

Economics of agriculture

SI – 2

UDK: 631.11 (1-773):338.48-44 (1-22)

USE OF REGION NATURAL FEATURES IN RURAL TERRITORIES MULTIPURPOSE DEVELOPMENT

Nadezhda Tarasenko¹, Elena Kriulina²

Abstract

In article on the basis of the short climatic characteristic conditions is shown that, in the region there are rather serious preconditions for the rural territories organization multipurpose development, including rural population improvements, and rural tourism, under condition of creation in their borders a necessary infrastructure. Also potential directions of rural territories multipurpose development is examined by creating a health rehabilitation center.

The basic directions of improvement and medical rehabilitation of rural population are defined on an example of Trunovsky area, typical rural municipal area of Stavropol Territory. It is given an annotation of natural medical factors of rural territories rational use. The main purpose is the search of financial possibilities of placing in Trunovsky area territory an inter-regional medical-improving complex which should become rural, using and developing advantages and possibilities of rural territory and rural tourism.

Key words: *Rural territories, multipurpose development of the Russian rural territories, agro tourism, «growth points» rural tourism, a recreant, a recreational product, a medical-rehabilitation complex, natural medical factors.*

Introduction

The south of Russia is traditionally presented by set of rural territories in all variety of its geographical, natural, climatic, demographic features, basically branches of agro-industrial complex development. First of all, it is grain cultivation, commercial crops, and also thermophilic vegetable cultures, gardens, small fruit acreage and vineyards, primary or deep processing of received production.

Above mentioned concerns Stavropol Territory too which ground space increasingly is presented by populated rural territories with an only exception that on this region more than in

1 Professor Nadezhda Tarasenko, Department of State and Municipal Management, Stavropol State Agrarian University, Russia

2 Elena Kriulina, senior lecturer, Department of State and Municipal Management, Stavropol State Agrarian University, Russia

other regions of the North Caucasian federal district the dryness of a climate, frequent and dry hot wind phenomena are appeared. In a total area of its agricultural grounds almost the quarter is presented by haying and pasture areas, basically not plowed up and being almost virgin, keeping all riches of natural steppe herbs. In Stavropol territory there are large forests and bushes there a partridge, a pheasant, a pigeon, other wild birds live. In woods and steppes there live the squirrel, a hare, a fox, a badger, a raccoon dog, a wolf, a wild boar, there is a marten, a saiga, the roe, that is the fauna is various enough and is of interest for hunting.

Discussion

As consequence of climate dryness, in the territory the water network is less than in other regions of the North Caucasian federal district, it is presented by among 225 rivers flowing over its territory, the great amount of them are small rivers. Only Kuban, Terek, Kuma, Kalaus, Egorlyk are easily identifiable among the biggest rivers of the territory. However as a rule the rivers flow on a beauty spot where the unique local landscape is generated. The most part of 1800 water reservoirs, ponds, water basins has an artificial origin, the most part of the ponds are stocked with fish, that is are of interest for fishing.

Let's notice that lakes (more than 30), have a natural origin, and practically in half of them water and a dirt have the medical value, approved by local residents during tens years. Besides in many rural territories there are dissolved stocks both fine drinking, and mineral (medical) water which also make national wealth of rural territories, are potentially attractive not only to the future industrial working out, but also for today's application.

From the resulted short characteristic of natural-climatic potential it is clear that in the region there are rather good preconditions for rural territories multipurpose development organization, including rural population rehabilitation, and rural tourism, under condition of necessary infrastructure creation.

Let's consider these potential directions of rural territories multipurpose development.

Medical rehabilitation of rural population based on use of natural medical factors of rural territories, first of all medical dirt, a brine and mineral water. Stavropol Territory is rich with them, their deposits settle down not only around the Caucasian Mineral Waters, but also practically on all the territory. Such natural medical factors concerns a natural origin of lake, many of them have the name "Salty".

One of such lakes settles down on border of Trunovsky and Krasnogvardejsky municipal areas of Stavropol Territory (accordingly on border of Bezopasnensky and Medical Vezhensky rural settlements). The glory about medical properties of its dirt and a brine is well spread about the county, people from different regions, not only the local residents of Trunovsky area also next Krasnogvardejsky, Isobilnensky, New Aleksandrovsky and other areas of Stavropol Territory are likely to go to there for decades.

Spent at the initiative of Trunovsky area government and Pyatigorsk state institute of balneology and physiotherapy in 1989 research of medical dirt, brine and slush of the lake Salty have confirmed its high medical properties. On the basis of the conclusion which have

been given out by institute, in Bezopasnensky local hospital were released (unfortunately, in the extremely limited quantity because of insufficiency for this purpose bases on the given medical institution) medical procedures with the use of the dirt which has confirmed their productivity.

On the basis of this researches and the conclusion of the institute Trunovsky area government and Ministry of Health of Stavropol Territory of that period had been initiated the petition under the country leaders about a medical-sanatorium complex creation there. It has been rejected; absence in the country of financial resources on these purposes was the main cause of a failure from the Russian Ministry of Health.

Now necessity of the decision of this problem has got a special sharpness because of growth of chronic diseases of peripheral nervous system, chronic inflammatory diseases of female genitals, musculoskeletal system diseases, connecting tissue and supporting motor apparatus device of the population, that is just those diseases for which treatment a medical dirt is also used, the brine and the slush of the lake Salty (no less than other a similar origin lakes of Stavropol Territory).

