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## Evaluation Problem of Recreational Resources and Potential in the Development of Regional Tourism

**Key words:** *tourism, recreation, the Krasnodar region, tourist and recreational complex, natural resource management, recreational resources, recreational potential*

**Annotation:** *Tourist resources include objects and phenomena that can provide different kinds of tourism. The concentration of specific objects facilitates the mass development of tourism. All groups of tourist resources are widely represented in the Krasnodar region. The resource base of tourism is constantly changing and growing. There are some complex methods of exploration and evaluation of recreational resources.*

Tourist resources include natural, archaeological, social and economic objects and phenomena that can provide sport, educational or health-related tourism. The main components of the tourist resources are health-related, educational and sport (6).

Health-related resources include spa and medical treatment. They are presented by medical and environmental territories, mineral springs and therapeutic muds in the Krasnodar region. Relief, climate, water and vegetation resources can be included. Excursion and educational resources are represented by monuments of nature, history, culture, archeology and other notable sites in the region.

The concentration of specific objects facilitates the mass development of tourism. Weekend tours are usually routed to the remarkable natural, historical and archaeological sites, specifically legalized and with an official status (caves, lakes, ledge rocks, waterfalls, objects of paleontology, mineral springs, dolmens and ancient settlements). Toponyms, legends and myths are considered as educational resources of geographical specificity. Adygei, Turkic and Slavic toponyms are most widely represented in the region.

The resources of sport tourism consist of the most attractive and close to the extreme elements - inaccessible cliffs and canyons, impassable wildwood, heaps and other natural obstacles. Among the types of sport tourism hiking is more developed than cycling and water activities. Educational and sport climbing are popular (4).

All three groups of tourist resources are broadly represented in the Krasnodar region. The resource base of tourism is constantly changing and growing due to the inclusion of previously unused territories and objects into the turnover. To use all the recreational resources it is very important to have such characteristics as the scenery of landscape. Excursion object or area where people relax must be picturesque. The concept of beauty is mainly subjective, but there are some generally recognized rules - diversity. It is desirable for various natural complexes and cultural recreational objects to be put in the area of recreation. It is better to combine the activities of different aims of tourism in one tour - uniqueness. The rarer the object the more valuable it is.

There are objects which are unique globally (volcanoes, Lake Baikal), nationally (Black Sea coast), regionally (Azishskaya cave for Apsheronsk region), locally (waterfalls on the river Pshada, mountain Sober-Bash, etc.) - fame.

Derivative from uniqueness, as the information about the uniqueness is spread to population masses - accessibility of tourist object. It includes the cost of travel, means of transport, travel time, frequency of traffic, its comfort and etc. It depends on the area where the object is located and from the place of gathering of hiking group - terms of service determined by the recreational infrastructure of the area of the object. It is the presence of tourist and medical and health institutions, their capacity, comfort, quality, specialization and other characteristics, the existence of the traffic network and its maintenance (railway stations, ports, stations, luggage lockers, etc.), the availability and quality of communication facilities, financial institutions, utility lines, etc. (7).

There are some complex methods of exploration of recreational resources, including their identification, assessment of natural, historical and cultural potential, infrastructure and personnel. Identification of recreational resources is primarily due to the study of natural and cultural complexes and human resources for the usage in a particular tourist and recreational activity. It is possible to obtain relevant information across several channels - from written sources (documents and various environmental organizations, research and development reports of the universities and research institutes, professional literature and belles-lettres, etc.), interviews with local historians and scientists and finally obtained as a result of their own field studies.

Nowadays there are several common approaches to the valuation of recreational resources that have been estimated and first of all their functional suitability for a particular type of eco-tourism (technological evaluation); the degree of comfort (physiological evaluation); aesthetical qualities (psychological evaluation) (5).

In addition, the identification of recreational value of a resource includes economic and environmental evaluation. It is carried out by different factors and then all the values obtained are summarized and the average rating of conformity of the object to a particular type of tourism is obtained. Different assessment scales are used in the analysis of the resource base - three-, five- and ten-point scale. In our view, a three-point scale is the best one, where factors are assessed as favorable for the development of any type of tourism (3 points), relatively favorable (2 points) and unfavorable (1 point). Natural recreational resources include recreational landscapes, bioclimate, hydromineral resources. Obligatory condition suitability of natural recreational resources is environmentally safe state of the environment for the development of many types of ecotourism and rural tourism (1).

Recreational assessment of landscapes is based on different factors of each of the components of the landscape (relief, water objects and soil and vegetation cover), considered from the perspective of its specific form of tourism. In making an assessment of the relief for recreational (medical) tourism the degree of dissection is accounted first of all (thickness of dissection, depth, degree of slope). These characteristics of the relief must be considered for laying footpaths and terrankurs. Hilly and ridge relief is most favorable for recreational purposes; slack-hilly and undulating ground is relatively favorable; flat and even surface is unfavorable, as the perception of monotone relief is not interesting. The presence of obstacles is taken into account in the analysis of relief for sport tourism, active forms of ecotourism and

extreme tourism (mountainous relief, ravines, steep river banks, swamps, etc.). The development of scientific, educational, as well as excursion ecotourism requires rare and attractive forms of relief, especially forms of morphological structure. The most interesting forms of relief are certainly fluvial (river valleys, canyons), karst (underground rivers, sinkholes, landslip seams, caves) and others.

