

CONSTRUCTIVE APPROACHES TO PAID NATURE MANAGEMENT DEVELOPMENT IN TOURISM AND RECREATIONAL FACILITIES

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Abstract. In the manuscript the constructive approaches to environmental management payments are outlined. The author suggests the methodological basis for new economic mechanism formation to ensure the natural resources expansion and restoration, their protection together with rational nature management and appropriate payment systems establishment in the structure of tourist facilities. The author has developed two levels of analytical and structural payment approaches which are based on the natural resources usage in the tourist sector. The impact of management processes on natural systems from the recreational businesses and recreational infrastructure is shown. Integrated approach to tourist economy study on the basis of nature payment is improved and the factors that influence it are determined. The author has analyzed the effect of paid nature management on other properties of natural systems.

Key words: paid nature management, recreational management, tourist and recreational facilities, tourist areas, recreational areas, natural resources, tourism and recreational activities, constructive approaches.

1. Introduction

Today the peculiarities of the tourism sector development are in the increase of its scale and complexity of the nature management structure. Nature management uses the territory for recreational activity and is more dependent on the type and quality of the natural environment: the geographic specificity of each territory largely determines the functional type of recreational nature and degree of its intensity and spatial organization.

The major tasks of nature management (NM) social and recreational activities are: natural resources, functional, territorial structure and recreational area analysis; features of NM processes in space and time; identification of modern NM system features and their corresponding to the future needs of society and the environment; regional development issues in recreation process studies; finding ways to radically improve the economic mechanism and recreational industry management; comprehensive environmental and socio-economic assessment of recreational nature territorial organization; identifying needs for reproductive and environmental activities.

An important element of nature management social and recreational structure is a comprehensive scientific study of balanced (sustainable) ways of recreational areas development, achieving economic and social objectives of the NM and high environmental quality. The main idea of United Nations Conference on Environment and Development (Earth Summit, Rio de Janeiro, 1992) was a global change in world tourism targets and recreation process towards greening and environmental resources use, preservation of the countries and regions cultural heritage. The State program of tourism development in Ukraine stated that environmental balance and cultural heritage is the most important condition for creation of the national touristic product that is competitive in the international market, and is able to meet the needs of the population and provide an integrated regional development.

2. Materials and methods

The solution of balanced (sustainable) nature management task is in development of such system that is geographically differentiated, and implies the need of regional nature management formation, which establishes principles and approaches to the region development and recreational use based on its natural geographical specificity of socio-economic development, social system of the territory.

Ukrainian scientists such as T.Aleynikova S.Hensyruk, M.Hrysyuk, A.Kuz'menko, A.Sabadash, O.Slyepokurov also have studied the issues involved in sustainable recreational nature.

In Ukraine the problems of the territorial recreation systems efficiency were analyzed by such scientists as: Y. Vedenin, H. Holembs'kyi, V. Yevdokymenko, M. Krachylo, M. Myronenko, V. Preobrazhens'kyi, I. Smal', L. Cherchuk; problems of recreational facilities formation were studied by O. Beydyk, Y. Vedenin, S. Hensyruk, P. Gud'z', V. Zhuchenko, A. Krzhymov's'ka, O. Lyubitseva, V. Pavlov, I. Rodichkyn, N. Fomenko, V. Shmahina. A systematic approach in recreational nature research was considered in studies of D.M. Stechenko, T.S.Maksymova, V.S.Preobrazhens'kyi, N.S.Myronenko and others [3].

In the manuscript the author uses such methods as logic synthesis, analysis and synthesis to determine the structure and structural elements of chargeable nature management in touristic economy, comparative geography, classification and characterization of a system (a system approach), predicting and summarizing.

3 Results

Recreational nature management is seen as a holistic system of relations between society and natural environment, which are developing in the study, use, reproduction and transformation of natural resource potential in purpose to

meet the social and recreational needs of the individual. The most important types of NM are resources usage, recreational environment use that are implemented in different recreational activities systems and types of land, forming a special kind of frame area.

