

ABOUT PERSPECTIVE OF ADVENTURE TOURISM DEVELOPMENT IN THE NORTH CAUCASUS

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The article discusses a comparatively new type of tourism — adventure tourism. This type of tourism gets more and more fans around the world. However, in the North Caucasus this type of tourism has not yet got wide spreading, in connection with it, the authors are trying to give brief information, as well as explain why this type of tourism has great chances for development in this region. The purpose of this article is to describe adventure tourism and justify the success of the development of this type of tourism in the North Caucasus Federal District.

Keywords: *types of tourism, North Caucasus, problem, extreme sports, adventures, development, leisure.*

The North Caucasus District (North Caucasus Federal District) has favorable conditions for the development of tourism and the resort sector. On the territory of the North Caucasus, there are 5 state preserves, 2 national parks, as well as 7 state preserves, ensuring the conservation of the rich biodiversity of the regions.

In the regions of the Russian Federation that are part of the North Caucasus Federal District, health-improving, skiing, sports (extreme), environmental, cultural — educational, pilgrimage, rural, specialized (archaeological, equestrian, speleological, ethnographic) types of tourism are being developed, organized tourist, hunting and fishing tours.

The territory of the North Caucasus has the necessary features that contribute to the development of adventure tourism. Adventure tourism as a type of tourism can cover different categories of travelers, because today there are technologies and practices for attracting a wide range of tourists to adventure tourism, which do not have special skills. Adventure tourism is not widespread in the North Caucasus and is a new and developing type of tourism that deserves attention for several reasons. Active tourism in the terminology of A. Alexandrov is called the type of inbound tourism as a type of tourism that can bring a rather high income [1, p. 227]. In the North Caucasus, today, unfortunately, inbound tourism is not widespread, one of the reasons may be that, for example, many European countries still consider the North Caucasus as a dangerous region and do not recommend their citizens to travel to this region.

However, the opportunity to climb Elbrus, despite the recommendations, attracts foreign tourists. Thus, we can conclude that adventure tourists with such a psychological characteristic as risk appetite are not

afraid to visit the region [5, p. 141]. Adventure tourism provides an opportunity to experience new feelings and try new activities. Passive relaxation for tourists is not enough; they want to exam their mind and body [2, p. 105].

The growth of the marketplace of adventure and extreme tourism can significantly affect the development of tourism destinations and bring significant revenue for the entire tourism industry. A wide range of unique events emphasizing the uniqueness of the region's natural and cultural wealth should be considered as a great opportunity to master this segment of the tourism services market [4, p. 27]. Adventure/extreme tourism is an extensive concept that is traditionally defined as adventure recreation [8, p. 5]. In addition, this type of tourism requires some necessary skills. Risk craving is also an integral part of adventure/adventure tourism. The modern way of developing society is attracting more and more people, so the definition of adventure tourism is constantly being complemented. Scientists believe that participation in adventure tourism not only shows courage and desire for a goal, but also increases the level of knowledge and understanding of both the world and ourselves. More and more people in the world are interested in adventure tourism. The growing interest in this type of tourism is a trend, so tourists are participating in new events. Adventure tourism can be roughly divided into technically compound activities (hard activities) and activities that do not require special skills (soft activities).

Technically challenging activities include mountaineering, caving, rock climbing (mountaineering, ice climbing) and require a high level of knowledge and are associated with a certain risk. According to researches, activities that do not require special

skills, such as camping, cycling, hiking, are an important part of the tourism services market, and the number of tourists involved in these types of tourism is much higher than the number of extreme tourists with special skills [6, p. 19]. The number of types of extreme tourism has been growing steadily since the 70s of the 20th century [2, p. 105—109]. In current years, extreme sports such as snowboarding, skiing, rafting and mountain climbing have attracted more and more interest. Given the variety of forms and types of extreme tourism, it is difficult to give an exhaustive definition of adventure tourism. According to E. Lukina, we are talking about excursions to inaccessible places of nature (deserts, mountain ranges, canyons) and sports that require some effort. Adventure tourism is a relatively new area in the Russian tourism industry. One of the motives of extreme tourism is the desire to connect with nature. Self-realization, personal development and recognition of one's own abilities are also important motivational factors. Modern people attempt to be active in everything, including leisure [4, p. 29—34]. Another reason for the popularity of adventure tourism is the blurring line between reality and virtuality, a sense of the illusoriness of being. Extreme tours allow you to deeply feel the reality of your own existence [3, p. 29—34]. The Caucasus has a huge natural and recreational potential. A variety of geographical features, such as five thousandth mountains, karst caves and lakes, etc., provide great opportunities for the development of extreme tourism. For example, Elbrus gained popularity in the second half of the 19th century and still attracts the attention of climbers from around the world [7].

