

## **TOURISM DESTINATIONS AS THE BASIS FOR THE DEVELOPMENT OF EDUCATIONAL TOURISM IN KUBAN**

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### **ABSTRACT**

This article differentiates tourism and recreation areas according to their attractiveness. Six tourism and recreation destinations have been identified. The region's territory has been zoned on the tourism and recreation areas and districts. The proposed tourism and recreation destinations will attract Kuban and Russian tourist-recreants. Therefore, these areas should be assigned to the territories of predominantly regional, domestic and international tourism.

**Keywords:** *tourism and recreation destinations, educational tourism, tourist-recreant, natural and historico-cultural objects.*

### **1.INTRODUCTION**

Now forecasting the development of domestic tourism in Kuban, Russian and international inbound tourism in Kuban is based on the following postulates: "Kuban has enormous tourism and recreation potential".

However, having a practice look at the value properties of the historico-cultural, socio-economic and natural resources and conditions of Kuban, there is a need to slightly reconsider this seemingly unquestionable self-righteous position that makes to estimate the current realities of the tourism and recreation sphere and, accordingly, the entire strategic plan for its development in a different way [2].

### **2.NATURAL CONDITIONS AND RESOURCES**

First of all, it is very important for recreation and tourism fact should be noted here that only the Black Sea coast of Kuban is located in the subtropical climate belt (subtropics from Adler to Tuapse), which is considered one of the most attractive worldwide for mass wellness tourism on the coasts of warm seas. The Mediterranean Sea attracting millions of tourist-recreants from all over the world is a striking example.

It does not contribute to the intensive development of tourism, especially international inbound one, that the territory of Kuban has no unique, one-of-a-kind creations of nature, which capture the people's imagination, such as fjels and fjords in Norway, Angel Falls in Venezuela (1,054 m), corals of the Great Barrier Reef along Australia's coast, the Himalaya mountain range in Asia and other wonders of nature found in many regions of the world.

Due to the foregoing, it should be admitted that the natural conditions and resources of Kuban adequate for the development of various types of domestic and Russian inbound tourism in Kuban can not be a factor, which generates large and stable flows of international inbound tourism. According Intourist, about 75% of foreign tourist-recreants visit only Moscow and St. Petersburg, as well as towns of the "Golden Ring of Russia". But the tourism and recreation flow on the "Golden Ring" routes is considerably lower than in the capital cities of the country. It is clear now what motivation the foreigners have who decided to make a tourism and recreation journey in Russia [1].

### **3.. RUSSIAN TOURISM AND RECREATION ZONES**

When considering certain valuable properties of natural tourism and recreation conditions and resources of Kuban, it should also be considered, from which countries the tourist-recreants come, in which natural areas these countries are, and which tourism and recreation group will use them. This is only way for giving a correct assessment of natural tourism and recreation resources of Kuban used for making arrangements for international inbound tourism.

However, not all regions of the country, tourism and recreation districts, zones and centers of Kuban are of interest for Russian and Kuban tourist-recreants traveling along the Russian and Kuban domestic routes. Natural tourism and recreation resources of Kuban are mainly of regional importance, and only a handful of them – of federal. In particular, the territory of Kuban (special tourism and recreation zone of Russia) stands out among the latter; this is the main region of the Russian inbound (domestic) tourism, where millions of tourist-recreants are going from across the country. Kuban attracts tourist-recreants who live in other constituent entities of the Russian Federation with its unique (within Russia) natural tourism and recreation resources and conditions. In addition, special tourism and recreation zones of Russia can be attributed to the federal natural resources: Altai Krai, Altai Republic, Irkutsk Region, Baikal lake, Caucasian Mineral Waters, Curonian Spit in Kaliningrad Region. Individual territories of Karachai-Circassian Republic, Republic of Adygeya, Kabardino-Balkaria and Karelia can also be distinguished.

The main part of natural tourism and recreation resources of federal significance is concentrated in the peripheral Russian regions distant from the center of the country, however, the main historico-cultural resources of the international and federal levels attracting millions of tourist-recreants are, on the contrary, in Moscow and Saint Petersburg or on a sufficiently short distance from them [3].

