International Journal of Engineering & Technology, 7 (4.38) (2018) 646-653

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET

Research paper



Beaches of the Black and Azov Seas in the Modern Russian Tourism Industry Structure: Current State and Development Prospects

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Abstract

The state of the tourism industry reflects the level of the tourism development on a certain territory. Over the recent years the tourism industry of the Russian Federation has changed considerably. The Krasnodar Territory as one of the leading tourist regions of the country has general national trends, too. The number of holidaymakers at the Azov-Black Sea coast resorts has grown. Territorial development of the tourist and recreational complex of the Azov-Black Sea coast is characterized by unevenness: a great flow of tourists come to rest on beaches of the Black Sea of the Krasnodar Territory in the high season. It is possible to conditionally divide the beaches of the Black Sea coast in the Krasnodar Territory into five districts. A lot has been done to improve the level of beach service and landscaping. The general condition of beaches depends more on private entrepreneurs renting beaches.

Keywords: *Tourism industry, the Russian Federation, the Krasnodar Territory, beach recreation, beaches.*

1. Introduction

The contribution of the tourism industry to the Russian GDP is ambiguous. Various sources define this value differently. Thus, according to the data provided by the National Tourist Union, this figure reaches 1.2%. According to Rosturism, now the share of tourism in the GDP of the Russian Federation is 1.5% [1, 2]. Nevertheless, each of the above sources confirms that the share of tourism in the GDP of the Russian Federation is considerably lower than the average in the world. At the same time this indicator tends to vividly increase. It substantiates the need to comprehensively study the tourism industry in order to define the key factors that contribute to its development in the Russian Federation.

Tourism as an organized unity is formed by elements of the tourist and recreational system. Today there are formed tourist and recreational areas that specialize in various kinds of recreation. The tourist and recreational system in a certain territory is a tourist and recreational complex (TRC).

Over the recent years, along with TRC, the notion of the tourism industry has been used more and more often. These two notions are very similar at the first glance, but, nevertheless, they differ considerably. The notion *tourism industry* is accurately defined by the legislation of the Russian Federation. According to Federal Law No. 132-FZ "On Fundamentals of Tourism in the Russian Federation" dated 24.11.1996 (revised on 18.04.2013), the tourism industry is "a combination of hotels and other means of accommodation, means of transportation, facilities for sanatorium and resort treatment and recreation, catering, entertainment, and educational facilities, objects for business, medical and recreational, sports and other purposes, organizations that carry out tour operator and travel agent activities, agents of tourist information systems, as well as companies providing services of guides, guide-interpreters, and guide-instructors" [3]. Thus, the tourism industry in Russia includes some elements of the TRC represented by establishments that organize the recreation of tourists who stay in a certain territory, and provide a set of recreation features that meet certain needs of tourists. To make it clearer, the above elements of the tourism industry can be combined into enlarged groups: accommodation facilities, means of transportation, facilities for sanatorium and resort treatment and recreation, catering, cultural, educational and entertainment facilities, and travel agencies. Not all elements of the tourism and recreational complex are integral parts of the tourism industry. However, some components of the tourism and recreational complex all together make up the tourism industry.

2. Methods and Results

To study the current state of the tourism industry and the role of sea beaches in it, statistical information was analyzed. To define the main processes that regulate the use of beaches as the tourism industry facilities, regulatory and legal acts of various levels that regulate activities in this area were analyzed. The approaches to defining the tourism industry and its regulatory and legal framework, and studying the interrelation of the tourism industry objects with the elements of the tourism industry were analyzed.

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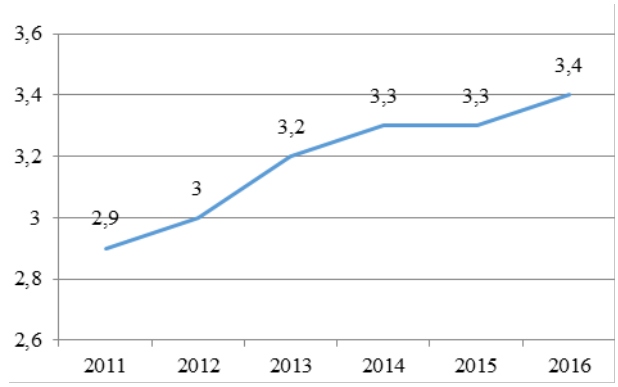


Fig. 1: Share of the gross added value of the tourist industry in the GDP of the Russian Federation, % (compiled by the authors according to Rosstat)

For the Russian tourism industry the 2017 season differed by its content. However, it was also relatively successful, while the share of the incoming tourism had increased by 30%. 65% of the Russians took advantage of domestic tourist offers (Fig. 1). The cities of Moscow, St. Petersburg, Krasnodar, and Sochi were the most popular tourist destinations in the domestic market. According to the National Tourist Union, resorts of the Republic of Crimea were the 6th in the rating of the most popular Russian resorts [4]. At the same time, the volume of the paid tourist services provided to the population increased by 104% as compared to the previous year. This tendency points at the increase in the role of the domestic tourist offer and the growth of the Russians' well-being. Traditionally, one of the main directions of summer recreation and year-round sanatorium treatment in the Russian Federation is the Krasnodar Territory. It is visited by millions of tourists: 15 million in 2015, 15.8 million in 2016, and 16 million in 2017 [5, 6].

