

Quantitative assessment of ecotourism in the National Park
"Samarskaya Luka".

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ABSTRACT

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Title of the thesis: Quantitative assessment of the territory to measure ecotourism in the National Park "Samarskaya Luka".	
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<p>This paper presents quantitative assessment of the territory in order to measure ecotourism in the National Park "Samarskaya Luka" in the Samara region. The aim of the study is to evaluate the potential sustainability in this National Park. A survey was conducted among stakeholders based on the previous study. The results were obtained using equations and calculations with a five-point Likert scale. The conclusion describes the importance of the developing of the ecotourism, as well as the main indicators and the relationships that need to be enhanced were identified. As well, as the aspects that reveal the potential of the region are highlighted. It has been established after measuring, that for the National park "Samarskaya Luka" the ecotourism is possible, and it can be used as a tool for economic development and preservation of the natural resources, since it is potentially sustainable. The work highlighted the needs of the Samara region in the future developing, considering the expected Eco education mechanisms. It justifies the need for ecotourism knowledge among local residents. A more detailed consideration of certain aspects of the relationships, with the help of a more spread survey of the population in the field of education in this aspect. The ecotourism dimension discussed in this paper can be used to improve the strategies of the tourism activities, and within the framework of the economic and environmental development of regions with a similar structure.</p>	
<p>Keywords Ecotourism, National Park, "Samarskaya Luka", Samara region, measuring ecotourism, local people, stakeholders, economical aspect, environmental aspect, social aspect, tourism, sustainability, PA-protected areas.</p>	
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1.Introduction.

The purpose of the thesis research is the formation of quantitative assessment of the territory in order to develop ecological tourism in the Samara region based on an indicator system. In fact, ecotourism is currently rather poorly developed in the Samara region. Tourism and recreational potential of the Samara Region requires scientifically based data in order to understand ecotourism potential. It can and should become an important branch of the regional economy. In this thesis work will be studied the potential of the development of ecotourism based on the existing National park «Samarskaya Luka». This protected natural territory has great economic prospects and can become an important basis for its sustainable development and attracting additional financial flows to the region. Theoretical provisions of the research will be oriented towards the approval of those constants that characterize ecotourism as a sphere of activity providing environmental protection measures (ecological aspect), bringing the necessary level of profitability (economical aspect) and stabilizing the social situation in ecotourism in the Samara region (social aspect). Ecotourism offers a unique solution that will provide jobs and consistently high incomes of the population and will keep intact the wild nature. One of the goals of ecotourism development is to support protected natural areas, primarily national parks and reserves.

In recent years, due to the deterioration of the environment, there is a search for alternative uses of the natural resources. One of the such new directions is ecological tourism, which is actively developing all over the world. Revenues from the ecotravel make up about 10% of revenues generated by international tourism. The rapid growth of ecotourism in the world appears due to environmental degradation in cities, over-saturation of the traditionally popular recreation areas, as well as the developing in the people's well-being. Ecotourism must ensure the physical and spiritual relaxation of the possible number of stakeholders in direct contact with the landscape, considering the interests of the local residents (Mose, 1988). In a broad sense, ecotourism is one of the forms of recreation, directly related to the use of natural potential. This is traveling and recreation in nature in an unmodified habitat. Ultimately, ecotourism is a vivid example of the combination of nature, sport and ecology with the goal of developing spiritual, physical and cognitive beginnings in a person. (Boo,1990). Protected Areas provide available resources for the ecological tours. They establish the regulation of the tourist activities in these territories. PAs participate in the raising of the level of the environmental knowledge of the tourists, while making profit from the goods and services provided, by staying on their territory and by the expense of PAs support funds. (Green, 1997).

Based on the attitude to ecotourism as an economic category, it can be defined as an integral part of the tourism industry that produces and sells its tourism product and

makes a profit from it, or as a tourist activity in the nature that makes a profit in order to preserve the natural environment and to improve life community level. The basic principles of ecotourism contribute to these goals and trends: the educational component and the economic benefit for the local population, the preservation of the environment and minimizing the negative impact on ecosystems and local culture. The fundamental difference between ecotourism and other types of tourism is the regulation of the behavior of tourists in nature, the protection of natural landscapes from overloading and pollution, preventing the degradation of natural resources, which are of tremendous value precisely in terms of the development of the tourism industry. (Mihalič, 2000. pp. 65-78).

Currently, the totality of the types and directions of tourism, listed as ecological, has dozens of units. Most of the specialists distinguish such directions as green, adventure, nature-oriented, non-technological, biological, rural, soft, recreational, health, and others. Ecotourism involves such kinds of tourism as religious, ethnic and health-improving. Consequently, the objects of ecological tourism can be both natural, historical and cultural monuments, specially protected areas and compact places of peculiar ethnic groups of the population, which have retained their customs and traditions, which may be of interest to recreants from other regions and countries. (Mamayev,2000).

The main task is to measure the potential of ecotourism using stakeholders' perceptions to evaluate sustainability and answer the research question: What are the most important factors that influence the developing of ecological tourism in the National park " Samarskaya Luka". The emergence of the weak and strong points of the development. In this study was used web questioner to gather local people and tourists' perceptions. As a result of ecotourism development projects, local residents should receive economic, social, political, cultural and other benefits (both individual and collective). Such an advantage is the creation of new jobs (guides, forest guards). Tourism development projects with the participation of local communities are aimed at giving to these stakeholders the opportunity to decide for themselves what type of development is most desirable for them, and then promote its implementation, from an ethical point of view. Local people should play a decisive role in resolving issues related to the future of this territory. (Scheyvens, 1999, pp. 245-249). The principle of the participation of the local people in the development of ecotourism, means the ability to turn from passive spectators into active participants, manage resources, make decisions and monitor activities that directly affect the life of locals. This also implies that the local community itself case, decides whether to participate in the development of tourism or not. From the above, it is obvious that ecotourism projects can be achieved, if interests of locals will become an integral part of these process. (Ross & Wall, 1999, pp. 123-132.) The need for an interrelated management of protected areas and their activities with the economic activities of local communities was emphasized in the World Conservation Strategy (IUCN, 1980). And the International Congress on National Parks (1982) highlighted the needs to involve the local population in the planning and management of protected areas. Congress called for the support for the communities living in the vicinity of the protected

areas through measures, such as education, participation in income sharing, decision-making, and development schemes compatible with the objectives of the protected area. More concretely the following research questions will be recognized in this paper: What are the most important dimensions from the local perspective should be considered in order to develop ecotourism in the National Park "Samarskaya Luka"? How ecotourism can be achieved in the Samara region in sustainable way?

