses, the higher the indirect (multiplicative) impact of tourism. Thus, the indirect contribution of tourism to the economy of the region is called the effect of multiplication or multiplier [2].

The multiplier effect is a concept that reflects the idea of the cumulative (direct and indirect) impact of tourism on the national economy. Modern science allows you to create a practical tool for accounting for the multiplier effect – the tourism multiplier, which reflects the value of the coefficient of influence of tourism on related industries. The tourism multiplier is the ratio of changes in one of the key economic indicators to changes in tourist spending. The definition of the multiplier is based on Keynesian analysis [3].

The development of production and economic activity in those sectors of the economy and those types of economic activity that are directly dependent on the service of tourists, is an integral, system-forming form of influence on the development of related industries. Thus, it is possible to achieve the effect of the multiplier effect of tourism on the development of other sectors and sectors of the economy. Carrying out an assessment of the multiplier effect makes it possible to more clearly define the importance of tourism for the country's economy. Based on

this information, it is possible to further develop programs of state support for tourism, improve tourism infrastructure, competently use and reproduce tourist resources [4].

In order to assess the multiplier effect of tourism activities are necessary: initial information about the infrastructure (the presence of the transport system, hotel industry, various tourism entities, necessary to meet the diverse needs of tourists); characteristics of the dynamics of recreation and information about its needs (current, forecast) [1].

Theoretically, the multiplier effect of tourism is undeniable, but its accounting is a rather complex process. Nevertheless, the main indicators that can characterize the economic effect of the tourism industry are defined. There are types of tourism multipliers that can be calculated for any economy: release multiplier; sales multiplier; income multiplier; employment multiplier; salary multiplier; government revenue multiplier; import multiplier [3].

If we talk about the multiplier effect of tourism, it is manifested in the fact that as a result of the chain reaction "cost-income" the amount of income received from one tourist exceeds the amount of money he spends at his place of residence. These funds can be spent, for example, on the purchase of services or goods. Swiss scientists have determined that the multiplier of income from the production of tourism services varies and depends on the country or region (from 1.2 to 4.0) [1].

Thus, at the request of the National Tourism Organization of Ukraine with the support of the USAID Competitive Economy of Ukraine Program, a methodology was developed in 2020 and a statistical analysis was conducted in accordance with UNWTO international recommendations on the satellite tourism account to determine a complete, objective picture of the tourism sector on the country's economy. This document uses a new approach for Ukrainian tourism statistics – large data sets of structural statistics on the number of economic entities, employment, sales, value added and costs are grouped in a table according to the principle set out in the International Recommendations for Tourism Statistics 2008 – for types of tourist products, which allows to identify the place and role of tourism in the economy [5].

The paper contains tables on the following areas of research: «Tourist demand: tourist flows placed in collective accommodation, accommodation and length of stay, visitor costs, passenger flows, museum attendance», «Tourist offer: business entities and employment, results of activities enterprises, tourist tax, investments», «Balance of payments of Ukraine», «Auxiliary (satellite) account of tourism: the contribution of tourism to the total supply of goods and services within the national / regional economy» [5].

Thus, it was found that there are 538 operating tour operators (4826 employees) and 3903 travel agents (7272 employees) in Ukraine; in 2019, they served 4.7 million (outbound tourism), 450 thousand (domestic tourism), 83 thousand (inbound tourism) people. 568539 people are involved in the industries engaged in customer service (excluding retail trade). The collective accommodation facilities were accepted by approximately 6960,900 people, of whom 86.2% were residents of Ukraine and 13.8% were foreigners. The largest volume of sales of goods and services in the field

of tourism was demonstrated by enterprises of Lviv, Odessa, Dnipropetrovsk region. and Kyiv. Despite the fact that according to the calculations, the gross value added generated in tourism is 11.6% of GDP, and directly in tourism - 4.9% of GDP, it is obvious that the predominance of outbound tourism, and, consequently, Ukrainians support the economies of other countries and create a multiplier effect in them [5].

Thus, cycling infrastructure, which combines bicycle paths, traffic management facilities, service facilities, landscaping elements and man-made structures, produces benefits for the region's economy related to the development of cycling tourism, bicycle production, retail development, bicycle workshops, production of clothing, bicycle equipment, food and accommodation during the trip, etc.

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