### **4. TOURISM AND RECREATION DESTINATIONS**

It should be acknowledged that a larger part of the territory of Kuban has a low degree of educational potential. The areas with medium educational potential may include Anapa, Temryuk, Novorossiysk, Gelendzhik and Sochi tourism and recreation zones and Krasnodar – the capital of Kuban. So, these are the area from where the regional resettlement began [3].

To date several tourism and recreation destinations have been formed in Kuban, to which the main intra-Kuban and Russian inbound flows of tourist-recreants are directed from all over the country.

The tourism and recreation destination means a territory offering a range of services that meet the needs of a tourist-recreant and satisfies his/her demand for accommodation, food, transportation, leisure,

entertainment, etc. Hereafter, such terms as "tourism and recreation area", "tourism and recreation zone", "tourism and recreation center", "tourism and recreation object", "resort", "area of tourism and recreation" and others are used as synonyms for a "tourism and recreation destination" [2].

The first and the most advanced tourism and recreation destination of the region is the Sochi tourism and recreation zone of the Caucasus - Black Sea area of Kuban. It is located in the south of Kuban. This is one of the major tourism and recreation zones of the region. In the north, it shares borders with the Republic of Adygeya, Tuapse and Apsheron tourism and recreation zones, in the north-east - with Mostovskoi tourism and recreation zone, in the south-east - with Georgia. Over its 145 km, the Sochi tourism and recreation zone borders on the Black Sea in the south-west. Its area is 3.5 thous. sq. km, most of which is covered with forests [3].

City of Sochi is the most famous tourism and recreation center of Kuban; it is unique in the number and variety of natural therapeutic factors. The resort season lasts for 6 - 7 months, from May to November. The average air temperature is 22 - 28 °C, sea water - 22 - 26 °C during this period.

In Sochi, there are nearly 300 special accommodation facilities, which host about 600 thous. tourist-recreants at once in the peak season. Healing climate of the humid subtropics, foothill air saturated with phytoncids of exotic trees and grasses, fresh sea breeze and clean sea, unique relief, abundant southern vegetation and mineral water contribute to health improvement.

75 km from Sochi at an altitude of 800 m above sea level, there is a ski resort of Krasnaya Polyana. It is surrounded by picturesque mountains of the Main Caucasian ridge towering 2,000 meters. It offers a beautiful panorama: highland lakes, alpine meadows, rocks, snow, and glaciers. Krasnaya Polyana has ski trails of different levels of complexity from the easiest ("green") to almost impassable ("black"). The snow cover on slopes reaches 7 m. The resort infrastructure corresponds to foreign analogues. The highest mountain bar of Russia is located at an altitude of 1,114 m. A ski trail passes here on the slopes of Aibgha mountain group and Tur mountains. High qualified trainers and guides ensure conduct of tourism and climbing sports tours and events, exclusive and adventure tourism, skiing and water sports and recreation.

On the territory of Sochi tourism and recreation zone, the following unique natural objects are found:

- Subtropics are the most northern humid subtropics in the world. Village of Khosta is geographical center of the unique for Russia subtropics of Kuban. In winter, it is 1-2°C warmer here than in Sochi, and summer is somewhat milder. The abundance of ornamental plants and flowers in Khosta resembles a huge park.
- North Caucasus State Biosphere Nature Reserve. This scientific natural complex with its unique flora (e.g. yew and box forest occupies about 300 ha) and fauna covers 263.5 thous. ha, and it is a part of international network of protected areas.
- Sochi natural national park is located in the north-western slope of the Greater Caucasus, with more than 100 historico-cultural monuments from the Paleolithic to the Middle Ages.

Anapa tourism and recreation zone, which stretches over 80 km along the Black Sea coast, should be recognized the second most important tourism and recreation destination of Kuban that is the largest in Russia children's and family resort.

The Anapa tourism and recreation zone is positioned in the south-west of Kuban. It shares borders with the Temryuk tourism and recreation zone in the north, in the south – with Novorossiysk tourism and recreation zone, in the east - with Crimean area. It borders on the Black Sea in the west and south-west.

