

Название публикации:

Ecotourism programs in the context of the perception of natural and cultural landscapes (On the example of the kizhi museum reserve)

Авторы:

Dzhandzhugazova, EA [1]; Ilina, EL [1]; Latkin, AN [1]; Davydovich, AR [2]; Valedinskaya, EN [1]

[1] Plekhanov Russian Univ Econ, Moscow, Russia

[2] Sochi State Univ, Soci, Russia

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Аннотация:

The article is devoted to the study of the peculiarities of the perception of the natural and cultural landscape by tourists and sightseers in the process of passing tourist routes along special ecological paths on the territory of the UNESCO World Heritage Site - the Kizhi Museum Reserve. In the focus of this research is the study of spatial behavior on the route and the feedback of tourists, taken from popular and specialized information sources. As a method of studying tourist behavior, the method of observing and recording the real behavior of tourists was used, taking into account the trajectory of their moving through the reserve with the determination of the most popular points of overview and areas of visitation, which allowed us to identify the most visited objects. To identify the attitude of tourists to the objects of display on the route, a method of content analysis of electronic resources containing feedback from tourists about the objects visited in the Kizhi Museum Reserve was applied. Preferences identified in the course of studying the behavior of tourists can become an objective basis for the formation of a balanced route line that allows to combine the interests of tourists and the optimal anthropogenic load on a specially protected natural area.

Ключевые слова:

ecotourism; tourist destination; natural and cultural landscape; the Kizhi Museum Reserve