Over the recent years, the tourism industry of the Krasnodar Territory has suffered a number of changes. Due to this, the popularity of resorts in the Krasnodar Territory has increased. As a result, the indicators characterizing the volumes of the paid services provided to the population associated with functioning of the TRC have increased (Figure 2) [7].

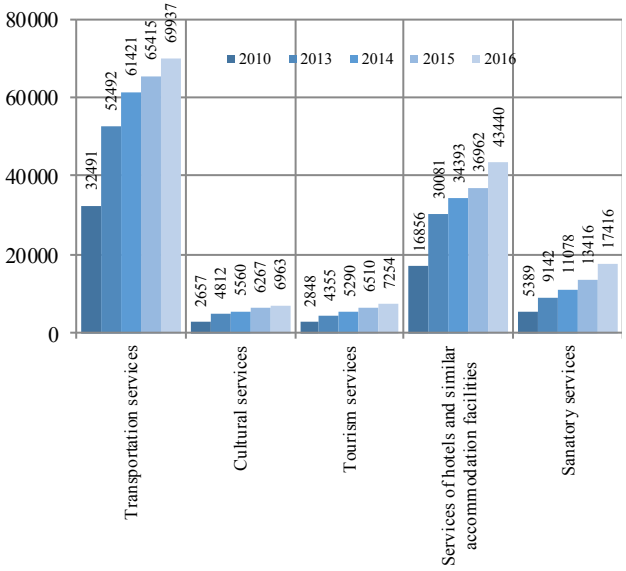


Fig. 2: Dynamics of the volume of the paid services provided to the population, mln., RUB (compiled by the authors)

The XXII Winter Olympic Games carried out in the Krasnodar Territory became the catalyst of such changes. However, indicators changed gradually and not swiftly. Nevertheless, over the past 7 years the volume of the services provided to tourists has increased more than 3 times, and the volume of the services provided by hotels and similar accommodation facilities has also increased more than 3 times. This dynamics point at the fact that to a greater extent this large-scale project has stimulated the dynamic development of the tourist and recreational infrastructure [8]. Consequently, the event had a long-term effect on the development of the industry, and thereby improved the tourist appeal of resorts in the Krasnodar Territory, as well as the tourist offer quality. Furthermore, the current state of the main components of the tourism industry will be generally described by blocks: accommodation facilities, means of transportation, facilities for sanatorium and resort treatment and recreation, catering, cultural, educational and entertainment facilities, and travel agencies.

Today, the Krasnodar Territory is considered to be one of the most developed regions of the Russian Federation in terms of providing accommodation services. According to the Federal State Statistics Service for the Krasnodar Territory, in 2016 the number of hotels and similar accommodation facilities reached 3,106. In 2017 the one-time capacity of collective accommodation facilities exceeded 333.2 thous. places. The results of any industry development are more clearly expressed when considering the dynamics of key indicators (Table 1).

Table 1: Dynamics of numerical indicators of the accommodation facilities as objects of the tourism industry (compiled by the authors according to Rosstat)

Collective accommodation facilities	Year				
	2012	2013	2014	2015	2016
Accommodation facilities, in total	1,583	1,609	1,684	2,922	3,109
One time capacity, thous. places	215.3	215.2	257.3	307	334.4
Number of accommodated persons, thous. persons	3,073	3,227	4,419	5,560	5,832

Means of transportation in the Krasnodar Territory as objects of the tourism industry are rather diverse. The Territory has 9 non-freezing seaports, 3 international and 2 domestic airports making up 5 air terminals (in Krasnodar, Sochi, Anapa, Gelendzhik and Yeysk). The region is the largest transport hub and has a direct access to international foreign trade routes to Europe, the Mediterranean, the Middle East and Central Asia. The Krasnodar Territory is one of the Russian leaders in terms of the number, density and quality of motor roads (447 km of motor roads per 1,000 km^2). Their total length is about 40 thousand km [9]. Thus, means of transportation as objects of the tourism industry of the Krasnodar Territory are at a decent level and at the same time continue to develop.

Over the recent years, public catering enterprises have become more and more important in various areas of public life, including tourism. The impact of public catering facilities on the economic well-being of the region is steadily growing (Fig. 3).

