

Conceptual Approaches to the Mechanism of the Formation of the Model of the Recreational Territorial Zoning

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Abstract: The article deals with methods and instruments of the recreational territorial zoning, which is nowadays considered to be an element of competitive strategy, oriented on the raise of the investment, client and partner's appeal of regions. The rivalry between the territories for the most unprocurable recourses - investments and human assets - escalates. The advantages used before gradually cease to provide cost to the region in today's aggressive competitive environment. Considering this fact the territorial administration oriented on the use of innovative methods, which provides the regional self-definition, engagement in the realization of different social and economic programs on the regional and federal level, the raise of cost of the regional brand, increase of the potential of the regional marketability. But the methodological and practical providing of the problem of the enhancement of the regional efficiency is still used to be one of the not very examined aspects. The recreational zoning is one of the methods which can increase regional self-definition, to raise the price of the territory, to develop the regional marketability.

Key words: Business • Business organization • Regional economics • Territory • Positioning of the territory • Recreation • Recreational potential • Recreational resources • Recreational zoning • Recreational industry • The cost of the territory • Competitive strengths • Touristic and recreational product • The model of zoning • Cluster • The competitive identity

INTRODUCTION

The development of the theory and the extension of practicing of the regional conception is actualized nowadays in connection with the change of the forms of the world rivalry - by the transferring of it's accent on the large-scale objects of business and territories. On the opinion of the world leading specialists and analytics Philipp Cotler, Christère Asplound, Irving Rhein - the territory, as well as business organization sells to the intended audience it's products and services, which can be presented as - investment objects, goods ad services of the local producers, touristic product, recreation [1]. The positioning of the territory becomes the new volute in the genesis and management of the economics and social sphere of the government.

Nowadays the offer of the place of origin is a stable instrument of the development of region and of the government n whole.

More often the territory is positioned by tourism and recreation. But also the domain of the attraction of the direct investments is very popular. The fact that the promotion of the territory must be complex and diversified and combine all new aspects of the development of the territory (business and investments, national service brands, touristic and recreational product, culture and customs, mentality of the population, communicative chains etc) is doubtless.

Each of these aspects offers a special value for the territory, gaining itself a definite benefit.

A multilevel exchange between the elements of the development of the territorial economics makes a cost of the territory, increasing by the way essential part of the territorial brand.

Plot (Essential Part): According to statistics of ROSTOURISM the number of vacationers, resting on the territory of their native country decreases every year.

First of all it is connected with not very developed infrastructure, weak engagement of the natural recreational resources, comparatively high price of the self-travel around the country, low index price\ quality of the offered touristic and recreational product. Nevertheless 34% of respondents? Who had travelled abroad mentioned that they would agree to spend their holidays in Russia, if the infrastructure of the recreation would be improved.

Contemporary demands of the population towards civilized high quality recreation on the territory of the native country, the desire to dip into the ecological environment, traditional customs of Russian life, to feel fully “cultural traditions”, are the most dominated factors, defining the direction of the Russian recreational zones development. The activation of the business processes, realizing recreational potential of the territory, affects a great number of key industries of regional economics: transport, communication, building, agro industrial complex, trade, production of consumer goods.

The key point of the recreation industry is seen in a positive dynamics of the increasing volumes of the provided services, which leads to the extension of the number of the workspaces faster than it is done in other domains.

The significance of the recreation and tourism, as top sources of the financial receipts and extension of the communication between the elements of the business environment increases constantly. As a result, the development of the recreational and touristic potential can be a kind of accelerator of the social and economics development of any territory. Revivification and active development of the recreational potential of the Belgorod region, which is considered as one of the most attractive territories of Russian Federation is rather difficult and diversified from the point of view of social and economics sphere.

The peculiarity of such kind of development can be explained not only by providing of the two-sided balance of interests in the system of territory - the intended audience, but also of multilevel balance, which provides a successful coexistence of different intended groups in the united territorial space.

Speaking in terms about recreation, recreational potential, recreational resources we mean:

- Recreation - a synonym to the word “rest”
- Recreational potential - opportunities of the recreation, estimated by different criteria (for example: capacity, stability, comfort, diversity, appeal etc.) [6]

- Recreational resources - all kinds of the resources, having valuable medical and biological, psychological and esthetical or scientific and educational characteristics, which can be used for satisfaction of the population’s needs in the domain of tourism and recreation.

