

Ways to develop tourist and recreation activity at the nature park 'Volgo-Akhtubinskaya plain'

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Abstract — The investigation project, implemented by the authors is devoted to solving of important scientific and practical problem of understanding the processes, that occur in society and nature, more specifically on development of methods of complex metatheoretic investigation of imperatives for preservation of environmental assets of Volgo-Akhtubinskaya plain due to development of balanced tourist and recreation activity and minimization of anthropogenic impact of the non-organized tourist flow. Objects of this part of investigation is detecting factors, affecting the tourist and recreation activity effectiveness at the nature park 'Volgo-Akhtubinskaya plain' and determining the high anthropogenic impact on the environmental assets of this nature territory and on finding ways for its elimination.

For detecting the main problems of preservation of nature and development of tourist and recreation asset of this specially protected natural reservation we used the focused interview with the employees of the State budget-funded institution of Volgograd region 'Nature park Volgo-Akhtubinskaya plain', as well as studying the special aspects to organize the activities, program and accounting documents of this institution.

It was established, that at present moment the main problems are: many areas for attraction of tourists as well as tour circuits don't have necessary tourist facilities, there are a lot of non-organized tourists among the visitors; not sufficient control of the non-organized tourist flow; poor excursion activity and transport infrastructure development in the territory of the nature park 'Volgo-Akhtubinskaya plain'.

In order to solve the detected problems the authors suggest the following actions: continue to develop the commercial recreation areas for the organized rest due to increasing their number, improving of infrastructure and expansion of the offered services variety; improve the control of the non-organized tourist flow system within the territory of the nature park due to

increasing number of people, who patrol the territory and use modern information technologies; improving vehicle access of objects that attract tourists of the nature park 'Volgo-Akhtubinskaya plain'; active development of excursion activity within the territory of the nature park 'Volgo-Akhtubinskaya plain'; and creating new objects to attract tourists.

Keywords — nature park, recreation activity, anthropogenic impact, non-organized tourist flow, environmental asset, recreation area, tourist infrastructure.

I. INTRODUCTION

Volgograd took part at the Football world cup it 2018 and this was the great impact for development of the region. During the preparation for the championship there were created lots of objects for transport, sport and tourist infrastructure, their further use would contribute to increasing the population quality of life, development of sport, tourism and region economic in general, increasing the investment attractiveness of the region, improvement of environment protection. [1]

For effective implementation of the region state policy in the sphere of tourism, economy and ecology first of all we need to create new objects to attract tourists as well to preserve and upgrade them.

One of these objects is famous for all Russia nature park 'Volgo-Akhtubinskaya plain'

According to its environmental asset the nature park is obviously one of the main object in the region to attract tourists [2], but the tourist product, suggested for this territory should qualitatively meet the needs of modern consumers [3], to provide stable and economically profitable tourist flow,

therewith the tourist and recreation activity should be organized to decrease the anthropogenic impact of the non-organized tourist flow to save and develop this unique nature area.

Due to mentioned above fact the object of this investigation becomes very important that is in developing the methodology of the methatheoretic investigation of the Volgo-Akhtubinskaya plain and set of activities for saving the environmental asset of the Volgo-Akhtubinskaya plain due to development of tourist and recreation activity, minimizing the anthropogenic impact of the non-organized tourist flow.

The subjects of this part of investigation project is detecting factors, affecting the tourist and recreation activity effectiveness at the nature park 'Volgo-Akhtubinskaya plain' and determining the high anthropogenic impact on the environmental asset of this nature territory and ways to eliminate it.

II. MATERIALS AND METHODS (MODEL)

Objects and subjects of this investigation, how to achieve and implement them are done on the basis of system and positive methatheoretic approach. We also suggest using syntaxes of the main specifications of the methatheoretic systematization of the effective features of the nature park.

In order to detect main issued of saving and development of tourist and recreation opportunities of the nature park 'Volgo-Akhtubinskaya plain' we used the focused interview with the employees of the State budget-funded institution of Volgograd region 'Nature park Volgo-Akhtubinskaya plain', as well as studying the special aspects to organize the activities, program and accounting documents of this institution.

III. RESULTS AND DISCUSSION

At present moment the main factors that decrease the economic effectiveness of the tourist and recreation activity at the nature park 'Volgo-Akhtubinskaya plain' and increase the anthropogenic impact of this nature territory as following:

A. Many areas for attraction of tourists as well as tour circuits don't have necessary tourist facilities, there are a lot of non-organized tourists among the visitors.

At the Volgo-Akhtubinskaya plain there are a lot of places where citizens of Volgograd region and other regions like to rest by themselves – they come where by cars, put up the tent, make picnics and so on. First of all they go to the famous among Volgograd citizens the attractive sites, such as ekir Lebyazhya Polyana, riverside of Akhtuba near the village of Zayar, and others. As the result appear mounts of rubbish, forest fires, not authorized hunting and fishing. People try to solve this problem making the network of commercial recreation areas. But there not enough of them, they are poorly known and the scope of services they suggest don't meet the needs of the majority part of the target segment of consumers [4].

B. Not sufficient control of the non-organized tourist flow in the territory of the nature park 'Volgo-Akhtubinskaya plain'.