Steep river banks, fissures, barrow pits where traces of past geological ages can be observed and tours and paleontological researches can be made are extremely attractive both scientifically and educationally. The main criterion for assessing the degree of relief advocates the study of this object or phenomenon for scientific tourism. For the development of agricultural tourism all forms of relief are acceptable, with the exception of high mountains, ice wilds, fenlands and deserts. The main evaluation criterion here is the presence of forms of relief, which allows growing different crops and breeding cattle. All forms of relief are also suitable for hunting and fishing where there are game animals, hunting license and the availability of stocked ponds. Evaluation of waters for the bathing-beach holiday is based on the following factors: shoreline features, approaches to water, the nature of the beach, apron and bed; current speed (for rivers), water temperature and environmental conditions. Clean waters (1-3 WPC), water with dry terraced, beaches without steep descents, with open access to the water, the beach and the bottom of which are represented by sand and small pebbles are the most favorable for recreation. The rivers with current speed not exceeding 0.3 m / s in the presence of the apron are the most favorable for swimming. Polluted water bodies (5-7 WPC) with steep or marshy banks, clay or rocky beaches and the same beds are unfavorable for recreation. Good sandy beaches and sandy beds are common on the Azov coast, in Anapa zone of the Black Sea region. Relatively favorable cobble beaches are dominated in Gelendzhik and Sochi resort areas. When organizing swimming in rivers the optimal current speed is 3 m/s. Fast flowing rivers (more than 0.5 m/s) are not suitable for swimming. The limiting factor for swimming on the shores of seas and large lakes is the rise and fall of the waves. Swimming is allowed with waves no more than 3 points. The best are those waters where low water state dominates during the whole swimming season. The most comfortable bathing temperature is 18-24 ° C. The analysis of all landscapes and natural complexes for tourist use is estimated to ensuring their territory waters are suitable for drinking. The presence of unique and attractive plant complexes, rare, protected and attractive species of plants and animals are assessed primarily for the development of educational and scientific ecotourism. Unexplored and poorly understood biotic communities and individual species of plants and animals, as well as the relationship between the individual components of communities, between communities and environmental factors, etc. are also of great interest. To forecast the success of the development of tourism in a given area the evaluation of the bioclimate is very important. The bioclimate in Recreation and Leisure studies is the impact of a climate on the human organism. Evaluation of it is of interest to determine the prospects for the development of almost all kinds of recreational, sport, educational and nature tourism first of all because it is in a Russian weather conditions limit the many types of tourist activities and determine its seasonal nature. For sport tourism evaluation of the thermal regime is of special interest, since it determines the start and duration of summer and winter recreation; wind regime and the regime of humidity and precipitation, as they may interfere with the passage of the route (1).

What matters most is the assessment of the bioclimate to determine the prospects of the development and seasonality of recreational eco-tourism, while taken into account the following indicators: when evaluating solar radiation regime - the number of hours of sunshine a year, the number of days without sunshine a year, the characteristic of ultraviolet radiation; in the evaluation of atmospheric circulation - repeatability of cyclone weather, repeatability of contrasting weather patterns; when assessing wind conditions - the degree of wind load; when assessing the thermal regime - frost-free period, the duration of the bathing season, duration of summer and winter recreation; in the evaluation of mode of humidity and rainfall - duration of occurrence of stable snow cover, the frequency of rainy weather. Historical and cultural potential is the basis of educational tourism. It is represented by different types of landmarks (monuments of religious and secular architecture, palace and park complexes), archaeological and ethnographic monuments, crafts, museums, theaters, exhibition halls, scientific and technical complexes and facilities and so forth.

For the evaluation of these objects used in all types of tourism, the most important is the ranking of cultural complexes according to their place in the world and national culture, the decision of necessary and sufficient time for visit, reliability and attractiveness of objects. Ranking is done by experts and the objects of the world, federal and local level are established. The time required for visit shall be determined by experimentation and depends on a number of conditions - the capacity of the cultural complex, the age of tourists and their motivations, weather conditions, the competence of the guide, etc. Reliability of cultural complexes is determined by their resistance to anthropogenic pressures and stability of its corresponding value criteria, generated within the population.

The aesthetics of the landscape, architectural compositions matching the natural landscape are also analyzed. Each types of tourism demands its own requirements to the assessment of the historical and cultural potential. So, pilgrimage tourism is associated with visits to monasteries and temples with their rich spiritual traditions, religious shrines, and acts of moral courage. The monuments of religious and secular architecture in which the architectural ensemble is an integral part of the natural landscape or completion: monasteries, historic city, palace and park complexes, traditional settlements, etc. are the most promising for agro-tourism, ethnographic and ecological tourism.

To determine the degree of the usage of the recreational potential is appropriate to apply the following formula:  $KR = f/l$ , where  $KR$  is the index of utilization of recreational potential;  $f$  is the actual number of holidaymakers per area;  $l$  is carrying capacity, i.e. a limit, namely the number of holidaymakers that area can take without irreversible consequences.  $KR$  may be set to 1, to be more or less 1. If the index of utilization of recreational area in the specific area is less than 1, the use of recreational resources are insufficient, that have the opportunity to take more tourists than assumed at the time of the study. If the index of utilization of recreational resources is 1, then the maximum number of holidaymakers is reached and there is no need to attract tourists. If the index of utilization of recreational resources is greater than 1, the number of tourists in the area exceeds the allowable limits, which can lead to the depletion and destruction of recreational resource or a sharp decrease in the psychological comfort of guests (3).

As you know, in most cases recreational potential determines the recreational specialization of each particular territory. Approximately every area has recreational

resources. Subject to the obligatory presence of the recreational potential of each particular area extent of its use may vary due to various reasons. Moreover, in some cases, the use of recreational potential may not be appropriate for economic reasons (2).

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