

THE ROLE OF ECOLOGICAL TOURISM IN THE MODERN WORLD

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Abstract: This article tells about the ecological tourism, its role in contemporary society, what role in the economy and nature protection it plays, as well as why "green" tourism must be developed.

Key words: Ecotourism, responsibility, nature, protection.

The emergence of «green» areas or ecological tourism and its development is explained by the desire to minimize, save and fix already caused harm to the environment.

One of the main ways of solving this problem is the ecological tourism. Getting acquainted with the nature, tourists learn to be bloodless.

The tourism industry is one of the most important and rapidly developing in the modern world. For many countries, tourism is the main profits for the state budget, and for private persons.

Interest in everything new, gave a powerful impetus to the rapid development of mass tourism, it can be clearly see appeared the last three decades. In the last decade many new types of tourist destinations.

First, tourism was not so popular, it wore a single character and was very expensive entertainment, only for the wealthy.

After tourism gained a mass character, prices dropped significantly. Now, there are plenty of options in both directions, and at prices that suit different consumer groups.

The relevance of this topic is that among the many directions, it is necessary to highlight the ecological tourism is the most dynamically developing industry of recreation and entertainment. This is due to many factors: the richness of recreational resources that can help to develop ecotourism to, ease the compilation of the product, availability, and «new» on the market of tourism. Despite this, the development of ecological tourism in Russia and other countries is hampered due to lack of a centralized policy, lack of administrative, organizational and economic resources.

At present ecological tourism is the outdoors, communication with nature which is little disturbed by human activities, as well as places that have preserved the traditional lifestyle of the indigenous population.

Possible definitions of the concept of ecotourism ecotourism society (TheEcotourismSociety) is: "Ecotourism is responsible travel to natural areas that promotes conservation and improves the welfare of local people".

The term «Ecotourism» in the West was officially used at one of the conferences by Mexican ecologist Hector Zeballos, sports media spanish reporter Hector Ceballos-Lascurain in the first half of the 80-ies of the XX century. (Лукичев, 2011)

Principles of Ecotourism

Ecotourism is about uniting conservation, communities and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.
- Raise sensitivity to host countries' political, environmental, and social climate.

The main reasons for the attractiveness of ecotourism:

1. In the modern world people are starting to think about a problem of the saving of the environment.
2. Due to the growth of cities, people began to feel the need for communication with nature and animals.
3. People's desire to see something amazing, created without human assistance.
4. People tend to travel in accordance with their own view about the rest.
5. People want to keep your body fit, without heavy loads.

In eco-tourism, there are five types:

1. Educational;
2. Active;
3. Farm;
4. The consumer;
5. Picnic.

Most of them corresponds to the concept of ecological tourism natural science, when the main purpose of travel is to visit a rare, beautiful, interesting and unique natural sites, observ flora and fauna. For example, a tourist who collects pictures of birds, his is whole soul is against the violation of places of habitual life of birds and the destruction of their homes.

The natural cognitive mind can be attributed ordinary pedestrian walk in the fresh air, when a tourist comes not just take a walk, but to be exactly in the forest, on the shore of the lake, the mountains in order to admire the beauty of the landscape.

Ecological mind is mainly active tourism-trekking, trekking for long distances, and also skiing, bicycles, kayaks and river rafting and much more. In the USSR this type of tourism was very popular, mostly due to fatigue from the cities of abrupt climate change and again, of course, going by to contact with nature. Often, active tourists behave correctly - no litter, not cut live trees. They due to the wish do not disturb the habitat of wild animals, follow the rules of fire safety. Unfortunately, the exceptions were, are, and always will be, but in this case such tourism can not be considered environmental.

To ecotourism is usually referred the consumer tourism: getting the "gifts of nature", but not for sale, for the soul and own use. Often tourists are attracted by the process of collecting spoils - gathering mushrooms and berries in the mountains - with the further use of the collected.

For many people hunting is also primarily the communion with nature and secondarily - getting the trophy. It is known that the destruction of a limited number of animals or birds does not undermine view (population) in General, and may even strengthen its viability. However, the must be approached very cautiously, that would not harm the animals.

The last type of ecotourism is picnic tourism, rest on the banks of reservoirs to swim, sunbathe and take a walk through the woods, sometimes to fish, play volleyball and so forth. All of this can be attributed to the environment, but only in the case if the tourists are few and their activities do not reflected on the environment.

If vacationers are numerous and they appear on the same popular and attractive plot constantly, the influence on nature will be reflected even under ideal behavior. (Сивограков, 2008)

In Tomsk region there are many opportunities for ecotourism, and it is one of the perspective directions of the industry of tourism. Recently this direction aroused interest of many investors. Rich natural resources give possibilities for successful development of ecological tourism.

A lot of amazing natural monuments require large investments and follow-up care, but the industry can yield many benefits, both in economic terms and in the use of the eco-tourism because for the most part of the urban dwellers, who live in the cities are emotionally depleted. When tourists' communication with nature reserves is restored, that favorably affects their health. (Постановление губернатора Томской области от 29.06.2007 № 71, концепция развития туризма и гостеприимства в Томской области на 2008-2013)

To develop eco-tourism is necessary for the formation of the people`s responsibility for nature worldview, so actual in modern society which needs to learn to take care of the world around them.

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