In spite of the fact of forbiddance of being in the territory of the specially protected natural territory outside public roads, camping sides, gardens and special recreation areas we can bring to responsibility maximum 5% of infringers. Low effectiveness of control is due to the fact that only the employees of the nature park do it, and their stuff amounts to (including the managers) 23 persons, they only patrol the territory, the representatives of the agricultural enterprises can also joint them, but they only take photos and video of the infringers.

C. Low level of excursion activity development in the territory of the nature park 'Volgo-Akhtube plain' and absene of necessary facilities of the tourist and information infrastructure at the tour circuits.

Certain excursions at the objects that attract tourists of the Volgo-Akhtubinskaya plain are done by local tour operators. The employees of the nature park 'Volgo-Akhtubinskaya plain' also developed 7 different ecological paths and the 8th one is being developed. These excursion routs:

- don't have necessary facilities as any facilities can be ruined by the vandals if there is no control;
- are not regularly, but only upon the request;
- are poorly known to the public, as well as to people who stay at the local camps and that is why are not popular [5].

D. Low level of transport infrastructure in the territoty of the nature park 'Volgo-Akhtuba plain' development:

- it is impossible to get to many objects that attract tourists in the territory of nature park by public transport;
- for the owners of private cars there are not enough guarded parking places, at areas, where their vehicles would not bring harm to the environmental asset of the territory;
- at the numerous eriks and lakes of the nature park there are no equipped places to launch boats. [6]

IV. CONCLUSION

In order to resolve the detected problems the authors suggest to do the following actions, their implementation may help to increase economic effectiveness of the tourist and recreation activity and decrease the anthropogenic impact of the non-organized tourist flow at the nature park 'Volgo-Akhtubinskaya plain'.

A. Continue to develop commercial recreation areas for the organized rest of the neture pak 'Volgo-Akhtuba plain' visitors. We should:

- increase number of such greenfield sites, include in them the most popular with citizen of Volgograd

places for rest such as 'Lebyazhya polyana' and riverside of Ahtuba near the village of Zayar;

- upgrade the facilities of the recreation areas with infrastructure objects, necessary for long-term comfortable rest of tourist (provide the camping areas with showers, drinking water, arbors, children's playgrounds, provide the bathing beaches with fixed umbrellas, water slides, changing stalls;
- as for providing services we should increase number of equipment that tourists can lease, such as camping kitchens, small gas stoves, smokers, inflatable boats, sunchairs and so on. Lots of consumers can rest at camping in this territory, as well as families with children.

B. Improve the system of control of the non-organized tourist flow in the territory of the nature park 'Volgo-Akhtuba plain' due to:

- increasing number of employees of the nature park and they should take part in patrolling. The staff of the state budget-funded institution of Volgograd region nature park 'Volgo-Akhtubinskaya plain' should amount to 65 persons (they are 23 persons at present moment). During the season we should also invite volunteers, students and registered Cossaks;
- install the security cameras;
- the employees of other authorities, who work in this territory (for example, the woodwards) must also record the improprieties);
- use the video recording with the help of drone-quadrator helicopters.

C. Increasing of vehicle access of objects to attract tourists of the nature park 'Volgo-Akhtuba plain' due to:

- development of public transportation routes for tourist to get to the main recreation areas and other objects that attract tourist;
- making of park and ride facilities providing safety of tourists personal cars near the objects that attract tourists;
- organization of places for launching and picking the motor boats from the water at the big eriks near the park and ride facilities.

D. Active development of excursion activity in the territory of the nature park 'Volgo-Akhtuba plain. It is reasonable to:

- Provide the excursion routes in the territory of the nature park with necessary information stands, signs, objects for information, comfort and meeting the hygienic needs of the tourists [7];
- Make the regular excursions along these routes;
- Advertise these routes by giving information about them (at least as information booklets) among people who

live at the local camps, as well as hotels of Volgograd and Volzhsky.

E. Making of new objects to attract tourist in the territory of the nature park 'Volgo-Akhtubinskaya plain'.

The most important fact is creation of the military-patriotic park 'Stalingrad' in the territory of the nature park 'Volgo-Akhtubinskaya plain' as the branch of military and patriotic park of culture and rest of the military institution of the Russian Federation 'Patriot' at the Moscow region. This park and museum can suggest the visitors unconventional, different form nature and culture and historical attractions, places of interest of the nature park and the ability of the active-interactive learning of historical and modern military ideas [8].

Military park 'Stalingrad' must become the interactive area for implementation of the military and patriotic, culture and education and physical training and mass work and promotion of Volgograd region among the Russia as well as foreign tourists.

These activities fully meet the imperative of the task-oriented impact of the tourist and recreation activity on the asset of nature parks, detected by A.V. Dyachenko in his investigation based on methateoretic analyses of environmental asset system and working assumption of influence on it the tourist and recreation activity as it was formed in his scientific papers [9, 10]. Their implementation would contribute to effective use of tourist resources of the region [11] and its agricultural asset [12].

It is reasonable to use the suggested activities to form the policy of saving the environmental asset of the nature park 'Volgo-Akhtubinskaya plain' due to implementation of organized and economically effective tourist and recreation activity.

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