Altitude, long routes, the presence of combined sections of rocks and ice make the North Caucasus popular with both local extreme tourists and tourists from the former CIS republics. Air sports such as paragliding and extreme rope jumping (Chegem gorge and Tsolotl gorge in Dagestan) are promising. The presence of mountain rivers with large slopes can be used for organizing rafting, kayaking and rafting. Although the mountain rivers of the Caucasus, according to some authors, are more suitable for rafting people with special training, alloys of low difficulty are organized on the Lago-Naki plateau (the territory of the Krasnodar Territory, Adygea), which can attract more tourists and, thus, increase interest in adventure tourism and outdoor activities. Thanks to the labyrinths of karst caves, lakes and rivers, cave tourism can take its rightful place even among the developing types of adventure tourism in the North Caucasus. Unfortunately, the caves have not been

studied enough and are available only to experienced cavers. Construction of world-class ski resorts Matlas (Dagestan), Lago-Naki (territory of the Krasnodar Territory, Adygea), Arkhyz (Karachay-Cherkessia), Elbrus-Bezengi (Kabardino-Balkaria), Mamison (North Ossetia-Alania), Tsori (Ingushetia) and will contribute to the development of extreme tourism forward and attract more foreign tourists. According to the development plan of the North Caucasus until 2025, it is planned to create a mountain-recreational cluster [9.]. All of these territories are built according to the regime of special economic zones (SEZs). First of all, each SEZ get their borders and territories are established, land management is carried out, land borders are set in place, then they are entered into the state cadastral registration, and then their inventory is carried out. This work requires a lot of time, but without it it is impossible to begin construction.

An example of a special economic zone in the Republic of Dagestan is Matlas. Work on the emergence of a tourist and recreational zone in the Khunzakh region began in 2012. The project went through an internal consent and approval process, after which it was transferred to the government of the republic. The project of opening a round-year tourist complex was approved by the executive branch of the country. As a result, already in 2016, a corresponding agreement was concluded between the Minkavkaz of Russia, the Government of the Republic of Dagestan, OJSC KSK and LLC Matlas.

Features of the resort "Matlas":

150 square km is the recreation area;

2 new resort settlements with a total area of 180 hectares;

110 km of ski slopes with an area of 880 hectares, 19 lifts;

6810 places in apartments, cottages and hotels from 3 * to 5 *;

18.500 tourists daily;

1800 m above sea level at the foot, 2770 m at the top;

The duration of the ski season is 6 months, 250—300 sunny days per year.

This place is attractive not only because at the highest point of the mountain peaks of the region it can snow until spring, and from the capital of the republic you will reach your destination in just 2.5 hours, in the municipality tourists will find more impressive points for themselves. Among them: the famous Tobot waterfall and Tsolotl canyon, which hosts tournaments for lovers of extreme sports, Lake Mochokh, where you can not only ride a boat, but also go fishing, the family village and the house-

museum of the great poet Rasul Gamzatov, where you can get to know and touch the culture of the Dagestan people.

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Перспективы развития приключенческого туризма на Северном Кавказе

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В статье рассматривается относительно новый вид туризма — приключенческий туризм. Данный вид туризма получает все больше поклонников по всему миру. Однако, на Северном Кавказе этот вид туризма еще не получил большого распространения, в связи с чем, авторы пытаются дать краткую информацию, а так же объяснить, почему именно этот вид туризма имеет большие шансы на развитие в данном регионе. Целью данной статьи является описание приключенческого туризма и обоснование успехов развития этого вида туризма в Северо-Кавказском Федеральном округе.

Ключевые слова: туризм, Северный Кавказ, проблема, экстремальные виды спорта, приключения, развитие, досуг.

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