

# **ECOTOURISM AS PERSPECTIVE WAY OF PERM REGION CULTURAL AND ECONOMIC DEVELOPMENT**

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2013 was declared as the Year of Environment in Russian Federation.

In Russia there are more than 3 000 of reserves and other specially protected natural areas (SPNA). [1] Recall that the SPNA is land parcel, water lot airspace segment over them, where natural complexes and objects that have special natural protection, scientific, cultural, esthetic, recreational and improving value, that are withdraw by public authorities decision fully or partly from practical use and for that the mode of special protection is established. [2] It is worth to say that the "special protection" should not mean "closed to the people." Therefore it is necessary to solve the problem of people' environmental education with the development of the regional economy. This problem can be solved by ecotourism as the rapidly developing service.

Tourism – one of the sectors of the economy, particularly useful for people. It enables a person to relax, satisfy their natural need and it does not lead to the depletion of natural resources.

Ecotourism is responsible travel to natural areas that conserves the environment and improves the well-being of local people. [3]

Ecotourism – tourism, including travel to places with relatively untouched nature, in order to get an idea of natural, cultural and ethnographic features of the area that does not affect the integrity of the ecosystem and create an economic environment in which the conservation of nature and natural resources is profitable for local people. [4]

There is the law of the Russian Federation, which regulates the tourism activities. In this case, from the point of view, tourism is a business that allows you to adjust revenues to the regional budget. [5]

Ecotourism involves not only visiting unique natural areas and environmental education, development and maintenance of environmental culture of tourists, but also an active nature conservation of visiting places.

Ecotourism is required more than other types of tourism. Ecotourism is not only a way to enjoy the wildlife. It is necessary to correct hiking trails, to reduce the amount of garbage. It is also important to work closely with the local community, to act with their consent and share their socio economic benefits.

Russia has a vast territory for organizing ecotourism routes. Ecotourism is a socially beneficial activity. It will not only financially benefit for entrepreneurs, but will be beneficial for the protection of nature. For example, ecotourism can be financially beneficial for the state nature reserves. Investments will be aimed in the development of ecology, the acquisition of environmental professions, the development of local crafts, unique folk culture.

Perm Region is attractive for tourism. The significance of the area combined with a compact configuration and geometric central position of the main city. Already established image of the northern territory of Russia will develop ecotourism, which every year becomes more and more popular.

Local small business can benefit from this trend. In Perm you can create a whole new trend in the tourist business. The Region is located on the boundary of the foothills of the Ural, which is manifested in the chains of cities. This boundary of foothills is complicated and consists of two lines, along which are located the cities. The first line is between the plains and foothills, is near the city Cherdyn, Solikamsk, Berezniki, Dobryanka, Perm, Kungur, the second line is between the foothills of the mountains and leads through the city Krasnovishersk, Kizel, Gubaha, Chusovoy, Lysva. Area has geological and geomorphological heterogeneity. Tectonically there are three major distinctive parts: the Precambrian platform, tectonic flexure and Hercynian fold belt. Tectonic flexure zone acts as a resource, as it concentrates large mineral reserves and especially salts. The relief has two different habitat: flat, but with a high degree of compartmentalization (Russian Plain) and a mountain of middle and low mountains (the Urals).

Ural mountain is traditionally one of the most popular region for tourism. Picturesque mountain peaks rising above the taiga, the stone ruins of the geological history, rock labyrinths, clean and full of rapids river are the Heritage Permian mountain nature, highly valued by today's travelers. Interesting hiking trails are laid to the mountain tops of the North and Middle Urals. Tourists are familiar with ridges of the highest point Tullymsky stone (1469m.), alpine meadow of the ridge Kvarkush that are like the ruins of an ancient castle, mazes of Stone Town.

The Northeast region is not a separate mountain peaks, but gives the impression of a mountainous country. Plain of Prikamye is decorated with hills. The great White mountain is impressed with its mightiness.

Obviously that without bringing in ecotourism framework of environmental management, marketing, advertising elements and public relations situation will not resolved. Moreover, eco-tourism is just one of the types of tourism and it can and must make a long-awaited and such necessary financial resources to the regional budget. Russian business can and must to solve the ecological problems.

There are also serious problems of implementation of ecotourism in the region, which are connected with the mentality of both tourists and villagers, which in many ways are not for ecotourism (and tourism in general) next to their houses, river, field. Therefore, ecotourism is perspective way of economic, environmental and cultural development of the Perm region.

### ***References:***

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