



The Ways of Effective Use of Tourist Recreational Facilities

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Abstract: This article talks about the interconnections between tourism infrastructure, recreational facilities and tourism development. It describes the strategic management of a tourist destination at different stages of life cycle and in relation to different types of territories. Attracting domestic and foreign investment in the tourist and recreational complex requires a number of documents, laws, instructions and regulations.

Keywords: Natural resources, Hyper-tourism, Sustainability, Responsible, Tourism, Optimization.

INTRODUCTION

The strategy is the foundation and at the same time the tool management and development of a tourist destination. Developed state long-term strategies determine priority directions of tourism development and represent a system of ideas and public administration measures aimed at creating conditions for tourism activities, strengthening competitiveness tourist destinations. The strategy serves as the basis for developing activities of integrated programs for the development of tourism in medium term, long-term target programs development of tourism at the regional and municipal levels, long-term and short-term forecasts, budgets and legislative initiatives in the field of tourism. Implementation of projects in the tourist and recreational complex in largely depends on the investment attractiveness of tourist objects. Today, the prospects for the development of the tourism industry, more often all boil down to assessing the possibilities of building new hotels, related to the element of tourism infrastructure. Study regional tourism development programs shows that from the authorities all levels - federal, regional, municipal - expect a wide range of benefits and treatment most favorable. However, this results in contradiction - on the one hand, the presence of a highly profitable recreation and tourism industries, and on the other hand, the requirement of special benefits and grants. Modern development of the world tourism market and its globalization show that tourism is an integral part of life any civilized society. Tourism is now becoming an increasingly important sector of the economy of many countries. The geography of tourism and its varieties are constantly expanding. In the context of the global financial crisis, the tourism industry one of the few who feel its influence more or less smoothly. This factor should be used to improve the efficiency of activities in this area.

From a social point of view, tourism has a strong impact on the regions. This is manifested in the fact that due to the development of tourism there is increase in cash flow to the region, new jobs appear, tax collections are increasing, communication systems are developing, the culture and literacy of the local population is increasing, etc. Besides, the negative point is the rise in prices for local goods and services, land and other natural resources and real estate, outflow of cash funds abroad in tourist imports, there are environmental and social problems.

Main part. In recent years, several trends can be noted in the field of tourism: an increase in the flow of tourists to an outbound destination, an expansion of the geography of tourism and a



variety of demanded and offered services, a decrease in the quality of services offered in the conditions of a massive flow of Russian tourists abroad, a gradual reorientation of the host country to the peculiarities of the Russian mentality with its specific advantages and disadvantages, as a result of all this - an increase in the consumer's exactingness to the ratio of price and quality of services.

Under these conditions, the problem of using the country's recreational facilities to attract tourists, preserve heritage sites, and develop the region's economy is especially acute. There are both traditional and innovative ways to improve the efficiency of the use of recreational facilities. In modern conditions, the status, the form of ownership of the object, and the strengthening of its attractiveness are of paramount importance. The most difficult issue is to determine the form of ownership for each object based on its economic evaluation.

The transfer of recreational facilities to private ownership and private recreational use can, firstly, activate the degree of their use, secondly, ensure their safety, and thirdly, create additional services. For the creation and operation of private tourist facilities, the main thing is to develop a plan, legal and economic mechanisms that ensure safety and profitability. With proper control, private owners (tenants of recreational facilities) are able not only to actively use, but also to create know-how, attract investments, and guarantee the safety of the facilities themselves. In the presence of the necessary legal framework, the ownership of recreational facilities by private individuals (organizations) provides a much greater influx of tourists, and therefore enhances the level of development of the recreational zone as a whole.

The issues of ownership of heritage objects are related to the problem of land ownership, therefore, it is necessary to develop a mechanism for transferring a heritage object, determining the amount of payment for land for the owner. An analysis of regional legislation has shown that special attention is paid only to the transfer of religious buildings to religious organizations (mainly objects in disrepair); establishment of protected zones for natural and historical and cultural objects; issues of restoration, repair of heritage sites, the creation of new monuments, but the issues of insurance, assessment of heritage sites, and compensation for damage are practically not considered. Practically no mechanism has been developed for the transfer of tourist objects to private hands with the condition not only of preservation, but also of their intended use, with the exception of unique objects of national importance.

The inefficiency of the legislation is also expressed in the fact that in the process of changing forms of ownership, there are frequent cases of irresponsible attitude to heritage objects not only by private individuals, but also by state organizations (first of all, archeological monuments suffer).

It is possible to keep unique objects under the jurisdiction of the state with the determination of their further status. Such objects may be subordinate to the museum department, exist in the form of a specially protected area with a special status, with greater independence and the right to expand activities to introduce new forms of use of objects, with shared funding (small historical cities, specially protected natural areas (national parks), unique historical territories); it is possible to promote them as objects of international importance, to attract foreign investment on the basis of a policy that includes both charitable and commercial investment of capital.



For typical, serial objects, it is necessary to determine the prospects for their further use and, depending on this, the possibility of changing their status and form of ownership. Among them, there are objects for transfer for short-term and long-term lease, objects that are put up for auction for sale to individuals and organizations with the determination of the subsequent form of their use, some of them are transferred on certain conditions to large organizations that are able to restore, re-equip and preserve these objects.

The effective use of objects of tourist destination depends on the cost of transferring objects to various users, subsequent payments depending on the form of use, the tax base, tax incentives, the amount of compensation and damages in case of violation of the terms of transfer of objects.

It is necessary to use active insurance of economic risks, environmental risks in the use of tourist destinations. This is still an insufficiently developed aspect in our country, although insurance is one of the sources of compensation for damage in case of violation of the preservation of heritage objects as a result of natural disasters, improper operation, illegal actions of various state and municipal structures; It is important to insure environmental risks in the field of heritage.

Conclusion. Thus, development projects in the tourist and recreational complex today are aimed primarily at integrated development in within the framework of the cluster approach. In modern conditions, the most important the direction of development of the Russian economy is the tourist and recreational sphere, which allows developing related industry, infrastructure, provide additional economic growth, new jobs, solve the problem self-employment of the population in the regions.

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