

Ecology and Nature Conservation in Russia

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ABSTRACT

The article is devoted to nature conservation in the context of the eco-tourism development. The leading problems in the work of modern «specially protected natural areas» theorists and practitioners are the following: 1) the organization of tourist destinations and management systems for ecological tourism: it is necessary not only to meet the needs of environmental, as well as related pilgrimage and educational tourism, but also the needs of the destination itself, restoration of unique biological objects, flora, fauna, territories and water areas; 2) the issues of increasing the ecological culture of the population and meeting the needs of the population in a way that does not hinder and helps the development of reserves and other previously closed or inaccessible areas or water areas. Special attention was pay to the phenomenon of diversification and its role in the development of environmental and other types of tourism. The article considers the integrative model of geo-branding in ecotourism.

Keywords: Nature Conservation; Agrotourism; Eco-touris; Diversification; Geo-branding

1. Introduction

The ecological situation in the modern world as a whole is characterized by the ever increasing intensity of anthropogenic impact on the natural environment, the diversity of environmental problems, the range of which is expanding both qualitatively and quantitatively. First, these are problems associated with (re) creating favorable conditions for life and development of a person, his health, as well as the problems of protecting the environment and using natural resources. The development of scientific and technological progress and the creation of means of human influence on the environment, irrational use of natural resources, pollution of ecosystem elements caused the deterioration of the ecological situation. These are the problems of ensuring environmental safety. They include the implementation of processes and programs that ensure the ecological balance of the natural environment. They also presuppose the creation and implementation of programs for the development of production and other aspects of the life of the society that will not lead to damage (or threats to such damage), the natural environment and man in nature. The impact of human activity on nature is ambiguous: in the process of interaction between man and nature, various effects arise, from direct destruction to mediated hormesis, the stimulating effect of moderate doses of stressors, from direct development and expansion to mediated degeneration, degradation of the natural flora and fauna, water areas, territories, air basins. However, in addition to discussions and studies on the impact of man and man on nature, measures and programs for preserving nature in its "pristine" form are necessary.

The aim of the research is to analyze modern problems of protected areas, including in the context of the development of ecological tourism.

Materials and methods of the research: The article summarizes the views of leading Russian and world PA researchers. The article is devoted to the theoretical analysis of the problems of protected areas and ecological tourism in Russia and in the world.

2. Discussion

The reserve business and creation of a system of specially protected areas (abbreviated as SPNA) is the process and result of systemic and constant efforts of a variety of practitioners and theoreticians of various sciences and fields of

activity that protect nature^[25-27, 30- 33, 37- 40, 42, 44,48,49]. A reserve can be defined as a complex, or, ideally, as a system of organizational, legal, scientific, economic and educational activities / actions and programs. These programs and measures are aimed at preserving, restoring and developing unique and typical landscapes or natural objects. The list of tasks of these programs and measures includes research, environmental and other tasks.

A reserve is a territory or water area (a set of territories and water areas) allocated to preserve or restore the natural state of typical or unique natural complexes. Usually, the natural mean the harmonious state of the system, that is, the entire aggregate of its components. In addition, the reserve is a place of non-destructive and non-interfering research into the natural course of the processes and phenomena occurring in them, and the development of scientific bases for nature protection. Ideas for the creation of reserves, the isolation of special territories, including those "closed" for visiting and human activity, for the protection of animals and plants (fauna and flora of the Earth and its various regions) arose at the beginning of the twentieth century (G. Konnodz, P. Sarazen, E. Warming). Before all these things formulated A. Humboldt already in the XIX century. However, at first these ideas did not arouse much interest. The term conservation, which was proposed by A. Humboldt, was returned to the use of G. Convent, who put a lot of effort into preserving nature. Already at the end of the XIX - the beginning of the XX century in Europe, developed a movement for the protection of natural monuments ("Naturdenkmaller"). Monuments of nature are small areas that have preserved a "pristine" appearance among the actively populated or long-settled, transformed or already transformed landscapes of Europe and the rest of the world. Thus, both the protective and the restoration context of the creation of SPNA has emerged. In Russia, the theory of the reserve business and its practice - as one of the bestand unique practices of protected areas in the world. It was formed thanks to the works of I. Borodin, V. Dokuchaev, A. Semenov-Tian-Shanskiy, G. Kozhevnikov, G. Tanfiliev, V. Taliev, D. Anuchin, G. Vysotsky, G. Morozov, V.V. Stanchinsky *et al.*^[50; 51]. Traditionally, several tendencies and sources of environmental protection, including protected activities, creation and development of the theory and practice of protected and other specially protected territories are singled out in the creation and development of protected areas^[28,29,34-36,45-47]. At the end of the XIX century interest in nature and its protection, in the human community, especially in the field of science and education, was already great. The reason and at the same time the consequence of this interest are a number of large geographic expeditions. Within the framework of these expeditions, scientists carried out numerous botanical and zoological studies in the framework of these expeditions and the study of the flora and fauna of the Earth as a whole. An important role played in this process by the military, who along with scientists carried out numerous studies in Asia, the Caucasus, and the polar regions. At the head of the movement for the protection of nature and its "monuments" stood prominent Russian and world researchers of the time, such as I.P. Borodin, D.N. Anuchin, G.F. Morozov, DK Soloviev, G.A. Kozhevnikov, V.A. Taliev, V.P. Semenov-Tian-Shanskiy, and A.P. Semenov-Tian-Shanskiy^[4,6,9,11,16,20,42,44]. The geographic and ecological foundations for the creation of a network of reserves are laid by such scientists as V.V. Dokuchaev, V.V. Stanchinsky, G.F. Morozov, V.N. Sukachev, V.I. Taliev, A.N. Formozov, Yu.A. Isakov, F.R. Shtilmark^[44]. The enumerated scientists belong to the ideal of the "ethical-aesthetic" approach to nature protection, and, in particular, to SPNA. The superiority of the Russian system of SPNA is associated with the reserves as a unique form of conservation of natural areas and water areas. Their ascent took place in a series of stages. At the end of the XIX century, V.V. Dokuchaev noted the need for special conservation stations, which will be different from the national recreational parks of America, etc.: they will serve primarily nature, and then - man. V.V. Dokuchaev justified the importance of the "commandment" of land and water. He stressed the need to "provide it for exclusive use" to indigenous species of flora and fauna. This idea was developed by other scientists and practitioners-naturalists^[11,12]. The national approach to the concept of conservation of natural monuments (SPNA) was also formed by I.P. Borodin: "We have already understood the need to protect the monuments of our antiquity, it's time for us to feel the consciousness that the most important of them are the remnants of that nature, among which our state power developed, our distant ancestors lived and acted. To lose these remnants would be a crime ... "^[4,5]. G.F. Morozov proposed to identify and take under special protection the most important and valuable "standards" of natural territories and water areas, their flora and fauna, in different regions of