Personal motivation for writing this paper is that ecotourism is poorly developed in Russia and in the Samara Region. At the same time, this type of tourism will not only bring income and cultural values to the development of the region, but also preserved it at ecological site. It is important that data from this paper, main provisions and conclusions can be used as theoretical basis in the development of regional policies to address issues of recreational land use, the development of the tourism industry and the improvement of the health of the inhabitants of the region. The introduction of the results of recreational evaluation into practice will ensure the growth of competitiveness, will allow to increase the efficiency of the work of tourist firms and state institutions that form a tourist-recreational product in the Samara region. The materials presented in this paper can later be used in the solution of problems of tourism development in the Samara region, as well as in other regions with similar natural and socio-economic conditions.

2. THEORETICAL FRAMEWORK

2.1. Ecotourism.

Tourism as a system exists within the framework of three interconnected super systems: society, economy and the natural environment. Being part of the social sphere, tourism performs several functions, such as creating conditions for changing activities and recreation, ensuring health protection, servicing the consumption process, and developing the general educational and cultural level of the population. The dynamics of the development of the national tourist balance can be considered one of the indicators of the level of welfare and development of the country's economy. (Mowforth & Munt, 2015. pp 2-5). Being one of the most profitable businesses in the world, tourism could bring huge benefits not only to Russia, but also to individual regions. Tourism provides a variety of impressions, a contrasting change in the environment and activities, effectively contributes to the easing of nervous tension. Tourism allows to increase the intellectual level of travelers by their participation in cultural-cognitive and educational tourism programs. However, the tourism industry exploits the country's natural, cultural and historical resources, needs land ownership, produces waste, pollutes air, water and soil, and has a powerful anthropogenic impact on nature. Therefore, The Hague Declaration of the Inter-Parliamentary Conference on Tourism (1989), one of the principles of tourism, proclaimed that a natural, cultural and human environment is the main condition for the development of tourism. Moreover, the rational management of tourism can make a significant contribution to the protection and development of the physical environment and cultural heritage, as well as raising the standard of living.

Ecotourism is a journey with responsibility to the environment in relation to undisturbed natural areas for studying and enjoying nature and cultural attractions that promotes nature protection, has a "soft" impact on the environment, ensures active socio-economic participation of local residents and the benefits they receive from this activity. The distinctive features of ecotourism are that it stimulates and satisfies the desire to communicate with environment, prevents negative impact on nature and culture and encourages tour operators and tourists to promote nature protection and socio-economic development. (Connell, Hall & Shultis, pp. 169-189). First, it means the level of awareness from the tourist. The tourist should understand that it affects the local environment and the local population, and try, within reasonable limits, to reduce its impact. In addition, the tourist should try not only to minimize the damage to nature, and if it is possible, to provide support to the local community. This approach to travel does not mean that the whole experience becomes less pleasant. Respect for the environment often allows to get more pleasure from visiting of the natural places. Ecotourism should be realized in small and medium groups. Also, an important role played by the educational component associated with ecotourism (although not necessarily), and the general topics in this context of waste management, responsible water and electricity consumption, and

cycling or walking, instead of a car. Some people mistakenly confuse any kind of nature travel with ecotourism. Just being in nature does not mean that it will be beneficial - on the contrary, it often means a high and negative impact. Such a pastime as a trip to the jungle or adventure travel is not environmentally friendly, although many tour operators use words like "green" or "environmentally friendly" - this is a clear case of greenwashing. (Self, R., Self, D. & Bell-Haynes, 2010, pp. 111-125).

Thus, ecotourism is an important component of the sustainable development of natural areas. It is easy to see that most ecotourism definitions contain either the goal of achieving sustainability, or the means to achieve this goal, be it "minimizing the negative impacts on the natural and cultural environment", "enhancing economic returns for the benefit of nature conservation" or environmental education. Therefore, in this paper, was used a simpler and more general conceptual definition. Ecotourism is sustainable and nature-oriented tourism and recreation. Sustainability in tourism implies a positive overall balance of the environmental, socio-cultural and economic impacts of tourism, as well as the positive impact of visitors on each other. Thus, those types of tourism activities that have the highest total positive effect from the point of view of ecology, economy and social development. Ecotourism today is a complex, interdisciplinary direction that ensures the interconnection of the interests of tourism, nature protection and culture, and its role can be quite significant. (Lindberg,2001, pp. 363-377)

2.2. Advantages and disadvantages of ecotourism.

For the tourist, rest can be a way to get away from the worries of everyday life, but for any person, organization, business or community involved in tourism, the consequences of tourism should become a daily concern. Awareness of potential consequences can increase the success of maximizing benefits and minimizing problems, and this is easier to achieve when potential problems are considered at the beginning rather than finding solutions when they have already appeared. The advantages of such holiday are quite easy to distinguish, because of the living conditions, it is rather difficult to enjoy wildlife. Many people work in the office, after which, inhaling the smoke of factories and harmful gases of cars, returns home. Not surprisingly, many of them after working days will prefer to retire to nature. Ecotourism is a good solution, but there is no kind of recreation that would not include negative aspects. (Shevchenko, 2011, pp. 12-2).

In this industry, guides, coach services and other stuff are needed. What is very important is that tourists not only pay salaries to employees of the tourism industry, but also use goods and products at the local level, which gives a boost to local industry. Money is spent directly by tourists in the economy situation. Tourists spend foreign exchange,

often reintroduced into the local economy. Thus, the country has more money earned locally thanks to tourism, which is then used in the local economy. This is especially important for communities that rely on one industry, or in those industries that damage the environment, such as mining or manufacturing. This is also important for rural communities where there is a significant risk based on agricultural conditions and world commodity prices. Tourism allows the community to diversify its sources of income and rely less on one industry. The additional income that goes into the community also benefits the local council or governments. This means more taxes that allow to run or develop public projects. This means that the infrastructure improves new roads, parks are developing, and public spaces. The best sites attract more visitors. This is an excellent benefit for local residents, especially when there is sufficient revenue for the construction of new airports, schools and hospitals that still support economic development. Without a good infrastructure, the flow of goods and services is impossible, and the revenues from tourism allow it to be maintained. In addition to income, there are also fantastic cultural advantages for tourism. This can be a source of pride for local communities and allows them to look at their history, cultural heritage and develop their own community identity. This helps the local people preserve their traditions and culture and show them to all visitors. The advantage of tourism is that it saved many local heritage sites from destruction, in addition to providing tourists with a fine understanding of the local lifestyle. Ecotourism itself provides the preservation of the environment. Since the traveler, do not forget to respect the places he visits and always leaves them clean. One of the best ways to practice this is with photo camera tours, that the tourist can leave all the memories. Attracting tourists to the National park creates opportunities for entrepreneurs to create new services and products or facilities that would be sustainable, based only on the local population. Tourists are all potential customers, and with the right approach it is possible to focus on a business strategy that achieves fantastic success. (Shevchenko, 2011, pp. 12-2).