However, studies of recreational nature management in field of popular tourist areas are a new direction and its conceptual provisions are not developed enough. Thus, the most important scientific problem of recreational nature management theoretical and methodological understanding is the development of tourist and recreational facilities and formation of a new paradigm of recreational nature on the principles of sustainable (sustainable) growth [2].

The basis for the a new economic mechanism development that will ensure the expanded reproduction of natural resources, protection, rational use regulation is a principle of compensation in the meaning of nature management and a system of appropriate charges functioning.

The introduction to paid nature management is addressed to such problems in the system of the tourism facilities:

- Economic conditions creation for the accelerated market relations development in this sphere and adjusting whole nature management system in accordance with the practice of the most developed countries and international standards;

- Encouraging an integrated, sustainable natural resources use and creating relevant scientific and technical prerequisites;

- Sustainable and adequate funding for natural resources protection and restoration, basis strengthening of the natural resources social and ecological functions;

- Alignment of different quality and availability economic conditions in the natural resources;

- Increase of investment opportunities for areas with intensive nature socio-economic development;

- Ensuring the national interests coordination with the interests of the marked territory by funds balanced distribution using fees from natural resources between state and local budgets;

- Prevention of established regime of nature violations [46, p. 170 - 171].

Payments for natural resources usage are a form of economic relations realization between the State and other owner of natural resources on the one hand, and businesses engaged in exploitation on the other. According to the methodological assumptions such payments are the means of extracting absolute and extra income from nature users. They consist of fixed deductions from the value obtained products or services, and variables by largest deductions related to differential rent.

Constructive approaches to paid nature usage in the touristic economy is based on payment for natural resources use for the purposes of recreation, which is implemented at two levels: first is the level of recreational enterprises that are making payments for the recreational resources use, and the second is the consumers who pay for the provision of general and special recreational services that are produced using

natural recreational resources and territories. For example, according to the Cabinet of Ministers of Ukraine "The list of paid services that can be provided by budgetary institutions of natural reserve fund" provides payment for the following services:

I. Services that can be provided by the Nature Reserve Fund in accordance with their functional responsibilities:

1. Services in connection to the recreational activity proceedings by the Nature Reserve Fund: tour marking routes, environmental paths, exhibitions, museums, environmental education centres founded by these institutions; excursions to the caves.

2. Organizing and conducting educational and environmental activities.

3. Services related to the research activities for the protection, restoration and sustainable use of natural resources, the examination and laboratory tests.

II. Services that can be provided by the Economic Department of the Nature Reserve Fund:

1. Services related to the conditions creation for organized tourism, recreation and other outdoor activities in compliance with the territories regime maintenance and natural reserve fund: short rest; amateur (sport) fishing; walks (travel), bike riding; hunting.

2. Photo services, services for individuals and organizations: Cinema and TV filming areas within the Nature Reserve Fund.

3. Tourist vacationing; parking places, a marina (moorage) transportation that belongs to the Nature Reserve Fund.

4. Accommodation and boarding for the tourists, vacationers.

5. Advertising, publishing and other services.

Payment for such services is differentiated according to the qualitative and quantitative status of recreational resources, their prevalence, value, uniqueness, scarcity, efficiency, recovery capabilities, accessibility, comprehensiveness, performance, value and costs share associated with facilities maintenance.

Of course, the impact of recreation and tourism on the environment around the world is growing. But thanks to the steady growth of profits and scale of these activities, investment increase, new workforce attracting, the range of additional services expanding, recreational facilities get new impulse, which also leads to the environmental safety strengthening of the visited regions. Today ecologically safe environment is the most important selection criteria for tourism. The rational organization of recreational activities can provide financial support for conservation and importance increase of the natural objects, which are preserved in their original form [1].

Nature management in the recreation and touristic activities is complex because integral defined parameters are used for justification of the environment usage in order for recreation. Constructive approaches to nature management in the touristic system should be based on systematic, comprehensive natural systems study and on the evaluation of the natural resources components. Conducting such

evaluation should address the following tasks: determining the economic value of the territory's recreational potential; natural and recreational resources market formation; implementation of paid nature management; territorial organization determination of recreation and tourism effectiveness [5.]