The Anapa tourism and recreation zone is located at the junction of the Greater Caucasus and the Taman Peninsula. Therefore, varied landscape is found here: forested Caucasian foothills covered with oak, pine and multiple mixed vineyard valleys.

The city of Anapa - a climatic and balneomud resort – is the sunniest place in the Black Sea (280 days a year). There are more than 230 specialized accommodation facilities here: boarding houses, health resorts, holiday homes, camp sites, children's and youth recreation centers and summer camps with simultaneous capacity of about 50 thous. persons. Anapa is one of the few tourism and recreation centers of Russia specialized in complex health improvement of the entire family [4].

Mineral waters of Anapa are used for table and therapeutic drinking, as well as for balneological procedures. Such an unusual form of therapy as botryotherapy (ampelotherapy) is practiced here. The marine therapy (seafood therapy) is also widely used. Oysters, mussels, rapa whelks for dietary nutrition grow on the local marine plantations.

The third tourism and recreation destination is Gelendzhik tourism and recreation zone, where mass leisure of Russian and Kuban tourist-recreants is organized.

The Gelendzhik tourism and recreation zone lies in the south of Kuban. It shares borders with Crimean and Seversk Districts, as well as the Abinsk tourism and recreation zone in the north, with the Tuapse tourism and recreation zone - in the east. It borders on the Black Sea in the south-west.

Gelendzhik zone extends from north-west to south-east, from Penoy Cape in Tsemess Bay to Pjal Bay for 78 km. Warm and moderately moist climate of the tourism and recreation zone is due to the Black Sea influence and its position to the south of the Main Caucasian Ridge.

Gelendzhik resort, one of the most popular in Kuban, is located on the shores of beautiful Gelendzhik Bay fringed with the wavy Caucasus Mountains. The sand and pebble beaches stretch for tens of kilometers at the foot of the mountains.

The territory of the Gelendzhik tourism and recreation zone has more than 350 natural, historical and cultural monuments, as well as about 200 health improvement and recreational facilities, which are ready to accept more than 40 thousand tourist-recreants at once. The zone's private sector and hotels can accommodate as much again.

The Goryachiy Klyuch tourism and recreation zone should be called the fourth largest one. It is located in the Greater Caucasus foothills, on the right bank of the Psekups River (tributary of the Kuban River), at its outlet from the mountains to the plain. The resort was founded in 1864.

The Goryachiy Klyuch tourism and recreation zone shares borders with the Apsheron, Belorechensk and Tuapse tourism and recreation zones, Seversk District and with the Republic of Adygeya.

In the coming years, a tourism and recreation center is to be built in the town of Goryachiy Klyuch. The number of sunny days is only slightly inferior to the Anapa tourism and recreation zone.

The main therapeutic factor of the resort town of Goryachiy Klyuch is several types of water: thermal (up to + 60°C), sulfide, chloride, bicarbonate, sodium - for baths at diseases of locomotor apparatus, nervous system and others. The sulfide, hydrocarbonate, sodium and chloride sodium water of lower water temperature and lower content of hydrogen sulphide are mainly used for drinking water therapy and balneotherapeutical procedures at diseases of the digestive system.

The fifth and sixth most important tourism and recreation zones among Kuban and Russian outdoor enthusiasts are the Apsheron and Mostovskoi tourism destinations that are at the initial stage of their formation due to poorly developed infrastructure and limited number of tourism and recreation activities.

## **5. CONCLUSIONS**

Based on the above, it can be concluded that the natural and historico-cultural resources of Kuban should be attributed to the areas of predominantly domestic, Russian and international outbound tourism.

## **6.SUMMARY**

Therefore, zoning of the territory and specification of the tourism destinations in Kuban will evaluate the potentialities in an objective way and attract Kuban and Russian tourist-recreants.

## **7. CONFLICT OF INTERESTS**

The author confirms that the provided data do not contain any conflict of interests.

## **8. ACKNOWLEDGEMENT**

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