

Research results on ecotourism development in mountain regions of southern Russia

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Keywords: mountains, conservation, ecotourism, development, Russia.

The General Description of the Work

Findings:

According to the federal law "About the tourism operation in Russian Federation" the public law deems the tourism industry "as one of the major branch of Russian economic". The tourism industry is obliged to stimulate the developing of Russian economic. However in 1994 the income of the inbound tourism was 4mld \$, but 12mld \$ was the income of the outbound tourism. Now less then 1% of world's stream of tourists are owing to Russian Federation. This difference is one of the factors, which destabilize the economic. At the same time the inbound tourism in Ukraine and Belorussia is developing very actively. In 1998 12 million of international tourists visit Ukraine, the income was 8.2% of the gross national revenue of the country, and the general European is 5.5%. In the program of economic development "Ukraine 2010" is planning to increase the stream of international tourists twice or even thrice.

One of the biggest problems of the low level of inbound tourism in Russian regions is the shortage of the knowledge about the resource and factors of this evolution. Full and reliable information about the reorganization in the sphere of inbound tourism is the first principle of the branch successful operation, as federal, so regional administration, the immediate task in taking the decision in reforming the tourism in the country.

Moscow and Sant-Petersburg welcome more then 60% of inbound steam of tourists in Russian Federation. In spite of this cities have a great variety of cultural and historical attractions, but not the natural. In the same time most regions with natural resources, which are the kind of national wealth are out of tourist activity. Unfortunately the mountain territories of Russia are in this list also. Just exactly here, as the majority scientists remarked, this question considered not so much important. (V Preobrajenski, 1982; N. Mironenko, I.

Tverdohlebov, 1982, I. Tverdohlebov 1989; G. Gujin1996; B Beroev,1983; V Kozirev1998).

The problem of stable development of mountainous areas according the definition, which was given by the United Nations Organization, was obliged one of the main. There should be found the new conceptions of stimulating social and economic development the mountainous areas. Lots of scientists pointed out that international tourism is one of the most modern effective factors of development of the mountainous areas. During the 53 session General Assembly UNO was taken the decision to declare the year 2002 - as the "International Year of Mountains" and "International Year of Ecological Tourism". It marks a great opportunity to co-operate and unite everybody, who is interested to get the best results, putting into effect both the most important events of the year 2002. The object of research is the international tourism in mountainous areas of Krasnodar territory and republic Adigeia The subject of research - factors and territorial peculiarity of the international tourism in mountainous areas, its development inside the region. The main aim of research is to give the tourist potential a proper appreciation, to determine the territorial organization of the evolution tourism in mountainous areas of Krasnodar territory and republic Adigeia. In this connection it's important to formulate and later solve the next questions:

1. To base the theoretic and methodical questions in researching the international tourism in mountainous areas, it's development inside the region.
2. To research the factors of the international tourism in mountainous areas, it's development inside the region.
3. To determine the peculiarities of the international tourism in mountainous areas, it's development inside the region.
4. To determine the general trends, principles of territorial organization of the international tourism in mountainous areas, it's development inside the region.

Methodological base of recreation geography and tourism, expanded in the works of I. Zorina, V Anuchina, N Mirinenko, N. Muhina, I. Nverdohlebova, N. Shelomova, L. Muhina, I. Pirojnik, G. Gulin, M. Belikov, V. Caprunov, M. Beroev, L. Mitchel, R Smith, V. Uolsen.

The scientific newness of this work consists in devising methodical estimation of factors and the peculiarities of the international tourism development in mountainous areas. For the first time as a subject of research was taken the principles and events for the international inbound tourism development in mountainous areas as the part of stable social-economic development. All aspects of territorial wealth and recreation potential in mountainous areas of Krasnodar territory and republic Adigeia were considered at that time. There was made recreational apportionment. Determine the forward-looking tourist

specialization of these mountainous areas. The practical importance of the work is the purposefulness in solving the problems of our tourism industry, social-economic development in mountainous areas of the country. General principles of effective using the factors of inbound tourism in mountainous areas of Krasnodar territory and republic Adigeia, can be used in today's social-economic and political conditions. This methodology also can be used in other regions of North Caucasus.