Russia: "The allocation of protected areas should be as planned as possible with the position of a botanico-geographical subdivisions: protected areas should be located in each botanical-geographical area, representing in their totality a number of the most characteristic and most valuable in the scientific respect types of vegetation "[21]. V.P. Semenov-Tian-Shanskiy also supported them: "It is our duty to preserve for the posterity, wherever possible, in complete integrity, entirely the features of the face of the mother Earth, so that it always has the opportunity to peer in and learn from it, about what it only heard from books "[23]. He also believed that ". ... Preservation of an intact natural geographical landscape from distant ancestors will help the descendants to more easily critically understand all the complex artificial environment in which they will have to live and act ... "[23]. Russian researchers, that is, who initially adhered to these views, formed a specific protective and restoration approach to the territories and water areas of the earth as nature monuments, that is, as part of the cultural heritage.

The ideology of this approach to environmental protection is reflected in the terms "conservation", "restoration", etc. This approach is much more promising and ethical than the earlier, European, natural-historical approach. It leads ethical and aesthetic arguments ("awe" before the living, etc.). This arguments are often externally quite far from the arguments of the biological and ecological type.

The third - a pragmatic (resource) approach - is aimed at protecting recreational resources. This approach is common in America, in the United States, where, unlike Europe, there are vast spaces that have been slightly damaged by humans, and, like human life, natural life is not a great value ("in itself"). To date, there are more than 400 national parks and other reserves in the US that are actively used by people who visit them to restore their health and to touch the purity and greatness of nature. This approach developed in Russia in the early twentieth century. Through the efforts of numerous environmental commissions operating in each region, unique botanical or geological objects, rare species of flora and fauna that are rare and useful from human eyes, and the most picturesque corners of nature were taken under protection. However, such reserves had practically no relation to the reserves. In addition, some species of flora and fauna were actively destroyed: in whole, increasing the indices of "national economic activity": no "harmony" or "inviolability", and, even more so, "primordially," was not forthcoming. Another variant of the pragmatic approach is the reasonable use of the biological resources of the territories or "rational nature management": PA practitioners and theorists proceed from the tasks of ensuring economic benefits through the effective use of natural objects. It is a question of natural territories and water areas, separated for hunting, gathering, and also actions on restoration and reintroduction, etc.

G.A. Kozhevnikov sets the natural-historical approach forth. It is now the theoretical basis of the Russian reserve business: reserves are considered as "reference untouchable" plots (the leading mode of human-nature relations is "control", and not "experience" - as in relations with the transformed territories). "In order to be able to study nature, we must try to preserve it in its primitive integrity in the form of its most typical formations. Of course, we must strive most of all to preserve the virgin steppe and the primitive forest of the taiga type "[18]. Answering a question about the purpose of preserving untouched areas, G.A. Kozhevnikov noted: "First of all, purely scientific, and then, of course, practical as well. only a scientific study of nature provides us with solid bases for practical activity ... Having before us first a devastated and then reclaimed nature and not having to compare either the corner of nature more or less primitive, we can not unravel the whole range of interesting riddles that the animal poses to us and plant life ... "[18]. He also postulated the main characteristics of the reserves as a special type of protected areas: "Sites designed to preserve specimens of primitive nature must be of a rather large size so that the influence of the cultural properties of neighboring localities does not affect them, at least at parts far from the edge. These areas must be reserved in the strictest sense of the word ... All measures that violate the natural conditions of the struggle for existence are unacceptable here ... "[15]. He also believed that "With respect to the flora, it is necessary to prohibit cutting through the clearings, clearing the forest, even haymaking, and, of course, all crops and planting. There is nothing to eliminate, nothing to add, nothing to improve. It is necessary to provide the nature to itself and observe the results ... If possible, it is necessary to prohibit the passage and passage on these sites, which will not be particularly difficult to do if they are

located in remote, uninhabited areas ^[15]. According to G.A. Kozhevnikov, "Compliance with these requirements, coupled with the strict prohibition of hunting and serious restrictions for the collection, will allow us to have protected areas in the strict sense of the word, where there would be no interference of human activity, and where it would be possible to study the natural conditions of life." Thus, several ideas emerged as the basis for the creation and development of the reserved business in Russia:

- the idea of preserving natural complexes, and not just individual species of flora and fauna, not just individual "natural monuments";
- the idea of creating protected areas on an area sufficient to establish the processes characteristic of territories where there is no human impact for the study of natural historical processes without human influence;
- the idea of creating different types of protection zones around reserves to prevent human influence on their nature and preventing the destruction of reserves, and also for the unconventional territories to be enriched by more or less asymmetric and regulated exchange with protected areas.