It should be notified that bio-diversified resources, which Belgorod region has, let develop the recreational and touristic business, as a economic sector - build hotels, camping, recreation bases, touristic bases, inns and guest houses: to refine off shores zones, equip the local landscape etc. It’s a sphere of investment for the representatives of the touristic and recreational industry [7],

- The instrument of the competitive identity of the territory:
- The factor of the brand development of the territory, which combines reputational management, cultural ideas and values, inner and out achievements in business.
- The domain of activity, oriented on the formation and satisfaction of the needs of the intended audience(citizens of the region, guests, transit travelers etc)
- The factor of the raise or the price of territory:
- The growing-point of the image of the regional territory and of the region in whole.

The progress in science and technology changed the modern society. The main characteristics are:

- The raise of the labor intensification:
- The automatization and cybernation of the production:
- The augmentation of the stress situations on work places and at home:
- The anonymity of the city life and isolation from nature.

Everything this leads to the accumulation of the psychic and physical weariness, which in it’s turn leads to the reduction of the vital and work activity. The recreational activity can be a kind of “safety-valve” of the vivid organism. It’s a kind of human natural defending function and at the same time the defending reaction of the society. It helps to save the humanity gene pool and, first of all the gene pool of the ethnos. It is necessary to stress that fact, that a advantageous geopolitical location, geological features and diversified natural forms of terrain,

temperate climate with its intrinsic soft humidity, the hydrologic conditions of the water reservoir, the existence of the landscape and botanical reserves, natural complexes, including natural and artificial resources and a great number of pure wells, ecological pathways, scenery and ecological characteristics gives to the recreational zone of Belgorod region a rather high quality biospheric potential. Besides that the rapidly realized projects of the roadside service clusters, historical and spiritual heritage, agro-eco-natural heritage, the masterpiece of population, ancient Russian traditional crafts, dwarf apple - trees gardens, original recipe of Russian cookery, mineral waters, kvass, bear, mead, which are considered to be very popular among citizens, are closely associated with Belgorod region.

That's why we consider that this territory can and must be very attractive for the touristic and recreational business.

Mehodic: Functional zoning - the division of the territory (recreation) on some small zones have a dominating function.

The target of the territorial zoning - to provide the maximum correspondence of recreational resources with recreational needs solving the problems of attractiveness and correspondence with environmental regulations. Our conception of mechanism of the formation of the recreational model in the system of zoning of the perspective development, is oriented on the creation of social - economical, innovative, organizational-technological, cultural - therapeutic, agro-ecological conditions of planned, wide - ranging development of the modern, high efficiency, commercially viable agglomeration of Belgorod region.

The essential characteristics of the offered model of the recreational zoning (MRZ) are presented below.

So, the goal of MRZ - to make the territory of Belgorod region to be a recreational and touristic enclave with unique inland particularities, by giving to it the interactive direction of the future development.

The aims of the MRZ:

- The formation of the multilevel conception of the recreational product:
- Explaining of the recreational zoning grid of Belgorod region:
- The creation of the promotion project of the recreational product:
- The predictive assessment of the results of the recreation in perspective.

The target orientation of the model - creation of the attractive regional and local touristic networks, recreation zones, which combine different business processes of the touristic business and other household objects.

The principal form of the organization of the recreational industry in Belgorod region is a eco-socio-economical technology (ECE - technology), with a system character. It is based on the principle of ecological and economical priority in taking decisions concerning the recreational industry.

The Use of this Technology Is Directed To:

- The economical proved exchange of the informational streams:
- The finding of the rational recreational intensity on the territory:
- The creation of the common criteria of the quality of the recreational touristic service:
- The development of the client service portfolio:
- The creation of the rules of education and training of the service staff:
- The flattening of the rivalry with other recreational zones (for ex: Ukraine)

The particularity of the model - the concentration on the unique competitive advantages (UCA), which make a positioning of the territory as a desired recreational and touristic direction.

The principle demand to MRZ - the permanent stable development, included into the complex territorial organization.