One of the most comprehensive reviews of the negative effects of nature tourism is presented in the work of Hector Tseballos-Laskurein (Tseballos-Lascurain, 2008). This author identifies the following categories, it should be noted that the division of tourism-related problems into categories is rather arbitrary; in most cases, the environmental consequences of tourism are multiple. The question of the negative impact of rock climbing and caving on geological formations remains controversial; no final opinion on it has yet been formed. Much more concern is the collection of minerals and other geological objects as souvenirs. One of the most dramatic examples of this kind is the Petrified Forest National Monument in the USA, Arizona. The result of the actions of "souvenir hunters" was the complete destruction of several areas of fossil wood cover. The impact of tourism on soils may vary. During the construction of tourism infrastructure objects, the soil is moved and removed. The result of intense foot crossings can be landslides and movement of scree. The movements of tourists on the slopes

impede natural plant succession and often cause the soil to slide down from the upper slopes. The prolonged loss of topsoil is very harmful to ecosystems, since it violates the nutrient cycling and reduces the populations of soil microorganisms responsible for it. Another consequence of soil compaction is the obstruction of runoff, which leads to increased erosion and reduced availability of water and air for the roots of plants and soil organisms. This, in turn, causes the death of plants and the change in the species composition of soil organisms. The reduction of terrestrial vegetation and soil compaction (which often occur simultaneously) are the two most typical types of tourist activity impacts that can accelerate erosion processes. Extensive algae growth, which is often observed in inland waters undergoing recreational use. In many cases, wastewater management systems do not effectively capture nutrients that stimulate plant growth. Wastewater discharges into closed water bodies sometimes stimulate the growth of algae to such an extent that it makes it impossible to use them further for recreational purposes. Filaments of fibrous algae can merge and form dense floating masses on the surface of the water, which impede swimming and boating. A serious problem of natural tourism, which is often underestimated, is the spread of new types of diseases among wild animals. The spread of disease can occur both through direct contact, and through contact with certain products used by humans. In many national parks and other protected natural areas, garbage and other wastes left by tourists affect the health of natural bodies of water and sources of groundwater, as well as soil, vegetation and air. The impact of these problems often extends beyond the PAs, affecting the local population. (Ceballos-Lascurain, 2008).

Another common problem associated with nature tourism is its seasonal nature. There are peak seasons and seasons of decline in tourism activities. This means that hotels, transport and other objects of tourism infrastructure, as well as staff remain unoccupied for a significant part of the year. In addition, in rural areas, the peak tourist season often coincides with the height of the harvest and other important works. However, tourism can be a very good addition to other activities of local people, especially if the peak periods of tourism and agricultural work are different in time. This is especially true in rural areas, where the problem of permanent employment throughout the year is not as acute as in urban areas. (Liu, 2003, pp. 459-475).

It should be noted that the negative consequences described in this chapter are not always an indispensable attribute of the development of nature tourism. The impact of tourism on the environment can and should be controlled and managed. This approach distinguishes true ecotourism. (Liu, Z, 2003, pp. 459-475). It should be emphasized that if tourism harms the environment, then it is not true ecotourism. True ecotourism in fact is one of the most powerful means of environmental protection (Ceballos-Lascurain, 2008). The task of ecotourism is to minimize the possible negative consequences of traveling to nature and maximize their benefits.

The positive impact of tourism includes: the protection and restoration of historical monuments, the creation of national parks and reserves, the protection of shores and

reefs. However, in many countries, when creating recreational tourism systems, no steps are taken to protect and preserve nature due to lack of necessary financial resources. Negative consequences often take precedence over positive ones. This impact on water quality in rivers, seas, lakes, air quality due to the use of vehicles with internal combustion engines, destruction of local and wild fauna. In addition to the economic effect from the implementation of the program, an effect is expected in the sphere of ecology. (Kim et al., 2013, pp. 527-540)

One of the problems facing this kind of balance when it comes to ecological tourism is the problem of using its potential. The essence of the problem is that while preserving the ecological purity of natural territories in an undisturbed way, to ensure access to them for the broad masses of the population. Thus, the balance of interests should be ensured: environmental protection - protection of natural values from uncontrolled flow of tourists; economic - receiving funds from tourists visiting natural areas; social - education of love for nature and giving people the opportunity of full spiritual and physical rest in communication with it. It is not difficult to see the organic interconnection of all the elements of this triad. Ecotourism is based on the natural environment - this is what attracts tourists. (Drumm & Moore, 2002, pp. 33-39). However, ecotourism itself can be devastating for the natural area that tourists visit. Facilities and conditions required to meet the needs of visitors, can be harmful and destructive. If the already constructed buildings are not enough, new residential buildings will be required. It is necessary to learn how to plan the use of natural resources in the process of tourism without their degradation, as well as skillfully manage tourism flows and their potential impact. Ecotourism, which takes its community and environmental responsibility seriously, is the best option for everyone involved in its parties. For the tourism industry, it provides a competitive advantage and protection of the main tourist heritage. For the community, it can provide a new, necessary source of income and breathe new life into the local culture. For the environment, it can provide new sources and initiatives to protect it. (Juzefovič, 2015, pp 13-20).

2.3. Stakeholders

The shortest and most capacious definition of this concept was given by Bradley Googins, director of the Center of Corporate Citizenship of the Boston College. Stakeholders are groups, organizations or individuals that are affected by the company and on which it depends. In this paper, the main stakeholders include local residents, tourists and government on which the development of ecotourism in the Samara region depends. Stakeholders actively influence the success of the development of ecotourism and form an interdependent system that supports it. (Mirvis & Googins, 2006, 48(2), pp. 104-126).

The main advantages of ecological tourism, which provided its rapid development in the modern world, are the sustainable development of the territories involved in the

ecotourism sphere, the nature protection nature of ecotourism programs and technologies, the use of market mechanisms for shaping the ecological outlook of the population. Sustainable development of territories involved in the sphere of ecological tourism. It provided by the creation of tourism infrastructure, the organization of new jobs and the involvement of local people in the service sector. The nature protection of ecotourism is the mandatory preservation of the diversity of flora and fauna of recreational regions. To achieve this goal, environmental technologies developed by the practice of ecological tourism are used, as well as scientific recommendations of fundamental and applied science. (Buckley, 2009). The big role in protection and restoration of recreational territories played by the finance received from tourists and allocated by various federal, regional, private and the international organizations. Ecological outlook of the population of recreational territories is formed by their involving in service of tourist routes where locals act as conductors and instructors, animators, participants of folklore ensembles, cleaners of the territory. Only when local people are convinced of the recreational appeal of their natural landscape, they realize that it has an ecological and aesthetic value and can bring material benefits, they come to the idea of protecting it. (Jiang, 2008). There are two types of relationship between producers of tourist services and environmentalists:

1. Relative independence. Supporters of different camps respect the opposite position, while maintaining isolation and striving for the minimum number of contacts. Such a situation becomes impossible for the present when mass tourism develops;
2. Symbiosis (mutual support and mutually beneficial cooperation). Reasonable and controlled use of natural resources, preservation and maintenance of natural areas, archaeological sites and historical monuments is a way to improve the quality of the environment. (Boley & Green, 2016, pp. 36-50).