4. Conclusions

In the conditions of growing society needs in the field of recreation there is an objective need for the natural resources systematic use to meet recreational needs.

Recreation can not exist without territory, but it can't develop spontaneously in the area, because it will cause the damage to nature and lead to attractive properties degradation, which in turn will result in reduced tourist's interest of this area in the tourism system economy. The way out of this situation is in the planning and zoning in accordance with the goals and desires of recreation, and this is possible only with a clear relationship understanding of mutual nature and recreational activities influence.

Natural resources are a leading factor determining the recreational territory use in the system of the touristic sector, because organization types and forms of recreational activity depend on the natural resources in this area.

Recreational nature management is carried out in areas with certain socio-economic and natural conditions. System of recreational nature management depends on the suitability of natural resource potential areas for recreational use. State of the nature complex is measured by such parameters as area, capacity. It is also characterized by specific properties such as resistance, stability, attractiveness, reliability.

Constructive prerequisites for the recreational nature management development are opportunities to organize the places for recreation with the human activity necessary standards. Recreational facilities are optimal spatial form of this process. Therefore, the formation of the tourism sector is necessary to determine the number of leisure places for tourists and the local population in the environment. A necessary component in the number of seats determination is the consideration of human activity scientifically based standards.

Managing technological impact on natural systems by the recreational businesses and recreational infrastructure includes the development of environmentally efficient technologies for utilities construction and communications in recreational areas; introduction of environmentally suitable technologies exploitation, accommodation, transport; tourism improvement programs and development of recreational activities cycles in the way of their environmental performance increase; recreational landscaping; functional zoning; organizational, legal and economic regulation improving of tourists behaviour.

To fully satisfy the recreational needs of the ever diversified necessities and to ensure economic feasibility of recreational land development (as a limited resource) in the planning and designing of recovery systems must take into account such characteristics of recreational activities as its functional and territorial diversity. On the other hand,

diversity figures of the recreational areas can be also used to assess the prerequisites of outdoor activities [4].

Analyzing the multiplicity of relationships between leisure activities and environmental properties, it may be noted that a constructive approach to the study of the nature and society interaction in the recreational nature should provide meaningful analysis and valuable aspects of recreational areas and diversity of its assessment.

Constructive approaches to paid nature management are a method or procedure, in which the characteristics are put on the map in accordance with the specific types of nature requirements. When recreation is regarded as the main form of nature, the part of the territory can be immediately viewed as potential recreational resource specific to certain types of recreation. Evaluation area requires collecting and processing large amounts of data related to land, water and human impact.

Comprehensive study of recreational diversity also provides analysis of the factors that shape it and determine its effect on other properties of natural systems. At this stage of investigation this issue is a significant task of research methodologies developing.

The primary task of recreational areas design is a thorough analysis of the landscape situation and its development through environmental protection measures. The recreation area is designed with choice consideration of the landscape architecture and landscape design. Specific techniques of architect and landscape formation of recreational areas must meet the social, environmental, aesthetic, technical requirements, etc. [6].

In order to prevent degradation and preserve the comfort of tourist recreational areas designing must be done with recreation consideration. One of the most important methods of recreation management is the principle of functional zoning, which refers to the territorial balance design between human needs on the one hand and possibilities of nature on the other.

An important direction in recreation capacity weakening is to improve the territorial organization of tourism economy through mutually balanced tourist attractions allocation, recreational activities centres scattering by expanding outdoor activities ranges to attract new types of recreational resources, improvement of existing recreational environment, functional zoning of recreation areas and more.

Using the public environment by society determines the need for transformation in the structure management of recreational areas, certification of recreational areas, the implementation of environmental assessments in the design of recreational facilities, regulation of recreational pressures, the introduction to differentiated charges for the recreational resources usage and abuse. Great effect can be achieved through targeted programs of recreational nature that are built on the industrial, functional and territorial principles.

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