

Ecotourism in Community Environment

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Abstract: In the modern world ecotourism plays a significant role in the global industry of tourism and hospitality. The International Union for Conservation of Nature has defined ecotourism as traveling with responsibility to the environment in relatively undisturbed natural areas; the study and enjoyment of nature and culture. Traveling contributes to protection of nature; it has a "soft" impact on the environment; it provides an active socio-economic involvement of local people and ensures that their input benefits them [1]. In the modern world ecotourism is a comprehensive direction that interconnects tourism interests, protection of nature and culture. The paper presents the results of research into the development of ecological tourism, both in Russia and abroad, as well as its impact on the environment [2]. A special emphasis falls on the study of knowledge of various emergency situations whose consequences require special training in dealing with. A negative impact of mass tourism on the environment has been observed in foreign and domestic studies [3]. Today the human impact on the environment penetrates all the types of tourism and reverberates throughout the tourist industry in general [4].

Key words: Ecotourism • Environmental protection

INTRODUCTION

The problems of ecotourism development in general and in certain countries and regions in particular are not sufficiently studied yet. This is typical for the Russian Federation, where significant natural, cultural and historical tourist resources are used irrationally.

Man has always been in need of communication with nature. In the modern world constant stress and environment pollution put more pressure to bear on people, making them seek refuge, however, short in time, in nature. Therefore, the development of ecotourism reflects the tourist industry's customer's desire to plunge into the natural state of nature and experience various artifacts of human culture in their purest forms. It became apparent over time that massive ecotourism does not only bring satisfaction to man, but also causes significant damage to the environment [5].

Methods and procedures of the study. The anthropogenic impact on the environment has been investigated and analyzed [6]. The following main

problems have been identified as requiring immediate attention:

- To analyze different approaches to the concept and definition of ecotourism;
- To identify the main objectives and types of ecotourism;
- To investigate resource potential of national parks and biosphere reserves for the development of ecotourism;
- To develop tourist route of an ecological direction;
- To draw general conclusions according to the results of the study.

RESULTS

The following procedures should be observed in order to reduce the potential damage of eco-tourism:

- To educate tourists on the environmental protection issues;

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- To plan ecological tours in accordance with the maximum allowable load of tourism on natural systems;
- To minimize environmental pollution through introducing special techniques to enforce fairly strict rules of tourist conduct (fines, regulations, statutes, etc.), however, these may prove ineffective.

At the same time there can be obtained financial and other benefits from this activity if ecotourism policies are correctly implemented [7]. The development of ecotourism helps:

- To create jobs;
- To develop various sectors of the local economy - from the hotel industry and catering to the production of souvenirs and handicrafts development;
- To support nature conservation and preservation of its original form with the funds received from ecotourism.

CONCLUSION

In conclusion, it can be stated that ecological tourism in Russia is still underdeveloped – a majority of the excursions or tours are aimed at demonstrating the sites and the beauties of nature, but not at studying the environmental problems [8].

- The most important task of ecotourism is the formation of a new outlook among Russian tourists in relation to the protection and conservation of the environment. For this purpose, the following tasks are to gain priority:
- To include educational programs in traditional tourist routes management;
- To employ media advertising to draw attention to the importance and role of the cognitive value of ecotourism;
- To explain the meaning and clear up the possibilities of ecotourism to the tourists.

The absence of proper planning and management, a lack of knowledge and experience in ecotourism may cause an irreparable damage to the unique ecosystems and discredit the very idea of ecotourism development. However, as the international [9] and the Russian experience show, even in the current socio-economic context the development of ecotourism may become more efficient. The necessary conditions are:

- First of all the government support;
- Careful planning and professional development of ecotourism;
- Management and monitoring of ecotourism.

In order to make the development of ecotourism in the recreational areas of Russian natural reserve fund more effective, there must be implemented a regional tourism marketing and management policy, which is impossible to fulfill without constant managerial, organizational, methodological and financial support.

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