In the framework of this study, it is necessary to determine in what main aspects stakeholders are interested in. Tourists should have a special role in ecotourism. They are the most important participants in ecotourism, but only some of them participate in formal meetings on ecotourism. Tourists are direct consumers of an ecotourism product. They contribute money, which is transformed into the implementation of activities to achieve the principles of the ecotourism. Since sustainable development of the ecotourism is impossible without tourists, providers must constantly consider ways to improve the quality of service and be interested in the opinions of tourists. (Jiang, 2008, pp. 95-97). To construct and identify mechanisms that can be applied in real life and will meet the needs of people.

An indisputable advantage of ecotourism is that it provides residents with financial incentives to protect the nature of their region and facilitate, the establishment of their cooperation with protected areas. Indeed, often many problems of protected areas are the result of confrontation with the local population, which is forced to compete with PAs for the use of natural resources as a means of livelihood. Tourism can be a real economic

alternative for the population of rural areas that are in dire need of additional financial resources, clearly showing that it is more profitable to keep rare species and protected corners in their original form. However, serious work is required so that the local population not only participates in tourism activities and receives adequate income from it, but also includes a direct relationship between their well-being and the preservation of natural and cultural heritage. (Zhuang, Lassoie & Wolf, 2011, pp. 46-63).

Tourism is based on targeted and reasonable use of tourism resources. Tourist resources - specific properties of the natural environment, as well as their combinations, manifestations of human activity, natural, historical, socio-cultural objects that are objects of interest of tourists, stimulate them to travel, can meet their needs in the restoration and development of the physical, emotional and intellectual site. (Prebensen, Vittersø & Dahl, 2013, pp. 240-261). Tourist resources are natural-climatic, socio-cultural, religious and other types of resources of the territory, able to satisfy tourist interest, create a tourist impression and are a factor in the microenvironment of the tourism. An integral part of tourist resources are tourist facilities or objects of tourist interest. Sights of interest, natural objects, natural climatic zones and other objects that can attract tourists are considered objects of tourist interest. (Prebensen, Vittersø & Dahl, 2013, pp. 240-261). Natural resources have multifunctional purpose. They not only connected with the natural properties but also with the economic feasibility of operation. However, this does not exhaust economic efficiency, since the tourism industry combines the efforts of various, sometimes unrelated organizations: hotels, restaurants, transport companies, museums, entertainment centers, water parks, etc. into a single production process. In parallel with the development of tourist enterprises, there is an indirect influence, as the souvenir industry, the food industry, the production of building materials, trade, etc. are developing. Thanks to this impact, links are established between individual sectors of the national economy, the continuity of the process of expanded reproduction is ensured. Experience shows the expediency of using specially protected lands for the tourist and recreational purposes. Such a practice does not damage the environment, but, on the contrary, contributes to the preservation of the natural beauty of unique areas, since regulated economic and tourist activities are carried out in these zones. (Buckley, 2009, pp. 643-672).

The local community, as a social system, is a social organization that fills with meaningful meaning such complex dynamic systems as the national, state, and international community. The activities of local governments in a particular municipality in the environmental field, defined as environmental policy or ecological well-being of the local community. The environmental component of the social well-being of the population of municipalities can act as an indicator of social distance in the structure of local government. Organized collaboration between people about reflecting it. People

come together to solve their own problems and achieve the required goals. (Agrawal & Gibson, 1999, pp. 629-649).

The importance of the developing of the sustainable tourism for national parks and people living in and around their territories was reflected in the Arusha Declaration adopted by the ministers of tourism, representatives of the private tourism sector and officials of environmental organizations who participated in the conference. The signatories emphasized the importance of ensuring good governance in the development of tourism in parks and called for joint efforts of relevant participants in the tourism process, especially government agencies and the private sector. The Declaration further emphasizes: "the need to directly involve local communities in the management of parks and protected areas in order to ensure that they receive specific benefits in terms of employment and income generation." Participants agreed that priority should be given to the issue of knowledge sharing among African countries, given that countries with more limited experience in the field of park tourism can reap significant benefits with best practices from elsewhere in Africa. (Nyerere, 1977). The Global Code of Ethics for Tourism calls for: "Tourism activities should be planned in such a way as to ensure the preservation and prosperity of traditional crafts, culture and folklore and not lead to their standardization and impoverishment. Local people should be involved in tourism activities and participate on an equal basis in obtaining the resulting economic, social and cultural benefits, especially in the form of direct and indirect creation of jobs as a result of this activity."

The degree of tourism development is largely determined by the equipment of the territory with material resources for tourists, a retail and restaurant network, everything that is customarily included in the concept of tourist infrastructure and level of service, the capacity of the territory for receiving tourists, the ecological condition of the territory, except for general economic development, security of labor resources, material resources and financial capabilities of the country receiving tourists. (Oh, 2005, pp. 39-44).

Tourism develops mainly in regions with a satisfactory environmental situation and economically stimulates the development of environmental protection activities in them. On the other hand, the uncontrolled development of tourism is detrimental to the environment. Tourism also has an indirect effect on the environment, which is reflected in a change in mentality, behavioral style and lifestyle of the local population and tourists, which ultimately changes their attitude to natural resources. It should also be noted that in many regions often the problem is not the development of the tourism sector itself, but the lack of a rational way of this development. (Buckley, 2012, pp.528-546).

In many cases, relatively identical conditions lead in different territories to either positive or negative result. The relationship between tourism and the environment is not a simple causal link: tourism is its impact on the environment. Tourism and the environment

constitute a single system that, in general, fits into the nature-population-economy model. The quality of the environment is a prerequisite for the development of tourism and successful development can be achieved when the flow of tourists is regulated and a balance between the economy and the ecological state of the region is achieved. (Tsaour, Lin, Y. C., & Lin, J. H, 2006, pp. 640-653).