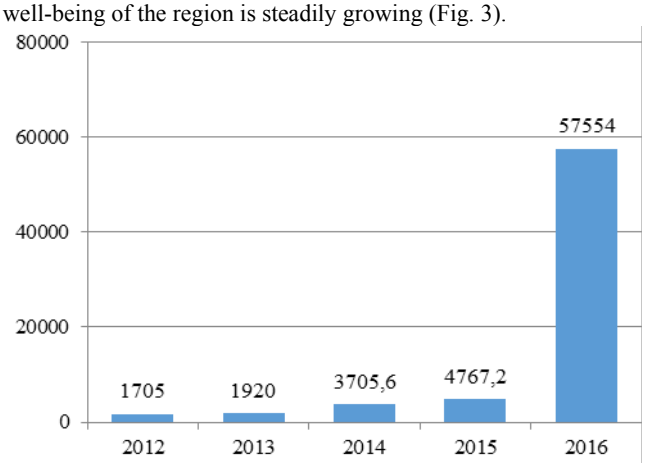


Fig. 3: Revenues of the catering industry in the Krasnodar Region in 2012-2016, mln. RUB (compiled by the authors)

Catering facilities as components of the tourism industry aim at meeting the needs of recreants in organizing out-of-home nutrition and leisure. The dynamics of changes in the revenues of catering facilities point at the stable growth. Only for 2015-2016 the industry's revenues had grown by more than 20%. This tendency is

related as well to the increase in the number of catering facilities characterized by highly automated processes, and comfortable terms and conditions for both visitors and staff of these enterprises, which certainly has an impact on the quality of products [10].

Important indicators of the development of cultural, educational and entertainment facilities as components of the tourism industry include availability of leisure facilities, such as creative circles, theaters, museums and exhibitions, etc. (Table 2).

Table 2: Cultural, educational and entertainment facilities in the Krasnodar Territory, 2012–2016 (complied by the authors according to Rosstat)

Facility	Year				
	2012	2013	2014	2015	2016
Museums	60	60	60	60	60
Theaters	5	5	5	5	5
Public libraries	893	850	844	846	824
Cultural and leisure establishments	1,123	1,116	1,102	1,095	1,088
Philharmonics and concert halls	5	5	4	4	6

Thus, the indicators of this block of elements of the tourism industry in the Krasnodar Territory do not tend to grow, except for the sports facilities, the indicators of which have increased by 10.5% over the period under consideration. This situation shows the tendency of the population's growing interest in sports, popularizing of a healthy lifestyle. Travel agencies play an important role in organizing the population's rest. Key organizations engaged in tourism activities include tour operators and travel agencies, as well as enterprises engaged in excursion activities (excursion bureaus providing services of guides and guide-interpreters) (Fig. 4).

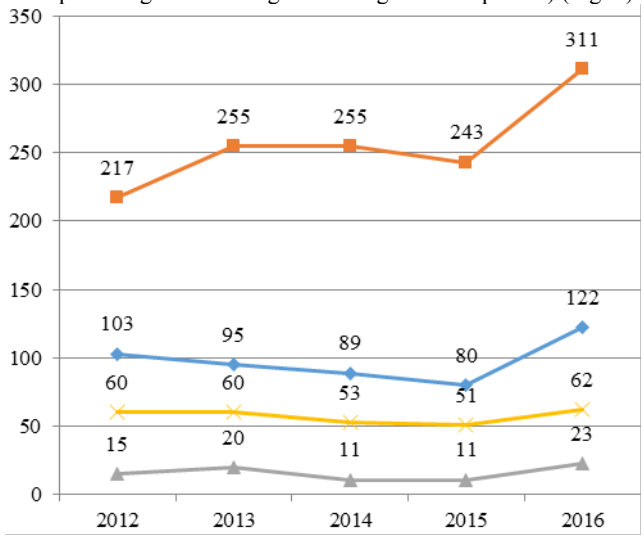


Fig. 4: Revenues of the catering industry in the Krasnodar Region in 2012-2016, mln. RUB (compiled by the authors)

Travel agencies as the tourism industry facilities are represented by enterprises that carry out activities of tour operators, travel agencies, tour operators and travel agencies, as well as provide services of guides and guide-interpreters. The dynamics of the number of travel agencies that carry out their activities, including in the Krasnodar Territory, is ambiguous. The increase in their number alternates with the decrease. Nevertheless, in 2016 the number of travel agencies rapidly grew. Most clearly it was related to the enterprises engaged in excursion activities. This tendency is associated with the increase in the interest of Russian citizens in the domestic tourism offer, which is both a cause and a consequence of the tourism industry development in general, including in the Krasnodar Territory.

The main normative and legal document regulating the tourism activities in the Russian Federation is Federal Law No. 123-FZ "On Fundamentals of Tourism Activities" dated 24.11.1996 (as amended as on 18.04.2018). The document defines the basic notions used in tourism activities, including the tourism industry. It determines the principles of the state policy that aims at establishing the legal framework regulating the tourist market. It regulates the relations that arise when organizing, selling and consuming a tourist product [11].

Currently there is a set of purposeful measures on developing the tourism industry in the Krasnodar Territory. It is actively applied. In particular, there is the concept of the federal target program "Development of Domestic and Incoming Tourism in the Russian Federation (2019-2025)" [12] approved by the Government of the Russian Federation and determining the ways to improve the quality of domestic tourist product in the domestic and foreign markets. At the same time, according to this document, domestic tourism is a top priority, and contributes to the most dynamic socio-economic development of the Russian society.