This makes it possible to resettle different species of flora and fauna from reserves to adjacent areas, ensures the existence of "green corridors" for the passage of animals and plants from neighboring SPNA, etc.

The complexity of working in the reserve is connected with the fact that the study of natural processes requires a great deal of time: "Where can the very process of struggle for survival and survival of the fittest be studied? Only when working in absolute reserves, at their biological stations, over a period far exceeding the life of one person. ^[16,17]. Therefore, there are difficulties in the work of specialists in the territory of SPNA. These difficulties for their resolution require diachronic and synchronic coordination and specialization of the activities of professionals: "in the reserve, one researcher is replaced by another and works on the same objects as the previous one if the work is properly planned, and does not represent a series of separate topics, little related or quite not connected with each other ^[16,17]. Therefore, only research is allowed in the reserves, which, on the one hand, cannot be carried out on another, including uninhabited territory, and on the other - are not dangerous in the context of the task of preserving "intactness" and developing natural complexes of protected areas. This is especially true of tourism: it was supposed to be made to minimize the impact on protected natural complexes and maximally useful for raising the image of the reserve and patching budget holes^[6,7]. Such a requirement is still preserved. However, it remains far from everywhere: the value of human life in Russia at the end of the twentieth century has declined catastrophically. Therefore, one cannot even talk about not talking about the value of life of animals and plants. The state went and continues to go on the reforms of various spheres of the life of society that are destroying millions of lives without any attempts to take into account and comprehend the consequences of the "democratic" bourgeois genocide, culturecide and ecocide. The commodification of relations, their crude pragmatization as a reduction to the maximization of economic and political benefits, is absolutely the opposite of the aesthetic-ethical and other models of the Soviet-era SPNA.

At the same time, formally, the Law on Reserves exists: the Law of the Russian Federation (1995) "On Specially Protected Natural Territories" (is working. It defines the reserve: "The reserve is an environmental, research and environmental education institution that has the purpose of preserving and studying the natural course of natural processes and phenomena, the genetic fund of plant and animal life, certain species and communities of plants and animals, typical and unique ecological systems. " In general, the reserve is a form of specially protected natural areas, specific for the USSR and later for Russia (See **Table 1**).

Category of protected areas	Categories of international protected areas	Categories of protected areas in Russia
I	strict nature reserve	reserves, «zapovednik»
II	national park	national and nature parks
III	natural monument	monuments of nature, federal sanctuaries
IV	habitat/species management area	federal and regional reserves e
V	protected landscape (netscape)	zakazniks regional, botanical gardens, dendroparks resort areas, green areas, sections of sea coasts
VI	managed resource protected area	tundra forests, walnut fields, soil and water protection belts, belt burs, and the like.

Table 1. Specially Protected Natural Territories

In April 1981, the USSR approved a "standard clause on state reserves, natural monuments, sanctuaries and natural national parks"^[13]. According to this provision, state reserves initiate and coordinate research on the development of scientific principles for nature protection, monitor and monitor the changes in the background state of the biosphere, and develop scientific bases for the conservation and restoration of rare and endangered species. Their territories are almost completely and "permanently" withdrawn from economic use, tourism and mass excursions in them are also not permitted. Their territories are almost completely and "permanently" withdrawn from economic use, tourism and mass excursions in them are also not permitted. In the territory of the reserve, any activity, contrary or not corresponding to the tasks of the state nature reserve, is prohibited, thus. For example, in the territory of the reserve, the introduction of other organisms that are not characteristic of the region for the purposes of their acclimatization is forbidden. The exchange of protected areas with other territories and water areas is initially asymmetric, migration of flora and fauna beyond the SPNA is possible and supported, provided that there is oversaturation, but not vice versa. At the same time, measures and activities aimed at:

- a) conservation of natural complexes in a natural state, restoration and prevention of changes in natural complexes and their components as a result of anthropogenic impact are partially (very meticulous and justified);
- b) maintenance of conditions ensuring sanitary and fire safety;
- c) prevention of conditions capable of causing natural disasters, threatening the lives of people and human settlements;
- d) implementation of environmental monitoring and related studies of flora and fauna; e) fulfillment of scientific research tasks, including reconstruction and restoration of species and number of endangered animals and plants;
- e) conducting ecological and educational work;
- g) exercise of control and supervisory functions.

As a result, the reserves became the base for the conservation and reproduction of many rare species, for example, beaver, kulan, bison, caucasian tiger, sable and others.

However, at the end of the 20th century, in connection with the collapse of the USSR, not only the infrastructure of the reserves was transformed, etc., but the rules (simplified) of access to reserves and other SPNA previously closed to tourists and other "stakeholders" changed.

The reserve today is a two-unit system, which includes:

- 1) the water area or the territory with ecosystems inhabiting it and communities of organisms;
- 2) a research institution organized to carry out scientific research work. Sometimes a third component is connected here;
- 3) a fragment of a tourist destination, including "protected paths" - routes of tourist trips / excursions.