The academic discourse is dominated by the opinion that friendly relations between locals and tourists are of great importance for the sustainable development of tourism. A positive example is organized by the City Hall New York action "Ask the locals" in order to attract public attention to ensuring a high level of hospitality. On motorways, airports, and other transportation hubs of the city, billboards with recognizable faces of Hollywood stars are placed, inviting tourists to explore the sights of the city. The appeal of the mayor of New York to local residents sounded a weighty argument: if it were not for income from tourism, then the development of the city would have to deduct \$954 from each household annually. This social practice seems to be constructive because of the maintenance of the concept of sustainable tourism in the interests of all actors. (Travel weekly,2018).

Social practices of interaction between tourists and local residents are determined by the peculiarities of the behavior of temporary visitors in their spatial-mobile activity and the daily routine of their owners in the social field of labor activity. (Boley, & Green, ,2016, pp. 36-50). Local residents, providing housing to tourists, get access to the best material and technical capabilities, infrastructure and services these circumstances lead to an improvement in the quality of the natural environment. In addition, the local population is becoming more informed and paying great attention to the preservation of the environment, local resources and their cultural heritage. (Andereck, & Vogt, 2000, pp. 27-36.)

The development of ecotourism without effective management is not very realistic, due to the lack of appropriate institutional mechanisms and administrative obligations. The development of a positive relationship between people, resources and tourism is unlikely to occur without political and strategic management and the participation of many interested business organizations.

3.Context

3.1. Development of Russian Ecological Tourism.

Russia has a rich database of scientific data for the development of ecological tourism on its territory. Nature and traditional culture of Russia provide great potential for the development of the ecotourism. Variety, uniqueness, attractiveness and vastness of Russian landscapes covered by the processes of urbanization and intensive agriculture. It should be borne in mind, however, that despite the vastness of the undeveloped or poorly developed spaces, the state of the environment in Russia in many regions is far from successful, including outside the largest industrial centers. This situation is caused by backward technologies both in the industry, and in agriculture and forestry, weak control over monopoly companies that extract raw materials, usually in remote areas. (Moraleva, & Ledovskikh, 2000)

Today in Russia there are 103 nature reserves, of which 31 are biospheres; 41 national parks, 69 federal reserves and 50 regional natural parks. The total area of all Russian nature reserves is more than 340 thousand square meters. Km. According to statistics, in 2014, more than 3.5 million people visited national parks and reserves in Russia, of which more than 80% of the flow came from national parks. However, it should be noted that in Russia, in contrast to several foreign countries, where there are more accurate methods for counting tourist flow, it is very difficult to assess the real flow of visitors to national parks, due to the lack of unambiguous methods for counting visitors. Consequently, the true flow of tourists should be several times higher than the data published in statistical reports, which means that the anthropogenic load on natural territories also exceeds the presented indicators. The attendance rate of national parks is growing due to domestic tourists, while the number of foreign ones is almost statistical position. The essence of the problem of such a low attendance by tourists of Russian national parks lies in the poorly developed ecotourism infrastructure in these territories, the scrap financing, weak marketing and image of objects. Now, Russia occupies a very modest place in the global eco-tourism market. (Lapochkina, Kosareva, & Adashova, 2016, pp. 100-105).

One of the limitations for the development of ecotourism is the high sensitivity of many Russian ecosystems to anthropogenic impacts, their fragility, and precisely in areas that are attractive by wild nature or by aboriginal forms of economy. The close interaction of science and ecological tourism is especially important in Russia, where data on environmental protection, recreational capacity of the territories, as well as on the restoration of degraded regions are accumulated. These data can and should be claimed by the practice of ecological tourism. (Plyusnina et al.,2013) At the same time the potential resource of ecological tourism in Russia is the presence in the regions of many educated populations, currently withdrawn from the production sector. The entrepreneurial energy of this population can be realized through the formation of the infrastructure of

ecological tourism and the creation of small enterprises that provide such types of services as equestrian, water, bicycle tourism, tourism by interests (picking up mushrooms and berries), etc. The development of tourist infrastructure in rural regions will create an additional market for food products produced by local people, new jobs, will reduce the level of social tension. (Moraleva & Ledovskikh ,2000).

In the Russian Federation, a traditional form of territorial nature conservation, a priority for the conservation of biological diversity, is state nature reserves. Russian reserves were created exclusively for nature. The interests of nature are put at the forefront. The main goal of creating reserves is to preserve natural complexes, ensure their natural development and monitor the dynamics of these processes. The network of reserves, formed on a geographical basis, represents the nature of almost all regions of Russia, reserved lands and natural resources are completely and forever removed from economic use. The history of conservation shows that these declared principles are far from always being so steadily implemented in practice. (Moraleva &, Ledovskikh , 2000).

National parks are a form of environmental protection that ensures the preservation of cultural and natural heritage. In the system of protected natural areas parks play a special role, since they are endowed not only with nature protection, but also with recreational functions. At present, rational use, preservation of the natural and cultural heritage, creation of a favorable ecological situation on the territory is urgent. Unlike reserves, for national parks, the development of tourism is one of the key activities. The factors hindering the development of ecotourism in Russia are: problems of the legislative base, lack of specialists in the field of ecological tourism, as well as specialized tour operators, political and economic instability, expensive transportation services, low level of service and service culture in general (Ezebilo, &Mattsson, ,2010, pp. 189-193).

The Department of Tourism Development of the Samara Region initiated the seminar "The Role of National Parks and Reserves in the Development of Tourism Infrastructure and Hotel Complexes" in the Samara Region (2007). In June 2008, together with the Federal Agency of the Tourism of the Russian Federation, the department held an Interregional seminar on the above topic. The seminar brought together representatives of federal and regional executive authorities, the management of national parks and reserves from 21 regions of the Russian Federation. During the event, problems were touched on the application of world experience in the development of tourism activities in the specially protected natural areas of the Russian Federation and the preservation of natural monuments of national importance. Special attention was paid to the implementation of projects related to the use of national park resources and the development of ecological tourism in adjacent territories. (Government of Samara Region,2007).