There are also normative and legal documents that determine the development of a regional tourist product. Thus, the Krasnodar Territory implements the "Concept for the Development of the Sanatorium and Tourist Complex of the Krasnodar Territory Until 2030" approved in accordance with Decree of the Government of the Russian Federation No. 941-R "On Approving the Strategy for the Development of Tourism in the Russian Federation Until 2020" dated May 31, 2014, Decree of the Government of the Russian Federation No. 1538-r "Strategy of Social and Economic Development of the Southern Federal District Until 2020" dated September 5, 2011, and Law of the Krasnodar Territory No. 1465-KZ "On Strategy of Social and Economic Development of the Krasnodar Territory Until 2020" dated April 29, 2008. This concept aims at improving the competitiveness of the TRC of the Krasnodar Territory by ameliorating the quality of a tourist offer and activating the operation of business representatives within certain project areas. The implementation of the concept implies the development of TRC of the Krasnodar Territory in the most top priority areas, including beach and sea tourism, sanatorium and health tourism, cultural and educational, mountain-climatic, Olympic and cruise, business, event and rural (agrarian) tourism. This concept assumes the cooperation of various branches of the national economy for the purpose of comprehensive improvement of the TRC of the region, in particular, the tourism industry of the Krasnodar Territory. Thus, the tourism industry is an important component of the economic potential of the Russian Federation. The development of the national tourism industry and the tourism industry of the Krasnodar Territory, in particular, is one of the top priority areas of the social and economic development of the Russian society.

When selecting a strategy on managing the TRC of the territory and, in particular, the tourism industry, it is necessary to take into account both natural resources, the recreational orientation of the territory, and interests and specificity of the behavior of those who consume the regional tourist product. Conditionally, the territory of the Krasnodar Territory can be divided into several resort areas depending on the type of the recreational use. Many researchers offer the following variant of recreational zoning of the Krasnodar Territory:

– Black Sea zone (Sochi, Gelendzhik, Novorossiysk, Tuapse, Anapa Region),

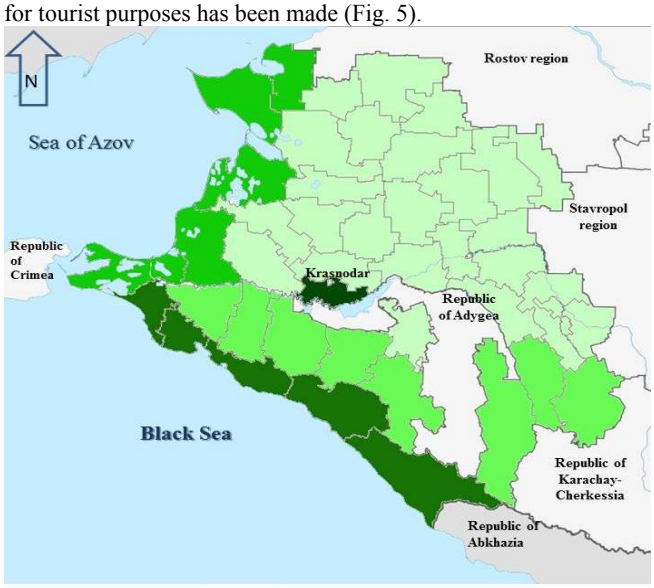
– Pryazovia zone (Shcherbinovsky, Yeysk, Primorsko-Akhtarsky, Slavic, Temryuk Regions),

– Mountain-foothill zone (Goryachy Klyuch, Apsheronsky, Mostovsky, Otradensky, Labinsky, Seversky, Abinskiy, Crimean Regions), and

– Steppe zone (Armavir, Beloglinsky, Belorechensky, Bryukhovetsky, Vyselkovsky, Gulkevichesky, Dinsky, Kavkazsky, Kalininsky, Kanivsky, Korenovsky, Krasnoarmeysky, Krylovsky, Kurganinsky, Kuschevsky, Leningradsky, Novokubansky, Novopokrovsky, Pavlovsky, Staominsky, Tbilisi, Timashevsky, Tikhoretsky, Ust-Labinsky Regions).

The degree of tourist attractiveness of a specific recreational zone of the Krasnodar Territory was defined as the quotient of the total number of persons placed in collective accommodation facilities in municipalities that belong to this particular recreational zone to

the total area of municipal entities within the recreation zone (km^2). For clarity, based on the results obtained during the study, an index map related to the intensity of using recreational zones for tourist purposes has been made (Fig. 5).



	Number of persons placed in collective accommodation facilities, pers.	Territory area, km^2	Number of persons placed in collective accommodation facilities, pers./km^2	Type codes
Krasnodar	521,309	841.36	619.60	
Black Sea zone	4,698,749	8,912.3	565.28	
Pryazovia zone	213,399	10,156.47	21.01	
Mountain and foothill zone	176,482	17,590.94	9.52	
Steppe zone	196,307	36,890.08	5.32	

Fig. 5: Intensity of using tourist and recreational zones of the Krasnodar Territory in 2016 (compiled by the authors)

The municipal formation of Krasnodar is especially important for the Krasnodar Territory. It functions both as a tourist and recreational zone, and the administrative center of the region. In addition, Krasnodar has a high transit value. It concentrates the largest transport hubs of not only regional, but also federal level. For the study results to be more reliable, Krasnodar is considered as a separate recreational zone. The intensity of using the Krasnodar Territory for tourist purposes is characterized by a high degree of unevenness. The lowest concentration of persons placed in collective accommodation facilities is observed in the northern part of the Krasnodar Territory, in the steppe zone. At the same time, the municipal formation of Krasnodar is clearly distinguished among other areas that are territorially related to the steppe zone. Moreover, in Krasnodar there is the highest density of persons placed in collective accommodation facilities per 1 km^2 as compared to the entire territory of the region. This situation is explained by the diversified role of the municipal entity in the economy of the Krasnodar Territory and the Russian Federation, as a whole.