The system of protected natural territories and water area ("econet")	Is a set of different categories of territories and water area, functionally and territorially related to each other and providing a natural balance and sustainable nature management: more than 45 thousand territories of different status with a total area of about 15.0 million km ²	
Main	1. Ecological framework nodes - territories that perform "environment-forming functions" ensure preservation of the ecological balance, maintenance of biodiversity and influence significant areas of adjacent territories. (interfluvial plains with areas of zonal vegetation, large forest tracts, marsh systems, upper reaches of large rivers, areas of intensive underground runoff)	3. Territories of ecological restoration - lands on which natural systems are restored: the ecological infrastructure of the landscape is broken due to agricultural development, residential areas, etc.
Buffer	2. Transport corridors - territories that perform most of the transport functions, i.e., represent the leading routes for real-energy exchange between nodes SPNA : "the circulatory system of the landscape" - the valleys of rivers and streams, the ravine-girder net, the "corridors" of the movement of the surface layer of air, groundwaters, etc. Often reduced to linear strips - "environmental bridge".	4. Buffer zones - preserving bridges and nodes of specially protected natural areas

Table 2. Territories of protected areas (econet)

The opening of the reserves for visits with special clarity marked the set of problems and issues of the activities of reserves and zakazniks. The opening of centers of new tourist destinations for ecological tourism, the development of different types and forms of which is also closely related to the transformations in the social, political, cultural life of the country at the turn of the past and this century.

There are also "Indigenous and Community Conserved Areas (ICCA) or areas and areas protected by indigenous peoples and communities. Indigenous peoples or local communities manage them. These indigenous peoples or local communities preserve the biological and cultural diversity of the regions. The existence of the JIOT is related to the tasks of continuing, reviving or changing the traditional practice of protecting and restoring natural resources and cultural values in the face of new and old threats and in the situation of new and old opportunities and limitations. ICCA are exposed to both external and internal threats.

As external threats to the existence of ICCA and other protected areas can be called the processes of development of territories and water areas and the use of their resources, in particular, mining and fossil fuels. This threat is particularly important, since even if indigenous peoples and local communities have rights to land, the government usually reserves for itself the use of subsoil resources. The processes of logging, tree planting, industrial fishing, seabed-deepening work, conversion of land to large-scale pastures or agriculture (including plantations of agro-esters), drainage and drainage, urbanization and large infrastructure (roads, ports, airports , tourism). Also, the expropriation of the community's land resources through nationalization, privatization and environmental initiatives, in particular the creation of protected areas in public power, is dangerous for SPNA. No less dangerous are wars, violent conflicts or movements of refugees, other territorial seizures and invasions, conflicts with other communities and municipalities. Dangerous, inadequate, and incorrect levels and forms of recognition, for example, the imposition of institutional mechanisms by the Institute, which are alien to the community, devalue and demotivate the work in the ICCA and SPNA. The same can be attributed to the imposition of unacceptable taxes and other financial burdens on the ICCA and SPNA and the population of the ICCA. Interfere with, not only help, programs for active re-cultivation of communities, for example, programs showing disrespect for local cultures, ignoring damage to livelihoods and values. Even one-sided and primitive educational programs, or propaganda programs of religions that lead to deprivation of freedom of faith

and disrespect for the lives of various faiths, can have a negative impact. In general, the modern business has very negative impact on community gaps and conflicts, fueled by political reasons or sharp asymmetries in the community as a result of a sudden and asymmetric inflow of funds that strengthens or creates local inequality. Very strongly hamper poaching and unauthorized removal of animals and plant resources. Worldwide, air and water pollution is caused by the discharge of residual waste (for example, through acid rains, chemical pollution from mining, or chemical dumping from agriculture). It disrupts the life of protected areas and the spread of invasive or exotic species. Here we can include extreme natural and technical situations and catastrophes, including droughts, floods, forest fires, hurricanes, earthquakes and tsunamis. They are especially harmful when they are often associated with human activity (transformation of the landscape, waterways and the climate). To the internal causes of disharmonies and blockades of the development of the company can also be attributed a number of points. The most important are connected with the change of values, acculturation and integration of local communities into the dominant, consumer society. Such integration leads to a commodification of relations to nature and culture (commoditisation). Eventually, there is a loss of traditional knowledge and skills adapted to local conditions of management practices and governance institutions. A particularly negative point is the alienation of young people from the traditions, nature and culture that these SPNA protect. Negative is the increased pressure on resources - the region, in particular, those that lead to the replacement of local, cooperating economies with globalization, market-based methods of economic and production activities. This reinforces the existing or creates a new inequality between economic and social classes and gender groups in the community, which leads to conflicts in the management of natural resources and elites, gaining benefits for themselves^[52,53].

Theoretiko-methodological bases of the organization of excursion and tourist activity in the territory of SPNA are indicated in the modern works of many foreign and domestic researchers, such as U. Strassdas, R. Jungk, K. Ziffer, G. Tseballos-Lascureine. K. Lindberg, D. Hawking, P. White, P. Johnson, D. Western, E.Yu. Ledovskikh, A.V. Drozdov, I.N. Panov, B. V. Spiankov, A.I. Stukalov, D. G. Kuznetsov. N.N. Voskoboinikov, I.V. Zorin. V.B. Pozdeev, V. I. Prelovsky, B.V. Preobrazhensky, M.B. Birzhakov, Yu.S. Putrik, G.V. Yakovenko, V.A. Leonov, Yu.I. Avrah, P.P. Chuvatkin^[20,42].