3.2. Ecotourism in Samara region.

At the present stage, the sphere of the tourism in the Russian Federation is an important and intensively developing link in the country's economy. New directions are being created, all kinds of tourism are developing dynamically. In view of the current financial situation on the world market, it is possible to forecast the dynamic development of the domestic sector. Thus, the demand for all directions and types of recreation within the country will increase. The state assigns a special role to the promotion of ecological recreation. Ecotourism is one of the priority segments in the tourism industry in Russia. The reason for the demand for this direction, first, is the citizens' need for free communication with nature, not burdened with city noise and vanity. The implementation of this direction is primarily related to the use of national park territories within the framework of regulated tourism. (Federal Agency of Tourism in Russian federation,2016)

The first pilot project in the development of ecological tourism in the region can be the creation of a tourist and recreational complex "Zhiguli Pearl" based on the national park "Samarskaya Luka". Implementing of this project, the Government of the region aims to preserve unique natural and historical and cultural sites in specially protected areas with the attraction of tourist flow and the formation of conditions for receiving and improving the quality of services provided. The project should be considered at a meeting of the Government of the region. In this regard, the Samara Region Tourism Development Department believes that soon in the Samara region there will be an opportunity to provide all types of year-round recreation for both residents of the region and citizens of other subjects of the Russian Federation in the territory of the national park. (Government of Samara Region,2016)

The Samara region is located in the south-eastern part of the European territory of Russia in the middle reaches of the largest river in the Volga in Europe and occupies an area of 53,600 sq. km, which is 0.31% of the territory of Russia. In the north, it borders the Republic of Tatarstan, in the south - with the Saratov region, in the east - with the Orenburg region, in the northwest - with the Ulyanovsk region. The area stretches from north to south for 335 km and from west to east for 315 km. Being a forest-steppe by nature edge, the Samara region in the north is covered with coniferous and broad-leaved forests, and its south and east are occupied mainly by steppe areas. The largest mountain range of the region and at the same time one of the most beautiful places in Russia is the Zhiguli Mountains, located directly in the bend of "Samarskaya Luka". In addition to the Volga, the main waterway of the region, the most significant rivers are Samara, Sok, Kinel, Big Irgiz, Kondurcha. (Government of Samara Region,2016). A unique network of various specially protected natural territories has been formed in the Samara region. It is based on protected areas of federal importance: Zhiguli State Nature Reserve them. Sprygina, "Samarskaya Luka" National Park, Buzuluksky Bor National Park; and other regional PAs. (Ilyina, Mitroshenkova, &Ustinova, 2013).

The "Samarskaya Luka" National Park is now located in the three districts of the Samara Region: Stavropol, Volzhsky and Syzran, and also partly within the city limits of Zhigulevsk and Samara. However, not everyone knows that the reserve is a closed institution where visitors are denied access without special permission. Therefore, in order not to deprive people of the recreation and give them the opportunity to see the unique nature, a quarter of a century ago, the State Nature National Park was established on the rest of the territory of Samara Luka a quarter of a century ago by a decision of the RSFSR Council of Ministers of April 28, 1984. Such institutions all over the world are created in cases when it is necessary to combine two seemingly incompatible tasks: protection of nature and recreation of people in nature. The current provision on the Federal State Institution "Samarskaya Luka" National Park (FGU NP "Samarskaya Luka") approved by order No. 66 of the Ministry of Natural Resources of the Russian Federation dated March 17, 2005. According to it, the park's territory is 134 thousand hectares, of which 69 thousand hectares are given to its own indefinite ownership (these are mainly state forest fund lands), and the remaining 65 thousand hectares belong to other land users without removing these lands from economic activities. (Samara region history and culture, 2018).

"Samarskaya Luka" is a unique area formed by the bend of the largest European river Volga in its middle reaches and the Usinsky Bay of the Kuibyshev Reservoir that situated in Samara region. The scientific significance of the vegetation of the Zhiguli is exceptional. The six species of plants were first discovered for science there. Three of them turned out to be narrow endemic of the Zhiguli. They are no longer found anywhere in the world. There are fewer narrow endemics here. The areas of their distribution are occurring only in the Volga Upland. (Samarskaya Luka official,2018)

In particular interest are the relic species that have survived to this day from the earliest geological epochs. The peculiarity of the Samara Luke fauna is that at least 30% of vertebrate animals live here on the border of their areas. The concentration of monuments of practically all known cultures of the European forest-steppe from the Bronze Age and Early Iron Age to the present are situated in Samarskaya Luka. On the territory of Samaraskaya Luka there are about 200 natural-historical monuments. It is also rich in archaeological finds. (National Park "Samarskaya Luka",2018)

The monument of nature is the so-called Zhiguli Gate. This is the narrowest place of the Volga on the territory of the Samara region: the channel width here does not exceed 700 m. The Zhiguli Gate is formed by two peaks between which the river is squeezed: from the side of the Zhiguli, it is Sulfuric Mountain - it rises more than 200 m above the Volga. It is opposed by Tip-Tyav, the highest mountain in the Sokolii Mountains. Once the Sokolii Mountains were an integral part of the Zhiguli, and the Volga flowed along the modern mouth of the Sok River and farther along the valley of the Padovka River to the south. However, as a result of lowering the Earth's crust, the Volga shortened its path to the Caspian.

The northern part of the Samara Luka is occupied by the Zhiguli - the only mountains of tectonic origin that have risen on the continental platform. For 20 million years, the crystalline basement has been rising, giving rise to the Zhiguli Upland and the Zhiguli Mountains proper. About 10 million years ago, the elevation of the foundation brought to the earth's surface erosion resistant limestone, which form the basis of the Zhiguli. The state of the crystalline basement has changed many times, but the water never flooded the Zhiguli. Here situated plant communities of almost all climatic zones of the Russian Plain: pine forests, occupying ridges and the southern slopes of the mountains for several million years; incrustation of lichen; forbs of steep rocky steppes; feather and shrub steppes of gentler slopes; multicolor "fun glades" on the plate-like tops. On the riverine terrace and on the Volga islands, elements of the vegetation of the Volga cattle are preserved: forests of black salmon and white poplars, willows, alder sticky and smooth elm, as well as flood meadows and wilderness thickets. (Geographic Encyclopedia,2018)

The Zhiguli Reserve occupies an area of 23 thousand hectares and includes the central part of the Zhiguli Mountains and the northern part of the plateau of the Samara Luka. Its stretched along the Volga for 30 km. The protected area includes the Volga islands of Sereysh and Shalaga. In the center of the reserve is Mount Strelna (height 370 m). Among the hundreds of plant species growing on the reserve, 19 are listed in the Red Book. The animal world of Zhiguli is also rich; over 200 species of birds are noted here: owls, woodpeckers, owl, wood-grouse, black grouse, and hazel grouses. Among the birds listed in the Red Book, there are the golden eagle, gyrfalcon, black-headed laughter, eagle. The largest inhabitant of the reserve is the elk. In the Zhiguli forests are full of wild boars, lynxes, roes, foxes, wolfs, forest polecats, ermines and weasels. At a high level keeps the number of squirrels and hare.