The coastal areas of the Black Sea coast are characterized by high use intensity. The main recreational resource that attracts tourists to this territory is beaches (this situation has developed historically, and is supported by the current geopolitical changes). It is possible to consider beaches as the most striking example of a natural recreational resource. When creating a certain infrastructure, it becomes a facility of the tourism industry. The total length of beaches on the Azov-Black Sea coast of the Krasnodar Territory is about 100 km while the length of the shoreline of the Black and Azov Seas in the Territory is about 1,200 km [13, 14]. Traditionally, beaches of the Black Sea coast are attended by a considerable number of recreants, which causes an increased anthropogenic load on the ecosystem. In the current conditions of the increasing flow of tourists to the maritime coast of the Krasnodar Territory, there is an issue related to not only equal distributing of recreants for preserving the natural environment but also to organizing comfortable rest that meets all safety requirements. Today this is the organization of recreation on the beach areas of the Krasnodar Territory that is a key point in the development of the TRC in general. The current management of organizing recreation on the seacoasts of the Territory is based on the "economic" approach that considers beaches as an object of the tourism industry.

The beaches are among the main tourist attractions of the Krasnodar Territory. At the same time, the coastal territory is a zone of increased danger. To ensure security and to improve the tourist appeal of beaches, it is necessary to regulate the quality of their services. The regulatory and legal regulation of the Krasnodar Territory beaches takes place at both the regional and federal governmental levels. Today the quality of beach services is regulated by several normative documents: "SanPiN 24-128-4690-88. Sanitary Rules for Maintaining Territories and Populated Areas", "SanPiN 4060-85. Medical beaches. Sanitary Rules and Norms for Organization, Maintenance and Operation", "SanPiN 2.1.5.980-00. Sanitary Rules and Norms. Hygienic Requirements for the Protection of Surface Waters", Water Code of the Russian Federation No. 74-FZ dated 03.06.2006, version dated 25.06.2012, etc. One of the documents that regulate beach services at the federal level is the national standard GOST R 55698-2013 "Tourist Services. Beach Services. General Requirements". It was put into force on January 1, 2015. The document defines the notion of the beach, the variety of beach types depending on the water area, the type of coastal zone, belonging, location, functional purpose, etc.

The national standard also contains a list of general requirements to beaches, both for beach service providers and to the facility state. According to the standard, beaches should:

– Be located in places with favorable climatic, landscape and sanitary-hygienic conditions,

– Places intended for swimming should exclude whirlpools; the current speed should not exceed 5 m/s,

– When establishing a beach, it is necessary to take all necessary safety measures that ensure the safety of beaches, as well as the life and health of tourists,

– The beach should be equipped with engineering equipment that provides deflection of sewage, centralized or local water reclamation, as well as cold water supply, and

– The coastal zone and the bottom of the water area should be kept clean and be free from glass, sharp stones, driftwood, etc. [15].

The national standard supposes zoning of the beach and water area and offers a number of recommendations. Thus, it is recommended to divide the beach area into an entrance zone, with parking, landscaping, recreation, service, sports zones, and a children's sector, etc. not more than 1 km from it. The entrance zone should have an information board that contains such data as the beach name, water and air temperature, the beach map, the services provided, etc. If the beach has a certain category, the entrance zone must have a flag of the relevant color.

The service area is located close to the recreation area. It can provide services of the rental of sun loungers, umbrellas and other beach equipment, catering, instructor, photo and video services, a swimming pool, etc., depending on the specificity of the beach location, as well as holidaymakers' preferences.

The rest zone should be located in favorable landscape conditions and arranged in accordance with the anthropogenic load. The national standard determines the size of the area per one holidaymaker, both in the recreation zone on land and in the water area in accordance with the type of reservoir and individual characteristics of tourists. Thus, the area of the coastal zone of sea beaches should be at least 3 m^2/person, for river and lake beaches this figure is at least 5 m^2/person, for children's beaches – at least 4 m^2/person, and for beaches that specialize in treatment of the holidaymakers' musculoskeletal system – at least 8 m^2/person. The water area for swimming should be separated by buoys and should

provide at least 5 m^2/person in the flowing water body, and not less than 10 m^2/person in the still water.

The sports zone contains equipped areas for going in for sports (volleyball courts, badminton playgrounds, sports attractions, etc.). Besides, sports and recreational services are provided here. Water types of sports (surfing, water skiing, catamaran, etc.) are practiced in the water area separated from the one intended for swimming. The children's sector should be equipped with sandboxes, slides, carousels and other objects for children's games. Here it is possible to provide services on looking after children and organizing their leisure. In order to ensure the holidaymakers' safety, it is recommended to organize work of rescue and medical services. The national standard also provides a list of safety requirements related to water and soil quality, safety measures in emergency situations, etc., as well as requirements for environmental protection.