The leading problems in their work are:

1) the organization of tourist destinations and management systems for ecological tourism: it is necessary not only to meet the needs of environmental, as well as related pilgrimage and educational tourism, but also the needs of the destination itself, created for the preservation and restoration of unique biological objects, flora, fauna, territories and water areas (see **Table 3**);

2) the issues of increasing the ecological culture of the population and meeting the needs of the population in a way that does not hinder and helps the development of reserves and other previously closed or inaccessible areas or water areas.

When designing and using SPNA , it is undesirable	When designing and using SPNTs it is desirable
People are not allowed, there is no buffer zone	People are allowed into the buffer zone
Same small patches Sites of different sizes	Individual management of reserves
An elongated or other irregular shape of the territory	A round (compact) form of the territory
Reserves with monotonous habitats	Reserves with diverse habitats
Isolated reserves, far apart from each other	Reserves with intermediate protected areas
Isolated areas	United sites
Fragmented nature reserve	One-piece nature reserve
A small nature reserve	A large nature reserve
Maintain the river basin partially	Maintain the river basin completely

Note: Is given by ^[37].

Table 3. Structural principles of the organization of reserves

The famous ecologist L. Dažo stressed the importance of creating and developing buffer zones around the reserves. He believes that the existence of a small territory, devoid of free communication with the surrounding world, is only the appearance of nature conservation^[10]. In zapovedniks it is important to take into account both geographical zoning and the ability of ecosystems of various natural areas to restore, in general, SPNA are systemic activities and, as a system, it includes different levels of accessibility of territories and water areas with different operating conditions, etc. R. Dazho, following M. Prenan, believed that the basis of ecology and conservation of ecosystems is the principle of adaptation, i.e., a certain correlation between the organism and its environment. Therefore, system-forming links in the ecosystem are adaptation or correlation links. Therefore, system-forming links in the ecosystem are adaptation or correlation links. In ecological tourism, therefore, it is necessary to strictly split into zones (segments) the interests of tourists and their level of ecological culture. It is necessary to allow or not allow for participation in programs of different types of people. People can be divided into groups with different interests, with different levels of preparedness and perceptions of nature, SPNA, etc. (ecological culture). We need to manage their participation in the context of the temporary and spatial organization of the reserve's life. Management is achieved by taking decisions on admission or non-admission of a particular group or individual tourist to one or another zone of protected areas, as well as by taking decisions on the route and the form of the tourist trip. It is necessary that between the usual areas of human activity and the boundary of the protected area there is a wide band of neutral territory of land or water, preferably several kilometers long, a buffer zone. The task of the buffer area is the protection and conservation of rare species of plants and animals.

In the buffer zone, as it should, and its intended use, a softer environmental protection regime is maintained than in another area of protected land. Even some forms of agricultural work are allowed here, and, for example, "village tourism" is possible. Areas that act as a protected core, integrate territories and water areas, where the rarest and valuable plant specimens grow, where the rarest animals live, including those listed in the Red Book. It is here that live, breed and preserve populations of rare, legally protected animals and plants. Here - the most pure, oxygenated and other important and useful or even necessary for the development and reproduction of some species, elements of air, water, land, etc. Here, in the core, access is practically closed to all but the employees of the SPNA: specialists in the field of conservation and visitors for consultations and other events of scientists and practitioners working in the reserve.

In addition to the protection, study and development of flora and fauna in a given territory, buffer zones are places of more mass ecological tourism routes.

Ecotourism (green tourism) is a form of tourism, focused on visits of relatively natural areas untouched by anthropogenic influence: more or less unique, exotic, different from others^[19; 22; 24]. Ecotourism naturally develops in specially created protected natural areas: nature reserves, national and nature parks and sanctuaries, nature monuments, etc.: there, where the free stay of tourists and other visitors is usually prohibited. But there are destinations with a long and even centuries-old history, open to everyone, but for one reason or another, for example, inaccessibility of natural or benignity of local residents and tourists - retained their potential. Usually, these are places of worship or "places of power", which are connected with religious purposes (pilgrimage or esoteric tourism).

A narrow understanding of the essence of ecotourism presupposes conducting ecological tours within the boundaries of different categories of specially protected natural areas (water areas)^[24]. Abroad, a narrow understanding of ecotourism is often correlated with its "Australian" model. In Russia, a narrow understanding presupposes that ecological tourism scientists and practitioners define as travels made for acquaintance with reference areas of pristine nature, places of growth and habitat of valuable, relict, small, rare and endangered species of plants and animals, forests and areas of the forest, especially valuable in their characteristics (breed composition, productivity, genetic quality), natural objects that play a special role in maintaining the hydrological regime, a unique landscape geological outcrops, the location of rare and especially valuable communities of plants and animals. To the broad meaning of the term ecotourism or the Western European model, considers all types of ecologically oriented tourism not

only within the boundaries of specially protected natural areas (water areas), but also outside their borders. In this case, the ecological aspect will be agro-ecotours, ecological-ethnographic, speleological, mountain tours, etc.