Zhigulevsk is a city on the right bank of the Volga in a horseshoe-shaped, picturesque valley of the Zhiguli Mountains. The population is 47.9 thousand people (2001). It was founded in 1952 during the development of the Samarskaya Luka oil fields. This is the only city in the zone of the park "Samara Luka". (Geographic Encyclopedia,2018)

4. Research methods and process.

Quantitative studies are aimed at obtaining information that is presented in numerical terms, showing the behavior of the consumer and his reaction to certain events. The main objective of such studies is to obtain quantitative data on the state of the market, the respondents' reaction to any event, production volumes, etc. This method is often used because is simple and reliable to get accurate information. This method involves the collection and thorough analysis of primary information. Such studies are usually carried out on the basis of certain mathematical and statistical models. As a result, it becomes possible to obtain accurate quantitative values of all indicators to be studied. (Depp, &Jeste,2006, pp. 6-20).

4.1. Data Collection

As a tool for investigating the process of designing questionnaires and response processes, the Web questioner has many advantages. Studies show that there are many interesting ways to improve the request and response process, as well as the quality of the data obtained through web surveys. (Delavand , Rowder , Galesich et al.) In the thesis I used non-probability convenience sampling technique for the sample selection which based on Bhuiyan et al., (2016) study. This technique is based on calculated personal judgments, and researchers utilize their own perceptions and knowledge to determine the sample size. (Bhuiyan et al.,2006). I used in the questionnaire a five-point Likert-type scale (ranging from 1 = strongly disagree, 2 = disagree, 3 = neither disagree nor agree, 4 = agree, 5 = strongly agree) to collect the opinions of the respondents.

When choosing respondents, consider a sample that best reflects the various stakeholders and the views of these stakeholders. In this research I applied the questioner-based survey among Samara region local people about their preferences in the concept of ecotourism in National park "SamarskayaLuka"with tourist and local people as a stakeholder.

For the purposes of this paper, Web questioner was used. The questionnaire was compiled on the basis of the Bhuiyan et al., (2006) study. Some questions were slightly reformulated and adapted for better understanding by the local residents of the Samara region. The questions were translated into Russian and distributed on social networks. At the beginning of the survey, an explanation was made of the basic concept of ecotourism and its directions. The questionnaire was conducted from mid-July to mid-November 2018. 46 respondents were surveyed, respectively. Not many people wanted to take part in this survey, since the population of the Samara region is not well informed

about the development of ecotourism in general. The thesis work used the Barometer of Sustainability to evaluate the results proposed by Prescott-Allen (1997) to determine the potential sustainability of the study sites.

Resources, communities and tourists play a very significant role in the development of tourism. The theoretically smash ecotourism paradigm is central to the movement among these three stakeholders, so that they make affirmative contribution to each other. (Zhuang, Lassoie, & Wolf, 2011, pp. 46-63). Moreover, many scientists highlighted that changes in economic, social and environmental aspects are the key factors operate sustainability, and that these three aspects affect each other. Resource administration, local residents and tourists are stakeholder members of resources, community and tourism in this study. (Ross & Wall ,1999a, 1999b) evaluation framework (Fig. 1) was applicable to examine the understanding of symbiotic relationships between stakeholders in combination with the elaboration of an ecotourism purpose. (Tsaur, Lin, Y, & Lin, J., 2006). Evaluating ecotourism sustainability from the integrated perspective of resource, community and tourism. (Tourism management, 27(4), pp. 640-653). Each stakeholder's interests in ecotourism from economic, social and environment aspects were gathered. Based on the upwards data, inter-relationships were measured between stakeholders from economic, social and environmental aspects. Primary sustainable ecotourism indicators were afterwards suggested. Furthermore, sustainable tourism development indicators must reverberate the area and period of the concrete scope of the community (Twining-Ward & Butler, 2002). This paper elected a Samara regional eco-travel location as the object for empirical research.

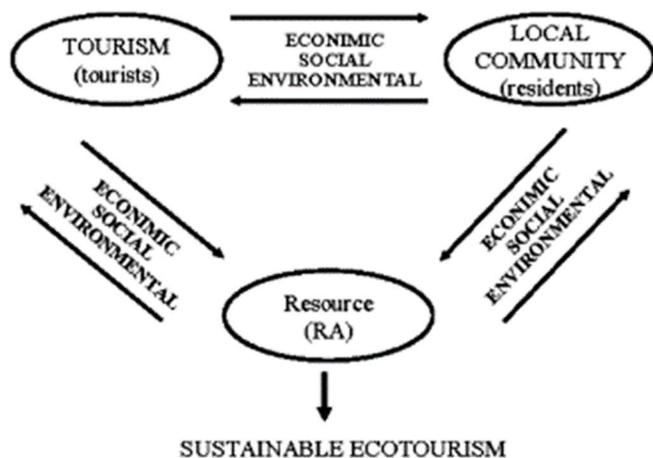


Fig. 1. The evaluation framework for sustainable ecotourism. Source: Adapted from Ross and Wall (1999a, b)

Indicators of ecotourism measurement can be divided into the objective and subjective. (Tsaur et al. ,2006). Quantitative data will be acquired by objective indicators and

considered through equations. On the contrary, subjective indicators calculated by personal attitudes, feelings and perceptions. These indicators will be defined from qualitative data. Based on subjective measurements, Tsaour et al. (2006) measure the sustainability of the Sauvik ecotourism site in Taiwan. They used the perception of stakeholders to measure sustainability on eco-tourism sites in Taiwanese. (Miller ,2001) proved that qualitative data are suitable for measuring stability indicators. He noted that community surveys can help indicators cope with differences and variations in the field and define a set of standard indicators for measuring sustainability. The sustainability of ecotourism of the National Park "Samarskaya Luka" will be determined on the basis of the sustainability assessment indicators of Bhuiyan. M et al., (2006) study. In this work will be presented the opinions of local residents and tourists about communities, tourism and resources to assess the sustainability of tourism. This study will examine six aspects of the relationship for assessing the sustainability of ecotourism directions. Relationships will be a resource for the community, the resource community, the tourism resource, tourism for resources, community tourism and the tourism community. These aspects of relationships assessed the impact of the community and tourism on the resource, the impact of resources and tourism on the community, and the impact of resources and the community on tourism in training sites. (Bhuiyan et al.,2006)

4.2. Counting tables.

The calculation of the tables was carried out by me on the basis of the number of answers and the Likert scale assessment. Further detailed calculations of the tables will be given. The calculation of the tables was based on Bhuiyan et al., (2016) study.

4.2.1 Table one.

Table 1 shows the mean scores and weights of the indicators for sustainable tourism development in the National Park "Samarskaya Luka." The highest mean score focused on the economic dimension (supporting resource conservation -4.52) in community resource aspect and environment dimension (pressure for resource exploitation-4.54). In the other hand, the lowest mean score was in the economic dimension (disturbing daily living -1.76) in resource community relationship aspect.