At the regional level, the "Concept for the Development of the Sanatorium and Tourist Complex of the Krasnodar Territory Until 2030" has been approved, and is being implemented. It aims at improving the competitiveness of resorts of the Krasnodar Territory, and enhancing the terms and conditions for the recreation and health improvement of the Russian population. According to the Concept, today the Krasnodar Territory is the leader on beach rest in the domestic tourist market. Moreover, beach and sea tourism are singled out as one of the top priority areas in the tourism development. The concept defines a number of problems that are peculiar of beaches in the Krasnodar Territory. In particular, this is the erosion of coastal areas and excessive anthropogenic load on the beaches of the Black Sea coast. The Ministry of Resorts, Tourism and Olympic Heritage of the Krasnodar Territory offers to solve the revealed problems by extending beach areas, including, to a greater extent, to use the coast of the Azov Sea, and to stimulate a more even distribution of the tourist flow in the Krasnodar Territory. Besides, it is recommended to combine beach, skiing and sanatorium and resort treatment as one of the areas of harmonious development of beaches, which will also help to reduce the anthropogenic load on coastal zones [16].

One of the strategic goals defined in the *Concept for the Development of the Sanatorium and Tourist Complex of the Krasnodar Territory Until 2030* is to make the Krasnodar Territory a "globally competitive center of beach and sea recreation that has enough comfortable beach areas and modern beach infrastructure and to turn the region into the leader of beach tourism and children's rest in Russia". To achieve this goal, it is expected to improve the quality of both the beaches (to create new beaches, to develop beach infrastructure) and the services provided by them, including the rescuers' services. In order to improve the beaches' comfort level, it is planned to perform a number of investment activities, in particular, to apply mechanisms of public and private and international partnership in this area. It is also planned to encourage beaches to pass the classification and comply with the relevant requirements.

Another document developed to improve the quality of beach services is Order No. 297 "On Approving Methodological Recommendations for the Development of Beaches and Adjacent Territories Located in the Krasnodar Territory" dated December 20, 2017. The document aims at improving the quality of the beaches in the Krasnodar Territory by regulating their activities. The methodical recommendations touch upon, in particular, the content of the preparatory measures on opening a beach before the swimming season. Thus, it is recommended to survey the coastal zone, water area and the seabed for compliance with the requirements of sanitary and epidemiological standards, to carry out technical survey of the beach, and, if necessary, to perform cleaning activities. When preparing a beach for the swimming season, it is also recommended to make it available for handicapped citizens: there should be a convenient access to the beach and water area, and a safe passage on the beach. In accordance with the requirements of the environment accessibility, it is necessary to equip sanitary facilities (toilets, showers), changing stalls [17, 18].

The beach functioning during the swimming season should come with measures to ensure fire, anti-terrorist security, environmental protection, compliance with sanitary and epidemiological standards, etc. During the swimming season, it is necessary to organize the beach infrastructure and provide rescue services. To ensure a certain level of the beach services quality, it is recommended to develop a beach passport – an information and reference document containing the data on the beach state and infrastructure. The beach passport consists of five sections. The first section contains general characteristics of the beach (length, width, area, recreational capacity, soil composition (the nature of the underlying surface), information on its category).

The second section deals with the level of security on the beach and is characterized by police and security posts, a rescue station, a medical post, safety of swimming places (area guarding, buoys, organization of a swimming place for children, etc.), etc. The third section is devoted to the information availability of the beach and is characterized by an information board, stands containing rules of conduct and safety techniques on the beach. The fourth section characterizes sanitary facilities of beaches (toilets, showers, changing stalls, litter-boxes, lounges, shades, drinking fountains).

The services provided on the beach are described in the fifth section of the beach passport. They are classified into beach (facilities that ensure easy movement through the beach, beach umbrellas and lounges, food facilities, entertainment, children's areas) and sports services (areas for beach sports and attractions). The document can be supplemented with notes. The list of beach infrastructure facilities can be extended.

Methodical recommendations for the development of the beaches and adjacent territories located in the Krasnodar Territory also contain a clause related to the aesthetic component of beaches. Thus, it is offered to design beaches in a single style in order to create a positive image of beaches, improve their comfort for holidaymakers, as well as consolidate and promote the *Resorts of the Krasnodar Territory* brand.

Every day more attention is paid to the quality of the provided services, since it determines a considerable part of the object's competitive advantages. Today the most efficient mechanism for regulating quality includes standardization, in particular, classification measure. The fundamental aspects and procedure of classifying beaches are stated in Order of the Ministry of Culture of Russia No. 1215 "On Approving the Procedure for Classifying Objects of the Tourism Industry, Including Hotels and Other Accommodation Facilities, Ski Slopes and Beaches by Accredited Organizations" dated 11.07.2014. According to this document, tourist beaches are classified into three categories: I, II and III. The beach category is displayed by the flag of the relevant color: category I – blue, category II – green, and category III – yellow. The flag corresponding to the beach category is set at the beach entrance, on its borders and in the place that is the most accessible for informing visitors.

