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## **EVALUATION OF THE REPUBLIC OF BASHKORTOSTAN'S TOURISM AND RECREATION POTENTIAL**

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### **ABSTRACT**

The characteristic of the main reaktreksionny resources of the Republic of Bashkortostan of Russia is provided in article. The tourism role in region economy is reflected. Problems of development of tourism are considered.

### **KEYWORDS**

evaluation, tourism and recreation potential

In many countries tourism is a most profitable type of economic activity and a significant source of export revenue and national economy growth. Thus, the share of revenue from tourism in the total sum of revenues from export of goods and services in Spain, Austria and Greece is 25-30%, in Cypress and Panama – almost 50% {Baranova A.Yu. “Organization of Entrepreneurship in the Sphere of Tourism: Textbook/A.Yu.Baranova. M.: Infra-M, 2011. }/. Tourism accounts for: about 10% of global investment; every 11<sup>th</sup> job in the general world employment; 3.8% of the world's GDP (including the influence of tourism on related sectors of national economy – 10.6%). It is assumed that the average annual growth rate of aggregated contribution of international tourism into the GDP will grow by 4% annually until 2015. According to the “Concept of tourism development until 2020”, elaborated by the WTO, arrival of international tourist will be more than 1.5 billion people by 2020. [Bogolyubov V.C. “Effective tourism development (methodological aspects): monograph], [2].

Tourism industry in the Republic of Bashkortostan is profitable sector of economy, too. The Republic has a huge tourism and recreational potential. By “potential” we mean “...sources, opportunities, means, resources which can be brought into action, used in order to achieve a certain goal.” Tourism potential emphasizes tourism membership of the potential, and recreation potential assists in repairing a person's health when resting. Health and recreation localities and health resorts play a special part in tourism development. In 2003 a cadastre of health recreation localities and health resorts was prepared (districts of sanitary and mountain sanitary protection of health resorts and sanitariums). In 2010 the natural areas of preferential protection included seven districts: 1) district of mountain sanitary protection

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of the Krasnousolsk health resort (the Krasnousolsk health resort), 2) district of mountain sanitary protection of the Yangan-Tau health resort (the Yangan-Tau health resort), 3) district of mountain sanitary protection of the Yaktykul health resort (the Yaktykul health resort), 4) district of mountain sanitary protection of the Karagai sanitarium, 5) district of mountain sanitary protection of the Assy sanitarium, 6) district of mountain sanitary protection of the Yumatovo sanitarium, 7) district of mountain sanitary protection of the Zelenaya Roshcha sanitarium. The total area of health and recreation localities and health resorts is 38.18K hectares, [3].

One of the most important for a person components of nature which determines the quality of his/her rest is water, both surface and ground. Recreation significance of one or another territory is differentiated depending on the temperature of surface water, which is one of the limiting factors, as well as on the area of a water basin, presence of natural river blocks attractive for different sports, presence of drinking quality water and different mineral waters.

Every year renewable water sources in Bashkortostan average 35 cubic kilometers, of which 25.5 cubic meters form on the territory of the Republic. There are more than two thousand lakes in the Republic of Bashkortostan. Most of them (75%) are situated in western even lands, others mostly in the Bashkir Trans-Urals. There are 12725 rivers, more than 57K kilometers of total length.

There are more than 60 mineral springs. The anticipated operation life of mineral drinking and medicinal water is more than 2.0 million cubic meters per day. The most well-known mineral springs are: Krasnousolsky (sulphate, calcium, chloride, sodium and sulphur waters), Kurgazak (radon waters), Chekhovsky (hydrocarbonate-sulphate, sodium and calcium-sodium waters) etc. Sanitariums operate on the basis of mineral springs. Three main types of health resorts work in the system of medical tourism: balneological ("Yumatovo", "Zelenaya Roshcha"), mud cure ("Krasnousolsky", "Karagai"), and climatic ("Aksakovsky", "Chapaevsky").

Kumis manufacturing and honey gathering are national types of activity of the Bashkirs. Now their therapeutic modality on the human body is proved, they are used in medicine effectively. Kumis is fermented milk product from horse milk. Bashkortostan ranks third in Russia as for the number of horses, after the Altai Region and the Republic of Sakha-Yakutia. There are only a few climatic kumis-therapeutic resorts in the world. The high quality of Bashkir honey is confirmed by numerous rewards in international competitions. Honey and kumis are factors of attracting tourists.

Transformation of health resort centers is necessary for two reasons. Firstly, the demand for medical tourism has changed. A healthy lifestyle is coming in fashion. The number of people who want to maintain their health and need anti-stress programmes is increasing. Secondly, the traditional government support is decreasing, health resorts are transferring to self-sufficiency. Therefore, health resorts need to expand into new segments of consumer market and attract consumers.

**Table 1 Maintenance expenses for state nature reserves and national parks, [4]**

	State nature reserves and national parks, thousand roubles		Absolute divergence (+, -)
	2007	2010	
Total	65768.2	95769.3	+30001,1
Including from: the federal budget	49604.0	82002.1	+32398,1
Extra-budgetary ecological funds	8207.0	400.0	-7807
Other sources	7957.2	13367.2	+5410

Ecological tourism, represented by national parks and nature reserves stands out in the system of health tourism. Maintenance expenses for them and level of use are shown in Tables 1 and 2.

**Table 2 Environmental and tourist activity in the territory of state nature reserves and national parks, [4]**

	2005	2007	2008	2009
Number of museums	4	4	4	5
Number of visitors, thousand people	13.8	19.3	24.3	23.4
Number of visit-centers	3	4	4	4
Number of visitors, thousand people	14.2	17.5	21.5	24.9
Number of ecological paths and routes – total	20	34	19	24
Number of visitors, thousand people	41.0	18.9	24.1	27.5

Thus, in the Republic of Bashkortostan, which has a significant natural-recreational potential, tourism accounts for only 2% of the republic's GDP. Effective and careful use of recreation and tourist resources is an important factor of tourism business development in the Republic. It is necessary to solve the following tasks for tourism development:

1. To improve transport infrastructure. Intensive investment is needed for this purpose;
2. To create a really working tourist association;
3. To improve legal bases of tourist firms work;
4. To provide qualified personnel for the sphere of tourism;
5. To use a flexible system of pricing in order to secure the availability of rest for people with low income;
6. To create tourist brands of health tourism in Bashkortostan among the first on the Russian market.

Having solved these tasks, it will be possible to increase tax revenues from tourism, to create jobs, to improve the quality of life, to improve the region condition on the whole. But

we must not forget about possible negative consequences of tourism development: influence on ecology, loss of national food and lifestyle peculiarities.

## REFERENCES

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- [4] [www.gks.ru](http://www.gks.ru)

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