In general, ecological tourism is a kind of natural tourism, the main purpose of which is to promote the ecological foundations of nature management in the real economy, production and public consciousness ... ecotourism" is given a "pioneering role" in the development of new territories, great importance is also attached to science research opportunities. The development of ecotourism is closely connected with the system of SPNA, including a protected area. It is important to note that from the very beginning of the history of SPNA in Russia, eco-tourism as a practice of eco-awareness has been included in one way or another in the system of tasks for the creation and development of a SPNA system. The need to protect nature should be presented to the masses in an interesting form for them, using widely available concepts. The existing system of Russian specially protected areas (SPNA) is not only inferior in its potential to international nature reserves, but it also has significant advantages: Russian reserves cover virtually all unique and diverse landscapes and ecosystems that have not been disturbed by human activities. At the same time, Ecological tourism is currently one of the most promising ways of sparing nature use. This type of tourism involves not only visiting undisturbed natural areas, but also studying their properties and characteristics and actively participating in the conservation of flora and fauna.

At the same time, the central issues in considering the correlation of these concepts are the following:

1) the organization of tourist destinations and systems for the management of ecological tourism, in such a way as to meet both the needs of environmental, as well as related pilgrimage and educational tourism, and meet the needs of the destination itself, designed to preserve or restore unique biological objects, flora, fauna, territories;

2) the issues of increasing the ecological culture of the population and meeting the needs of the population in a way that does not hinder but helps the development of reserves and other previously closed or inaccessible territories or water areas;

3) issues of zoning protected natural areas and clustering of tourism in each of the types of territories, including in terms of the possibility of creating and the type of tourist destinations.

Each such territory or water area defines indicators of the "tourist potential", including "untouched" territories, their entertainment, educational and recreational opportunities and restrictions. The tourist and recreational potential of the territory integrates a system of indicators (criteria) that provide a systematic assessment of the recreational potential of a tourist object, as well as its individual elements - natural and cultural landscapes: their origin and history, uniqueness, safety, attractiveness and various characteristics of diversity, including species richness of flora and fauna.

There are many natural sightseeing objects on the Earth; they are intended to preserve the idea of the characteristic features of flora and fauna, land and water, peculiarities of a certain epoch of development of the natural world, and so on.^[3,10,14] Traditionally in the role of sightseeing objects are used:

- natural objects - geological outcrops, forests and certain types of trees, shrubs, grasses and fungi, animals - inhabitants of forests, meadows and steppes, river valleys and their constituent parts, lakes, water and terrestrial vegetation, fauna, mountains and glaciers, karst caves and their flora and fauna much more;

- works of architecture and town planning - civil buildings, palaces, castles, kremlins, fortresses, mausoleums, triumphal arches, cathedrals, churches, chapels, monasteries, fountains, tombstones, garden and park ensembles, works of monumental painting and sculpture;

- archaeological sites - various fortifications and earthen ramparts - mounds, dolmens and stone women, pyramids and ancient sculptures, caves with ancient drawings carved on rocks, etc. ;

- territories - expositions of local lore and other museums and galleries, museums of arts and crafts and art;

- streets and squares of cities and towns, buildings and structures associated with major historical events in the life of the peoples of Russia, affecting the development of nature, flora and fauna, sculptural monuments erected in honor of significant events or significant people, including those engaged in reserve business and nature conservation in general.

Often, as the researchers note, the ecological or "Green tourism is an activity that is associated with agricultural

work (ideally, but not necessarily), acquaintance with the life of small towns, walking tours of natural sites, studying flora and fauna, sports, organization of courses national cuisine and tasting of local dishes » [8]. For the successful development of tourism, it is necessary to develop specialized infrastructure and use of technologies, including services that provide various services to provide information and services to domestic services, "O.K. Govorova [9]. Ecological tourism, therefore, requires a high ecological culture from employees of tourist destinations and their cooperation with SPNA staff. Ecological tourism requires a highly professional approach. However, in reality there is a huge deficit of qualified specialists. Such specialists understand the specific nature of ecological tourism. It is difficult for tourist agencies and management of SPNA to find professionals who understand the essence of tour operator activity, pricing policy in the field of agro-tourism, the importance of advertising, geomarketing, information and educational support for the flow of visitors. Such an understanding is all the more important because, in addition to rural tourism as such, specially protected natural areas are the leading components in the development of modern ecological tourism in the world^[3; 13; 14]. They are in the most picturesque, attractive, interesting places; Have an established system of service for tourist groups. They also have a well-developed system of tourist routes, experience in organizing educational and recreational work. Such destinations have the infrastructure and trained personnel necessary for the hotel and tourism business. They have a formed attitude of the local population to a specific natural reserve and the existing ecological restrictions on economic activities on its territory^[13]. In addition, despite all the person's desire for "unknown" and "untouched", they must remain intact and "unknowable". In a world undergoing a powerful unification, preserving and developing the identity of regions and their independence, cooperation based on partnership and goodwill largely resists the "globalization" strategy of "survival", forced exchange of resources and forced redistribution as a whole^[1,2]. This is particularly noticeable in the practice of SPNA, for which unification and commodification are deadly. In a world undergoing a powerful unification, preserving and developing the identity of regions and their independence, cooperation based on partnership and goodwill largely resists the "globalization" strategy of "survival", forced exchange of resources and forced redistribution as a whole^[1,2]. Survival dictates the expansion of contacts and the optimization of ecological tourism as a business: its diversification. Diversification of SPNA' activities includes their strategic reorientation to the development of green tourism. Green tourism is perceived as a business. There is also a reorientation of the community and state structures to the diversity and diversification of various aspects of tourism and related tourist sites and destinations, including protected destinations (territories). Diversification is the simultaneous development of unrelated productions, the expansion of the range and range of products within a single enterprise. During periods of intense change, diversification of activities becomes the basic basis for achieving a new level of internal and external flexibility, survival and development. In a world undergoing a powerful unification, preserving and developing the identity of regions and their independence, cooperation based on partnership and goodwill largely resists the "globalization" strategy of "survival", forced exchange of resources and forced redistribution as a whole^[1,2]. Survival dictates the expansion of contacts and the optimization of ecological tourism as a business: its diversification. Diversification of SPNA' activities includes their strategic reorientation to the development of green tourism. Green tourism is perceived as a business. There is also a reorientation of the community and state structures to the diversity and diversification of various aspects of tourism and related tourist sites and destinations, including protected destinations (territories). Diversification is the simultaneous development of unrelated productions, the expansion of the range and range of products within a single enterprise. During periods of intense change, diversification of activities becomes the basic basis for achieving a new level of internal and external flexibility, survival and development.

