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CONCEPTUAL FOUNDATIONS OF TOURISM AND RECREATION DESIGN

SUMMARY. The author considers terminology and methodological bases of recreology with a view of tourism and recreation design, the correlation of the concepts "recreation" and "tourism" is defined, the necessity of inventory and estimation of tourism and recreational resources is designated, the main factors and principles of tourism and recreation design are defined.

KEY WORDS. Recreology, recreation, tourism, tourism and recreation design, tourism and recreation resources, geoinformational technologies.

Increasing level of urbanization, accelerated pace of life, intensification of labour, rise of psycho-emotional loading, high fatigue and hypodynamia increase people's demand for rest. Therefore, in the modern world the role of recreation and tourism has been steadily and commonly increasing. Recreational concepts are considered within the framework of recreology — an interdisciplinary science of recreational systems.

To understand the objectives of tourism and recreation design it is important to consider its methodological foundations and terminology.

There are different by definition, but not essentially concepts of the term "recreology". According to I.V. Zorin, recreology is a science dealing with expanded reproduction of the living forces of a human — physical, intellectual and spiritual [1]. In dictionaries recreology is an interdisciplinary science dealing with recreational systems or the science of the processes and methods of revitalization of humans [2], [3]. Recreology is also considered as a set of phenomena and relations arising from the use of free time for recreational, educational, sports, cultural and entertainment activities of people on specialized areas out of the bounds of their permanent residence [4].

With all the discrepancies of recreology the central place in its methodology belongs to the recreational system in the variety of interrelations of the subject of recreational activities with the environment, developing in the course of his activities during his free time. At the same time the object of recreology is the study of the possibility of expanded reproduction of physical, mental and spiritual powers of a man. This opportunity is provided by the optimization of recreational systems using special technology for tourism and recreation design [5].

For tourism and recreation design it is important to determine the correlation of the concepts of "recreation" and "tourism". There is no consensus on their definition. In Soviet times, the category of "tourism" was strictly included in the category of "recreation". Now, tourism and recreation differ in the scope

of the concepts: recreation includes short-term recreational activity, and tourism is characterized by the change of familiar surroundings, usual mode of life [6]. The scope of these concepts also differs in their relation to travel on business purposes (business tourism): for tourism it is an integral part of it, and recreation does not consider this type of activity [7]. According to L.Yu. Mazhar, recreation covers a wider range of options to meet the needs of people in rest, and tourism is one of the types of recreational activity related to organization of travel and people's stay out of the bounds of their permanent residence [8].

The author of this article thinks that the term "tourism and recreational" is the most comprehensive, enabling to combine recreational activity, that aims to meet the needs in rest, and tourism, which, according to the Federal Law "On the Foundations of Tourist Activities in the Russian Federation", in addition to meeting the needs in rest includes professional business purposes.

Tourism and recreation design is carried out taking into account tourism and recreational resources. The latter have a decisive impact on the territorial organization of tourism and recreation activities. Based on their capacity and combinations, tourism and recreation areas and centers are formed. They also define their specialization and economical efficiency.

The use of tourism and recreational resources is referred to the kinds of activities which are expensive, but highly effective socioeconomically. Qualitative maintenance of this activity requires careful inventory and evaluation of natural and natural-anthropogenic geosystems, bodies and phenomena of nature, artifacts [9-10]. An important aspect of the design is the consideration of the spatial organization of regional tourism and recreation systems. Correct evaluation of the tourism and recreation potential gives access to the optimization of activities through the use of territorial combinations of individual and group properties of the objects of tourism and recreation space.

High tourism and recreation potential in itself does not guarantee an appropriate level of tourism industry to the region. For its development it is necessary to organize tourism and recreation activities efficiently and rationally through the use of advanced technologies and available material and information possibilities.

This opportunity is provided by geo-information technologies. In the design process they allow to perform spatial modeling and cartographic inventory of tourism and recreational resources, to optimize information support of the subjects of tourism and to qualitatively organize tourism and recreation activities in the region [11].

Design of tourism and recreation systems is based on the selection of different compositional, functional and planning elements — compositional types [5]. They are:

- Areas — regions of concentration of tourism and recreational and health resort resources.
- Cores — functional, economic and urban centers of regions and zones.
- Axes — landscape and route corridors linking together areas and cores into a single territorial framework.
- Loci — single-point elements of functional planning structure, associated with certain significant sites, camp sites, holiday homes, settlements.

Manifesting themselves and interacting in a particular area, compositional types form its tourism and recreation framework. Designing tourism and recreation

framework should take into account certain factors: common territory, presence of tourism and recreational resources; transport accessibility; availability of tourist infrastructure; availability of tourist routes (existing and potential).

Transport plays an important role in the regional social systems, forming the axial framework basis around and on which compositional elements are formed, function, develop and interact. Transport infrastructure of the territory is the leading factor and condition for the fulfillment of its tourism and recreation potential [10]. Transport accessibility determines the effectiveness of using the tourism and recreation potential of the area.

In the design of tourism and recreation framework a considerable importance is attached to the principles of tourism and recreational zoning. The theory of this problem most often uses the principles of development, structuring, economic and territorial [12].

The principle of development. Takes into account both the current state of the tourism industry, and its development prospect, the upcoming territorial changes.

The principle of structuring. Involves consideration of the underlying elements — those without which the existence of the framework would be impossible — they are cores and axes by virtue of the fact that they maintain the functioning of the frame (transport, infrastructure, labour forces, management) and are in the relations of reliable connection.

The economic principle. Design should encourage the increase of economic efficiency of tourism industry and make an efficient use of available tourism and recreation resources.

Territorial principle. Tourism and recreation framework is territorial by virtue of its confinement to enclosing landscapes and administrative units.

Tourism and recreation design is an important part of efficient and rational organization of tourism and recreation activities in the region. It is intended to meet serious challenges of optimizing the tourism industry: to develop an area for tourism and recreation activities; to make the process of tourism and recreation activities structured and organized; to use all available tourism and recreational resources of the region.

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