The price of the recreational industry = the client's capital + recreational territorial resources + unique offer + instruments of the positioning

The product of the recreational industry of Belgorod region mustn't get in the "dead" category. Considering it we stand on the opinion that the recreational industry of Belgorod region needs a combined system management, which has strictly defined borders and structural and functional particularities.

The social - economical system of the recreational touristic zoning is complex, mobile, dynamic, with rather complex in the interaction traits conjunctions between the structural elements. The management of the touristic and recreational zoning of the territory can't be effective without considering the traits of the abovementioned system. From the positions of the system approach it means that the priority of the elements in the system changes during the time and the necessity of management

of those elements appears, so it is needed to monitor the particularities of the system functioning and their transformations [8].

The analysis of the literary sources leads us to the conclusion, that MRZ needs the creation of more perfect mechanism of the development management, which will be adequate to the number and volume of planned tasks, faced to the relatively new direction in the territorial economics [9].

The author's project of the mechanism of the model of recreational zoning (MRZ) on the territory of Belgorod region is presented on the pic. 1.

1st Stage: The diagnostics of the market of recreation and tourism (MRT) on the territory. (the analysis and assessment of the level of demand-supply, demands to the product of recreation, gender identity of consumers, structure of clients' preferences, index of concentration of clients etc)

2nd Stage: The determination of the vacationer's archetypes and of the most perspective segments of the market of recreation and tourism (MRT), would-be touristic - recreational streams.

3rd Stage: The analysis and assessment of the current recreational zoning of the territory. (inspecting of the transport accessibility, of available elements of recreation, of the state of landscape, available elements of infrastructure and the level of their development, the existence of the recreational cycles and their duration, etc.)

4th Stage: The analysis and assessment of the recreational potential of the territory. (considering the concentration/atomism of the recreational resources; existence of the recreational epicenters, capacity of recreational resources, stability and comfort of the recreational zone, determination of the promotional and limiting factors of recreation, assessment of marketability of recreational resources, etc.)

5th Stage: The formation of the zonal grid (configurations of the territorial profile) and a passport of the recreational zone.

6th Stage: The development of the packaged recreational - touristic product.

7th Stage: The development of the strategy of the positioning of the MRZ of the territory.

8th Stage: The predictive assessment of the cost of the territory of recreational industry.

9th Stage: The finding of the investment sources.

10th Stage: The predictive assessment of social - economical effectiveness of the realization of MRZ.

11th Stage: The realization of the model of recreational zoning (MRZ) of the territory.

Pic. 1. The mechanism of the formation of the model of recreational zoning of the territory should be based on the results of the complex analysis of the recreational and touristic market and on the recreational potential.

CONCLUSION

The realization of the model of recreational zoning (MRZ) can't be realized without considering the involvement of the elements of industrial and agro - industrial clusters, situated in Belgorod region [10]. Such an approach is determined by the necessity of the brand reinforcement of the territory in front of tourists, guests and vacationer through the production of local producers and by motivating to the positioning of the product of recreation by means of the company - producers brand and personified advertisement. The recreational zone - is a high profitable instrument of the partnership of the initiators of the project with the business of enterprises. In the strategic aspect the MRZ will give an opportunity to the territory to solve the problem of the engagement of the local population (recreation and tourism is one of the most labour-intensive domain with a big number of employees, responsible for the tourist services); to realize a passage to the new, civilized, quality level of the development of the recreational zone infrastructure, to provide the different approach to the providing of the recreational product; to make a commercially viable service, which is able to satisfy even the most classic taste of local population and tourists; to raise the economical innovative and social significance of the region in front of local population and guests; to make a strong influence on the raise of the level of life of the population of recreation, by providing the cash inflow, by augmenting the revenues of enterprises of the given kind of industry and it's employees, by developing the household activity of the region.

Issues: According to the results of the conducted work we can come to the next conclusions:

- The implement of the given model in the territorial management will let to raise the effectiveness of the regional economy, to increase the competitive status of the territory in the view of the country economy and to augment the fund of the region.
- The particular trait of the model is the concentration of the unique competitive advantages, which are positioning the region as a desired recreational and touristic direction.

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