On the one hand, so, survival dictates the reserves and other SPNA , the strategy of opening at least part of their territories and water areas for mass visits, on the other - optimizing environmental tourism as a business and part of the reserve and security activities: its diversification. As a result, we are talking about developing and maintaining a strategic orientation of green tourism as a business, reorienting the community and state structures to the diversity and diversified development of various components and aspects of tourism activities and associated tourist sites -

destinations, including protected areas.

Diversification - the simultaneous development of unrelated productions, the expansion of the range and range of products within a single enterprise - as a principle of operation of protected and other protected areas speaks about the possibility and importance of segmenting the types of tourism services and routes according to the goals and levels of ecological culture (preparedness) tourists, etc.

Diversification is the simultaneous development of unrelated productions, the expansion of the range and range of products within a single enterprise. The following marketing strategies for diversification stand out:

1) the strategy of centered diversification, which does not affect the key points of the business and does not involve the development of its new spaces. Its essence is to find new opportunities for the production of new products and services on existing areas and resources using the technologies used on them;

2) the strategy of horizontal diversification involves looking for opportunities for growth in the existing "market" through new products and services that will be produced using a new technology that differs from the one already in use. In this case, it is advisable to turn to the release of technologically unrelated products and services that would use the already available capabilities of the company, and could be associated with already produced products and services;

3) the strategy of conglomerate diversification is one of the most expensive and difficult to implement. Its success depends not only on the availability of the funds necessary to finance the implementation of the strategy, but also on the competence of the staff, seasonality in the life of the market, etc. The essence of the strategy is that business should expand due to the production of new technologically unrelated products and services that are already being produced, which are realized in new markets. During periods of intense change, diversification of activities becomes the basic basis for achieving a new level of internal and external flexibility, survival and development.

During periods of intensive changes and for intensive changes, the diversification of companies, tourist sites and territories, and other structures becomes the basic basis for achieving a new level of internal and external flexibility and survival. Especially important is diversification in the presence of "super resources", that is, untapped resources for the development of SPNA as "enterprises." Geobranding can work with these resources.

Geobranding is territorial branding. It acts as a component of the marketing system for protected areas as conservation areas and its diversity, its scientific research, as well as recreation and education of the population. Geobranding helps to realize vertical and horizontal, external and internal diversification as activating existing or attracting new resources from outside and from within the territory and its cultural, historical and socio-economic potential. So, the reserve can initially attract and "earn" not on mass, but on exclusive visits to the territories: the more SPNA are initially inaccessible, the higher the value of the tourist tour and the requirements for the level of preparation of tourists, for their escort and route.

A special power of geo-branding in the work with protected areas of reserves. zakazniks, etc., gives the systemic character: taking into account as many layers and aspects as possible to the life of the protected and pristine regions, its internal and external relations, opportunities and constraints in the synchronic and diachronic perspectives. The system methodology of geo-branding should reflect the needs of all interested groups (stakeholders), the first among which, however, are "stakeholders" such as fauna and flora of protected areas. It allows and involves the consideration of the past (history and archetypes) and the future (goals and foresight projects) of the formation and development of the region. In addition, in relation to reserves, the central "stakeholders" are scientists and practitioners representing the interests of representatives of protected flora and fauna. These interests are central, and therefore, define as a strategy for building conservation relations with environmental tourism, and geo-branding strategy for the reserve, buffer and adjoining zones. The system methodology of diversification and geo-branding is based on the region's identity and the main problems of its development, including from the point of view of the region's inclusion in larger structures (countries). Another point is - in the case of protecting large and huge territories and water areas, constructive interaction several states in the field of conservation of protected areas not as parts of one country, but as an asset and resource base for the development of the Earth and humanity as a whole.

Thus, in the process of development of ecological tourism it is important to take into account the entire arsenal - all the resources of the territory, including recreational ones: conducting ecological tourism requires not only high professionalism, but also systematic interaction of all the specialists involved in it, cooperation with stakeholders and the leadership of the region. Prospects for the development of ecological tourism are related to the use of geo-branding technologies, tourist destinations and ecotourism in general, aimed at developing the ecological culture of tourists and the whole population, as well as helping destinations and protected and other natural areas in the protection and development of the environment.