The document also lists the criteria for evaluating beaches. The classification of beaches includes the assessment made by accredited organizations in relation to the compliance of beaches with safety requirements, information support, the provision of additional services of the beaches, the availability of sanitary facilities, and the state of the water area.

A particular category is assigned to a beach according to the certain procedure. The customer provides the accredited organization with the required package of documents. Then the customer and the organization conclude a classification agreement. The organization makes a decision on carrying out the classification. After that the expert visits the object to evaluate it. Based on the results of the inspection, the protocol of evaluating the beach is made. Its form is specified in the procedure for classifying objects of the tourism industry. Then the evaluation report is made. The relevant activities are supported by photographic materials. After that, the accredited organization takes a decision about assigning an appropriate category to the beach. The result of this decision is sent to the Ministry of Resorts, Tourism and Olympic Heritage of the

Krasnodar Territory. The executive authority of the Territory issues a certificate of assigning the appropriate category to the beach, sends it to the accredited organization, and simultaneously sends the information to the Ministry of Culture of the Russian Federation to maintain the list of classified objects. Then the accredited organization issues and provides the customer with the certificate of assigning the appropriate category to the beach.

Today, the classification of beaches is not an obligatory procedure for their functioning, but it is impossible to ignore the fact that the beach rest is the main instrument of the Krasnodar Territory resorts when meeting the population's recreational needs. This is an important task to improve the quality of beaches as objects of the tourism industry.

The beaches of the Krasnodar Territory as objects of the tourism industry vary considerably in terms of use intensity, the range of beach services, and beach infrastructure depending on the beach belonging to the coast. Thus, beaches of the Black Sea coast are traditionally used more intensively than those of the Azov coast [14]. It is related both to the historically developed beach infrastructure, its degree of development, and individual preferences of tourists based on a subjective assessment of the beach services quality.

The analysis of the current state of the Krasnodar Territory beaches shows that today the coastal areas are highly popular among tourists of the region, and annually attract millions of tourists. However, most beaches have poor infrastructure, little or no equipment. In addition, a considerable part of the Krasnodar Territory is occupied by the so-called wild beaches, the uncontrolled use of which causes serious damage to the coastal geosystems of the Azov-Black Sea coast. Besides, beaches are highly loaded during the peak season, which reduces the level of psychological comfort for holidaymakers and increases the risks of deteriorating the sanitary and hygienic state of the water area and the coastal zone of beaches. All these factors affect the degree of holidaymakers' satisfaction with the quality of recreation on the Krasnodar Territory beaches.

In order to improve the quality of beach services in the Krasnodar Territory, it is necessary to adhere to the following recommendations for the development of beaches, control and regulation of the quality of services they provide:

– To continue classifying beaches in accordance with Order of the Ministry of Culture of Russia No. 1215 "On Approving the Procedure of Classifying Tourism Industry Objects, Including Hotels and Other Accommodation Facilities, Ski Slopes and Beaches Implemented by Accredited Organizations" dated 11.07.2014,

– To apply principles of ensuring the accessibility of the environment for handicapped citizens,

– To include measures on creating, preserving and equipping beaches on the Azov-Black Sea coast in the Concept of the Federal Target Program "Development of Domestic and Incoming Tourism in the Russian Federation (2019-2025)",

– To organize leisure for beach visitors in the Krasnodar Territory, and

– To organize feedback from beach visitors in the Krasnodar Territory by their regular survey about the degree of their satisfaction with the organization of recreation on the Territory beaches.

It will be useful to classify the Krasnodar Territory beaches in accordance with the Order of the Ministry of Culture of Russia No. 1215 "On Approving the Procedure for Classifying Tourism Industry Objects, Including Hotels and Other Accommodation Facilities, Ski Slopes and Beaches by Accredited Organizations" dated 11.07.2014 not only in terms of the tourists' comfort, more specific navigation when selecting a place for rest, more comfortable coastal zones, but it will also contribute to improving the ecological and sanitary and hygienic conditions of the coastal zone and waters of beaches by complying with the requirements set to the classified objects.

In order to improve the comfort of the Krasnodar Territory beaches, when creating the beach infrastructure and preparing beaches for the swimming season, it is important to apply principles of providing the environment accessibility for handicapped citizens. The compliance with this recommendation will considerably improve the competitiveness of the Krasnodar Territory beaches both at the state and international level. It will facilitate the development of the incoming tourism, attract foreign capital to the regional and state budgets, and, consequently, improve welfare of the society.

The measures on creating, preserving and equipping beaches on the Azov-Black Sea coast included in the Concept of the Federal Targeted Program "Development of Domestic and Incoming Tourism in the Russian Federation (2019-2025)" mean managing the number of beach areas within the shoreline of the Azov-Black Sea coast and their location in space in order to rationally distribute the anthropogenic load on coastal areas and to ensure the recommended filling of the beach in accordance with its area; to equip the existing (including wild) and new beaches in accordance with the current recommendations. Such practice will fix the importance of the offered measures at the legislative level, and contribute to improving the state of the Krasnodar Territory beaches both in terms of holidaymakers' comfort and preserving the environment.