1. The main problem of development in international tourism in mountainous regions of Russia is a shortage of information about tourist resources and increase facts and its effective usage. It's necessary to explore the international tourism demand, assess and preparing mountain nature centers for exploitation to make the unique mountain nature the national tourist resource. The lack of such work makes the problems of tourism operation in mountains areas some difficulties in rational territorial organization of the branch. The necessary conditions of the territorial organization of international tourism in mountainous areas and formation the recreation-territorial systems in the connection of all its systems is the presence and territorial placement of factors, developing tourism and recreation. They include tourist potential, the tourist resource and infrastructure, uniting them, and factors of tourism safety.
2. Lacking the territorial factors of international tourism developing, it's important to combine the application of methods of recreation geography and price factor. In this case the subject of lacking are customers, international tourists, the object is mountains areas. The graphic methods of researching the tourists potential which were made before for seaside and other regions are not suitable for mountains areas, they need some improvement.
3. The dynamics of growing profits in tourism industry, structure changes, laws give the opportunity to speak about suitable conditions for inbound tourism in Russia. Learning the foreign experience of developing the international tourism in mountain areas it's possible to determine the general ethnology of stable tourist demand, the operating if tourists streams quoting the tourists according to the nature safety programs accreditation the workers in tourism, constant improvement the infrastructure, correct usage of tourist rent. The safety of international tourism is the very important question, but the researching, made by WTO proved the potential safety of tourists in Russia.
4. Using the methods of lacking natural tourists resource we research for international tourism in mountainous regions of Kuban and Adigeia give the opportunity to speak give the opportunity to say: Kuban and Adigeia regions have the greatest variety of flora and fauna in Russia. The mountainous regions of Kuban and Adigeia have the best opportunity of developing inbound international tourism. The regions Sochi, Apsheronsk

and Maikopski are the most convenient for international tourism the climate is favourable. And more- these regions are very attractive.

5. Social and economical factors play significant role in the development international tourism in mountainous areas. This research showed that the standards of social and economical development of mountainous regions of Kuban and Adigeia in last years were falling. It goes on account for significant branch of nature resources: timber industry and mineral products. Social infrastructures are falling, and then there are big migrations of population in cities and on the plan. Practically, in all mountain country districts you can notice observe of shorting number of population and locality. Mountains become depopulated more and more. The development international tourism will do new working places, will attract financial investment in social sphere of mountains area, will keep the net of mountains population. The analysis of entrance transport link, as an element tourist infrastructure, allows doing conclusion about a significant attraction of region for the international tourists. Practically, all mountainous are as in Kuban and Adigea Republic be in limit of isochrones of 2 hours by transport. It's one of the best indices for mountain Russian territory.
6. Our days the region tourists market specializes on inbound tourism and sanatorium - spa treatment. In the sphere international tourism are more out bound tourism, which define the negative tourism balance of region. Irregular inbound amateur and social tourism in mountainous areas predominate. Many regional tour operators charge to change the goals of strategic development and to start the work in formation and promotion the international inbound ecological tourism. Untrained staff in the sphere of inbound tourism and an absence of work in formation and promoting the image of mountainous areas is the minus for tour operators.
7. The Analyses of territorial distribution recreation regions factors permits to assign four mountainous tourist meso-regions on the research territory, which enter the structure of mountain Caucasus macro-region the first recreation zone and find their perspective specialization. Krasnodar tourist meso-region has the biggest square (7350sq km.). The highest point is the mountain Liusaya (975m) the north and east boundary. The region is bordering on the territorial recreation systems of the Black sea coast. The meso-region has rich tourist resources of organization of history tours, nature, scientific and adventure inbound tourism, sanatorium - spa treatment. In the structure of meso-region can assign such recreation micro-regions: Psticupskiy (town Goryachiy Cluch), Chilipinskiy (Chinary, Chilipy), Aphinskiy (Smolenskaya, Stavropolskaiy, Ubinskaya), Pchadskiy (Pchada, Novosadovyi). The Apsheronsk tourist mezoregion situated on the north slope of the main Caucasus range. The square of meso-region is 2756sq km. The highest point is the m. Shessy (1839m). The land has the high degree of esthetic land attraction favorable ethnological conditions of organization the