Ecological and related types of tourism in protected areas were originally intended to make a minimum impact on protected natural complexes and maximally useful for raising the image of the reserve and maintaining its economic well-being. However, the tourism business is a huge system that presupposes the creation of tourist destinations and a radical transformation of the relations of reserves with the world around them. Tourism implies and gives an opportunity to enhance the image of reserves and ecological culture, education of the ecological culture of the population. For its rational - non-destructive SPNA and developing people - the use should be limited to the system of destinations in the buffer zones and a system of programs that ensure not only the development of tourism business but that promote the spread of moral ideals of human and nature relations. This implies, along with the transformation and intensification of marketing and the bending of protected areas, the systematic diversification of the tourism business, the growth of those spheres and programs that really contribute to the development of both nature and society. However, as noted by the creators of the idea of the reserve business, the nuclear structures of the reserves should remain intact and, if possible, expand: no matter how and what a man fears, he must understand in order to be happy that he is not alone on the planet.

In the modern world, there is a need to develop buffer zones and "transport corridors" around and between nature reserves and other specially protected natural areas, increasing restoration areas and expanding the "skeleton" areas of SPNA. The existence of some strictly reserved, enclosed zones as "framework nodes" creates only the appearance of nature protection. Without buffer and other territories that allow maintaining the harmonious life of the reserve, the latter degrades or is destroyed. Successful and real protection assumes zoning and systemic character in the construction of protected areas and adjacent zones of more or less anthropic activity. Similarly zoning in ecological tourism is necessary: it is necessary to clearly distribute and correlate the interests of tourists and the level of ecological culture that they and society have in common, and the zones in which they can be safe for themselves and reserves are allowed. It is also necessary to develop different visiting regimes in the context of their time and spatial organization. Ecological tourism requires a highly professional approach, but in reality there is a huge shortage of qualified specialists who would understand the specifics of eco-tourism, the essence of tour operator activity, pricing policy in the field of agro-tourism, the importance of advertising, geomarketing and geo-branding, information and educational support for the flow of visitors.

3. Conclusion

“Zapovednoe delo” (nature conservation) is a sphere of activity that includes the planning and development of the system of reserves, the conservation of species and ecosystems in them, the organization of research work and the development of multi-level and flexibly changing regimes for environmental and economic activities. The reserve business is a system of organizational, legal, scientific, economic and educational activities aimed at preserving, researching and developing unique and typical landscapes or individual natural objects from scientific, environmental and other purposes, as well as the formation and development of the ecological culture and competences of the population. The reserve, as a territory or water area, is allocated from the general fund of territories and water areas in order to preserve in a natural state typical or unique natural complexes with the totality of their components, to study the natural course of the processes and phenomena occurring in them, and to develop the scientific basis for nature protection. The reserve is an institution that operates as a system of environmental, research and environmental education structures whose purpose is to preserve and study the natural course of natural processes and phenomena, the

genetic fund of plant and animal life, certain species and communities of flora and fauna, typical and unique ecological systems and their interactions, including with human systems. In Russia and some countries of the former USSR, the reserve is part of the territories and objects of the natural reserve fund (SPNA). Plots of land, its subsoil and water spaces with all natural objects within the reserve are withdrawn from economic exploitation. They transferred to the reserve for unlimited and uncompensated use. To optimize the work of the reserve, buffer territories and green corridors are created, in which excursion and other types of activities serving the interests of the reserve are possible.

“Zapovednoe delo” (nature conservation) is a special sphere of human life, integrating the planning and development of a network of reserves, protection and preservation of various ecosystems in SPNA, organization and implementation of research work on optimization of environmental and economic (including tourism) regimes. In the reserves themselves, only studies and other types of human activity are permissible, which, on the one hand, can not be carried out in a uninhabited territory, and on the other, do not pose a (significant) danger to the conservation of natural complexes of protected areas. However, the notion of "materiality" of the danger is very ambiguous: in a world where even human life is not of particular value, where whole communities and territories where environmental problems are not being resolved but are aggravated destroy wars, the fate of reserves and other SPNA can not yet be optimistic.

The most important problems in this area are the lack of a common national concept for the development of rural tourism; clearly formulated state policy; standards and regulations applicable in the field of rural tourism; qualified staff; knowledge and work experience in the service sector of foreign and domestic tourists; normative and legal acts regulating activities in the field of rural and ecological tourism; unwillingness and inability to rationally use their own recreational resources. Despite the numerous problems in the last few years, research and practical developments in the field of ecological tourism have intensified. Research and works of the geo-branding sphere play an important role in them. Geobranding as a modern technology of territory marketing can be directly used to work with different population groups (stakeholders) in the direction of understanding and maintaining the dignity (resources) of the region, its cultural and historical heritage and innovations. Territory branding is a strategy of forming and strengthening the competitiveness of cities and other settlements with the aim of conquering new and strengthening old external and internal markets, attracting investors and tourists, as well as harmonizing relations of residents in the region and attracting new residents, including migrants. The main conditions for the productivity of geo-branding are its consistency. The system methodology of geo-branding takes into account the needs of all interested groups (stakeholders). It also includes the consideration of the past (history and archetypes) and the future (goals and foresight projects) of the formation and development of the region. It relies on the identity of the region and the main problems of its development, including, from the point of view of the region's inclusion in larger structures (countries). It presupposes a comprehension of the development of social and human, as well as cultural and historical capitals, no less than the capitals of financial and material. It relies on the crowd-technology and technology of social partnership and social service, intersubjective, and not only monosubjective management. In addition, geo-branding in many ways meets the challenges of diversifying the strategic orientation of business, the community and state structures to the diversity and diversified development of activities. Possessing a brand, sanctuaries and reserves it is more often easier to keep oneself as an organization protecting territories and water areas. However, the most important thing is the preservation of the territories and water areas themselves, and not just the organizations and destinations. Diversification of the activities of protected areas should serve not just business, but is an environmental technology.

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