Organizing leisure for visitors of the Krasnodar Territory beaches involves the expansion of beach services for the holidaymakers' density to be evenly distributed on the beach (by using various beach areas, avoiding the concentration of a large number of tourists in one zone) and not to damage the environment. This practice will improve the comfort of tourists, and expand the ways to meet their needs.

3. Discussion

The development of a particular element of the tourism industry stimulates the development of the elements associated with it. Thus, the active operation of travel agencies when organizing travels for Russian citizens contributed to the increase in the population's mobility. It had an impact on increasing the need in the development of transport infrastructure on the territory of the Russian Federation. Today competent administrative structures develop and take comprehensive measures to support and develop the national tourism industry. Thus, there are the following top priority areas for developing tourism in Russia:

– Increasing the accessibility and improving the consumer properties of domestic tourism products,

– Development of tourist and recreational and servicing infrastructure,

– Diversification of tourist offers,

– Improving the quality of tourist services,

– Increase in the market transparency, and

– Raising tourists' awareness.

To implement the set tasks, decisive measures are taken to stimulate the creation and implementation of high quality package tours, to establish close cooperation with the associated sectors of the national economy, to form terms and conditions for activating small and medium-sized businesses, to improve the level of professional competence of employees working in the tourist-recreational area, and to work with the regulatory and legal framework.

4. Conclusion

Thus, the tourism industry is a complex system consisting of a number of objects that have mutual impact on one another and certain interrelationships. The tourism industry is an important component of the tourism sector that can have a multiplier effect on the related sectors of the national economy. The tourism industry of the Russian Federation has great potential. However, the industry develops less intensely as compared to developed coun-

tries. This situation is due to a number of historical, socio-economic, cultural, political and other factors. At the same time, over the recent years there has been positive dynamics related to changes in key indicators of the tourism industry development. This makes the domestic tourist offer more attractive not only in the domestic, but also world market of tourist services.

The current state of the Krasnodar Territory beaches is characterized by heterogeneity and ambiguity of indicators. The beaches of the Black Sea coast of the region are historically more actively used for tourist purposes. As a result, their number and total length in the coastal zone are much higher than those on the Azov coast. However, it is still not enough for the growing flow of tourists. The current tendency of the beach rest on the Black Sea contributed to the creation of a certain pattern of behavior of those consumers who want to visit this coast. Moreover, under the current economic and political conditions, every year this tendency is more and more vivid. Such situation affects the state of the coastal geosystems. In particular, it causes worsening of water quality in the water area allocated for swimming, destruction of coastal landscapes due to the anthropogenic load growth and increased use. As a result, it reduces the general satisfaction of tourists with beach services of the Krasnodar Territory.

The beaches of the Azov coast occupy a relatively smaller part of the coastal zone. As a rule, they are more equipped and have smaller number of holidaymakers per 1 m^2. At the same time, according to the consumer behavior tendency, they are considered less attractive than beaches of the Black Sea zone. The beaches of the Sea of Azov considerably differ from those of the Black Sea in terms of landscape, terrain, nature of the underlying surface, as well as specific features of the water area. The characteristics of the Sea of Azov also differ from those of the Black Sea. It is less saline, less deep, its bottom is shallower and at the same time salty, which makes it muddy and, as a consequence, less aesthetically attractive. These and other characteristics affect the level of consumers' satisfaction with the beaches' services.

To solve the problems that arise from the economic use of beaches, measures are developed and implemented both on the regional and federal levels. In particular, it is planned to create additional beach areas on the Azov-Black Sea coast to reduce the anthropogenic load on the coastal areas, to improve the level of development of the existing beaches' infrastructure, including the stylistic design of beaches and the territory branding.

It is useful to classify tourism facilities not only in terms of recreants' comfort, more certain navigation when choosing a place for rest, more comfortable coastal zones. It will also help to reduce the anthropogenic load on the territory and improve the environmental situation by meeting the requirements for facilities under classification. Today it is not obligatory to classify beaches for them to function. However, it is impossible to ignore the fact that the beach recreation is the main instrument of the Krasnodar Territory resorts when meeting the population's recreational needs, and it is important to improve the quality of the beaches as objects of the tourism industry.

The regulatory and legal framework that regulates the functioning of the Krasnodar Territory beaches is being formed and improved on various governmental levels. All these documents have a common goal – to raise the holidaymakers' satisfaction by improving the quality of beach services. The existing documents determine similar fundamental requirements for functioning of beaches, but all of them are recommendatory rather than compulsory. The complexity of monitoring and improving the quality of beach services is also proved by the difficulty of defining the belonging of a particular territory. In its turn, it complicates accounting the Krasnodar Territory beaches and, consequently, reduces the probability of following the existing recommendations in this area.

Acknowledgement

The study was financially supported by the RFBR and the administration of the Krasnodar Territory, 17-12-23004-OGN OGN-R_KAVKAZ-A "Scenario forecasting of the tourist and recreational complex development in the Krasnodar Territory".

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