Therefore search of financial possibilities of placing an inter-regional medical-improving complex should be again initiated in Trunovsky territory, typical rural area of Stavropol Territory. And this medical-rehabilitation establishment should become rural, using and developing advantages and possibilities of rural territory and rural tourism. Lake vicinities, basically presented by untouched steppe, give for this purpose unlimited possibilities. Besides territory of Trunovsky area – non-polluting with a unique steppe landscape and medical natural factors, possibilities for the organization of productive leisure, rural tourism, fishing, horse and pedestrian walks.

Besides medical and rehabilitation effects the potential social and economic effect is also looked through in case of the positive decision of the issue. Placing in this typically rural area with a high unemployment (more than 10 %, at the female population still above) a medical-improving complex leads to creation of additional workplaces of new profile for non-agricultural employment. It is rendering of service, having a rest and would become the important factor of unemployment decrease, improve the living standard. Replenishment of a profitable part of the local budget of area would become a consequence of it.

Understanding the necessity of decision designated above problems the Ministry of Agriculture of Stavropol Territory with a support of Trunovsky municipal area administration has worked out the investment an offer to place a medical-improving complex in the territory (MIC). The given work has been charged to the chair of the state and municipal management of the Stavropol state agrarian university.

The given task has been executed and the territorial binding has been made, also with specified its placing on a place by experts of Ltd. "Agro-industrial project". A decision of MIC placing on the present local hospital Bezopasnoe village territory was accepted. The area of the hospital and the ground areas adjoining to it (about 10 hectares) is in the municipal property, also has a flat character and is sufficient for creation of such medical-rehabilitation establishment, there are also basic engineering communications (except capital treatment facilities). The head of Bezopasnensky rural settlement (Davidov M. D) doesn't object to placing of the given object in the specified territory. Earlier considered plan of its placing in vicinities of lake Salty considerably would increase MIC's design cost (also including the

necessity of all system expensive engineering communications lining). However the question decision depends on the decision of financial questions of placing of this medical-improving complex that would become the beginning of rural territorial variety revival.

Simultaneously it is necessary to notice that in process of economic growth the increasing value for national economy is got by recreational sphere in which rural tourism should occupy the first place. Rural, or "green", tourism is rather young, but it is enough perspective direction of modern tourism development. Rural tourism very is a wide concept, the conventional definition to which isn't given yet. From the geo demographic point of view it is tourism outside of city line in territory with low population density. From the recreational product management point of view it is a set of various services from residing at the rural house, ecologic tours, adventure campaigns before direct participation in local agricultural population life.

As already mentioned, Stavropol Territory, having in the territory such health-tourist complex of cities as «Caucasian Mineral waters» district has good preconditions for the project realization. According to N. Efremenko principles of steady tourism: preservation of the environment, controllable use of technologies, social justice, and democracy, esthetic harmony finds an embodiment in rural tourism.

Agro tourism is already well popular in Europe after all the increasing number of people prefers patriarchal calmness, ecological cleanliness to vanity of modern luxurious world resorts. Apparently, there is a pot of gold which is capable to enrich the businessmen working in recreational sphere, and really to lead to Russian rural territories multipurpose development.

Rural tourism in Russia and including in Stavropol Territory can be realized both private businessmen, farmers, and any organizations (mainly agricultural profile), created and functioning on the legal base under the normative legal base.

Conclusion

We believe that the idea of rural tourism, especially in a close connection with improvement possibilities, is enough attractive to countrymen, and also the organizations of agrarian and recreational spheres of national economy and its agrarian regions. But its realization in many respects restrains the problems objectively existing in modern real life, especially in the conditions of crisis. First of all it is big quantity of norms and restrictions on enterprise activity existence with a wide spectrum of components, licensing, which creates a serious barrier to small business what in the great bulk should be rural tourism. Besides, it is a high level of nationalization in agrarian sphere and small relative density of the private sector presented in basic farmers and the personal part-time farms. The general low level of incomes of the Russian agricultural population doesn't allow making even initial investments into any business, and low level of incomes of potential domestic consumers in turn constrains enterprise initiatives. Abroad it is not generated as well corresponding image of Russia as tourist country that at all doesn't motivate demand for a tourist product among foreigners. The special place in this number of problems occupies backwardness of the rural infrastructure, accompanying service, comfort that frightens off potential clients.

However the accurate tendency of last years of the reference to natural values is conclusive advantage of Russia and, in particular, Stavropol Territory, after all much of what more civilized countries can dream only here remains. An environment is unique, far advances other tourist-focused countries, and with many regions ecology is better, there are fine monuments of ancient architecture and ethnography so it is possible to expect what exactly «growth points» of the local rural tourism developed in this place. Already now on Stavropol Territory lie various tourist routes: mountain, water, foot, bicycle, automobile. There are not only unique natural possibilities in the region, but also an extreme cultural-historical heritage. Stavropol Territory is a region of mountains, the healing waters, not lost live traditions. Stavropol Territory is recognized by the most perspective recreational region, as all-the-year-round (out-of-season) service is available for recreants. However the success of rural territories development direction depends on harmonious work of different society representatives: local population, bodies' state and local authorities, public organizations, tourist firms and the international organizations. Each of the listed subjects has the interest in rural tourism and plays the irreplaceable role. Only on this basis, in addition to natural, economic and organizational preconditions for rural tourism and medical rehabilitation the population providing rural territories multipurpose development of the region can be created.

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