mountain adventure tourism, the big variety of unique mountain nature. Among the social-economical processes became worse the transport and social infrastructure, migration of population in cities, the shortening mountain net of accommodation. The region hasn't cultivated much in tourism. But the nature precondition is permitting the development such kinds of the mountain tourism as rock-climbing, mountaineering, water and speleotourism, ski and horse-riding, historical tours, nature and scientific tours. By tourism degree of cultivation, we can assign 2 micro-regions: Chernigovo- Otdaleniuy and Guamsko-Mezmayskiy with similar recreation areas. The Sochy tourist meso-region presents by mountain territories of Sochy town soviet. The square is 2362sq km. The highest point is m. Cachvoa (3345m). The meso-region has an enormous tourist resource and is the similar where the tourism is a branch specialization in region. The unique nature sites and phenomenon encouraged the formation on the territory of region the centers of adventure tourism National and international meaning: the Alek range, Krasnaya Polyana, the rivers Chahe and Mzimunda. The north-west part of region has a big opportunity for developing mountain tourism and mountaineering. Here you can see most of all big tops of Kuban and Adigeia: Adgara, Agepsta, Laub, Kardiuvach, Sochi. But, there is insufficient development tourist infrastructure of a region for international ecological tourism. In the Boundary of Mezuregions: Krasnopolyanskiy (Krasnaya Polyana, Estosadok Aibge), Alekinskiy (Marino), sshapinskiy (Soloh - Auyl, Bzjdy, Bzinch). Maikop tourist mtzoregion situated in the boundary of administration region of Adigeia republic It's square is 2800 km. The highest point is the very east ice top Caucasus - m. First (2867m). Nature preconditions are suitable for development international ecological tourism, historical tours, nature and scientific tours. In the meso-region structure are assigned the next micro-region areas: Kamenomostskiy (Dahovskaya, Kamenomostskiy), Lagonakshiy (Guztripl, Hamiushky).

8. The analysis of foreign experience stable development of international mountain tourism in total with characteristic territorial permits to allocate peculiarities, principles of the effective tourist growth in mountain regions of Krasnodar territory and the Adigeia Republic. Principle of concentration. It is based on such characteristics as variety and capacity, comfort. Tourist's resources have a unique characteristic to be the base of implementation a few forms tourist occupations. It exploitation must to have an intensive character, that is a proper use everything opportunity in development. It is necessary to concentrate the development of international in compact mountain regions which have the greatest opportunities for the development of few forms tourist occupations within the bounds of one form of tourism (for example: mountaineering, rock climbing, down hill skis, alloy within the bounds of adventure tourism) Zone principles close together with such characteristics of Tourist Recreational System as capacity and stability. In creates zones with different tourist load. For its good

complementation it is necessary to draw the whole branch into international tourism of territory. The principle of stable development. It has such characteristics of Tourist Recreational System as capacity and stability, ecological safety and attractiveness. It joins and maintains the interests of protection, social and economical development of local associations' development national tourist industry on the rational base. It is necessary to provide for control tourists stream and using investments in mountain regions, creation new working seats and development transport and social infrastructure, the favorable conditions of tourism development and the protection of local tourist organizations; - all of these can increase safety of mountain tourism and defend tourist rights as consumers. The principle of advance It based on information. It creates a binding efforts of local authorities and region tourist administration for support and coordination measure which directing on creation and advance the favorable image of mountainous regions in the middle of international tourists. If there is advertising - the based principle in the tourist firm, but for region tourist administration there are publicity and technology of public relations. The principle of formation the favorable environment and person advance. It has such characteristics Tourist Recreational System as professionally and regulation. It consists in formation the favorable for development international tourism of conditions. The main role in this process must belong to regional and national tourist administrations, calling for mobilization of industry interests. The principle of complex development tourism. It means that inbound tourism is leading in international tourism. That why international and inbound tourism must develop together.

9. We have the results of our research. The main directions and practice measures by stable development international tourism of mountain region of Krasnodar territory and the Adigeia Republic. It is necessary to concentrate efforts in developing international tourism in mountain region, which have a maximal possibilities Caucasus state biosphere nature reserve (CSBNR) on the south and west are a suitable territory for development international tourism. Nature reserves of Apsheronsk, Mostovskoy regions (Kamuishanova Poliana, Chernogorie, Psebaitskiyi), Dashovsriye nature reserves (the Adigeia Republic), Lagonaki, the territory of First-Ohshen must be pool. However it'll be an end in creation of buffer zone about CSBNR, which was began by Sochy National Park. It'll be closing for unconfined tourist group. As a result, regional tourist administration will receive the right and possibility in realization control for the development tourism, in management of tourist stream, in accenting the favorable influence in tourism on social and economical development in mountain regions. On the mechanism of tourist payment we recommended to create the institution a National Park of tour operators firms near CSBNR and Sochi. The tourist firms are responsible in front of local administrations, for saving unique nature monuments.

For control tour operators and tourist group it is necessary to use local residents. Their task will be to take monitoring of tourist resources, to do the functions of guide.