Firstly, calculated the 6th column the sum of points for each question of the questionnaire (47 questions) \ the number of respondents (46 people).

The fourth column, namely, the mean score measurements is calculated as the sum of the average points of the 6th column \ the number of indicators.

The second column is the average score of the aspect of relations is the sum of four columns of the average score \ the number of measurements of the second column.

To calculate the seven columns, was used the formula: Indicator weight = (Mean score of each indicator/Total indicators mean scores) ×100.

Example from first indicator: $1.76 \div 170.8 \times 100 = 1.03$

To calculate the fourth column - the average weight of measurements is calculated as the sum of the weights of indicators of each measurement.

Relationship aspect	Mean score and weight	Dimension	Mean score and weight	Indicators	Mean score	Weight
Resource community	3.88 (17.83)	Society	3.70 (10.84)	Disturbing daily living	1.76	1.03
				Educational opportunities	4.14	2.42
				Environmental consciousness	4.24	2.48
				Interaction between tourism area and residents	4.24	2.48
				Economic benefits to community	4.14	2.42
		Environment	4.05 (7.1)	Conserving natural resources	3.95	2.31
				Providing sustainable harvest	4.00	2.34
				Living environment and quality	4.19	2.45
Community resource	3.75 (17.63)	Society	3.70 (6.51)	Supporting resource conservation	4.52	2.65
				Resource management & planning	3.29	1.93

				Participating in interpretation service	3.29	1.93
		Environment	3.80 (11.12)	Interfering with natural resources	3.05	1.79
				Pressure for resource exploitation	4.52	2.65
				Pressure for surrounding development	4.19	2.45
				Degrading the environment	3.33	1.95
				Livelihoods threat to ecosystem	3.90	2.28
Resource tourism	4.03 (25.55)	Society	3.94 (20.73)	Educational opportunities	3.43	2.01
				Interpretative facilities	4.19	2.45
				Understandable interpretative facilities	4.00	2.34
				Satisfying interpretative facilities	4.38	2.56
				Satisfying interpreter service	4.43	2.59
				Tourists' environmental awareness	4.00	2.34
				Natural and humanistic experience	3.95	2.31
				Environmental education experiences	3.76	2.20
		Environment	4.12 (4.82)	Exceptional sense of appreciation	3.29	1.93
					4.24	2.48

				Attracting visitors' attention	4.00	2.34
Tourism resource	3.64 (8.11)	Economy	4.19 (2.45)	Contribution for conservation	4.19	2.45
		Society	3.81 (2.23)	Participate in conservation activities	3.81	2.23
		Environment	2.93 (3.43)	Overloading capacity	2.24	1.31
				Destroying environmental quality	3.62	2.12
Community tourism	3.51 (8.23)	Society	3.51 (8.23)	Experiential opportunities	3.29	1.93
				Diverse cultural experience	3.86	2.26
				Cultural exchange opportunities	3.52	2.06
				Interaction between residents and tourists	3.38	1.98
Tourism community	2.89 (22.51)	Economy	3.86 (11.29)	Distribution of tourism revenue	3.90	2.28
				Regional construction	3.67	2.15
				Acceptable incomes	4.00	2.34
				Employable opportunities	4.05	2.37
				Employing local residents	3.67	2.15
		Society	2.87 (10.08)	Promoting social welfare	3.95	2.31
				Increasing congestion sense	3.95	2.31

				Causing traffic jam	3.90	2.28
				Destroying public security	1.81	1.06
				Loss of traditional culture	1.81	1.06
				Satisfying tourism development	1.81	1.06
		Environment	1.95 (1.14)	Destroying local environment	1.95	1.14

Table 1.

The mean score of resource community relationship aspect was 3.83, which demonstrate potential sustainable level. This scale indicated that resource and community show potential by sustainable relationship. The mean score of the environmental dimension in this aspect was 4.05, defining a sustainable level in which the social dimension scored 3.70, point out sustainability potential. It is necessary to highlight that other aspects and their mean scores of the relationship have the average score about 3.5 and it can be concluded that they all potentially sustainable.

Tourism community aspect has the mean score 2.89(also potentially sustainable) that shows that the influence of tourists on local residents needs to be improved, it is possible to create attractiveness for both sides. It is necessary to be considered in more detail and informative way for both stakeholders. The level of environmental education and upbringing is provided as a result of the educational function of ecotourism. Environmental education is primarily aimed at children and adolescents, as potential tourists and responsible citizens.

4.2.2. Table two.

Table 2 shows the weighted scores of indicators for sustainable tourism development in "Samarskaya Luka." To measure the sustainability of this ecotourism site, were normalized and summarized the sustainability scores from the weighted scores of six relationship aspects using equation.

Counting Weighted score (column six)

$$Y_{ij} = \frac{(R_{ij} - 1)}{4} \times W_{ij}$$

W_{ij}- Mean score (table 1), R_{ij}-Indicators (table 1)

Relationship aspect	Weighted score	Dimension	Weighted score	Indicators	Weighted score Yij
Resource community	13.48	Society	8.07	Disturbing daily living	0.20
				Educational opportunities	1.90
				Environmental consciousness	2.01
				Interaction between tourism area and residents	2.01
				Economic benefits to community	1.95
		Environment	5.41	Conserving natural resources	1.70
				Providing sustainable harvest	1.76
				Living environment and quality	1.95
Community resource	10.84	Society	2.86	Supporting resource conservation	0.66
				Resource management and planning	1.10
				Participating in interpretation service	1.10
		Environment		Interfering with natural resources	0.92

				Pressure for resource exploitation	2.33
				Pressure for surrounding development	1.95
				Degrading the environment	1.13
				Livelihoods threat to ecosystem	1.65
Resource tourism	20.79	Society	17.02	Educational opportunities	1.22
				Interpretative facilities	3.58
				Understandable interpretative facilities	1.76
				Satisfying interpretative facilities	2.16
				Satisfying interpreter service	2.22
				Tourists' environmental awareness	1.76
				Natural and humanistic experience	1.70
				Environmental education experiences	1.52
				Satisfying recreational quality	1.10
		Environment		Exceptional sense of appreciation	2.01
				Attracting visitors' attention	1.76

Tourism resource	5.32	Economy	1.95	Contribution for conservation	1.95
		Society	1.57	Participate in conservation activities	1.57
		Environment	1.80	Overloading capacity	0.41
				Destroying environmental quality	1.39
Tourism community	14.03	Economy	8.08	Distribution of tourism revenue	1.65
				Regional construction	1.43
				Acceptable incomes	1.76
				Employable opportunities	1.81
				Employing local residents	1.43
		Society	5.86	Promoting social welfare	1.70
				Increasing congestion sense	1.70
				Causing traffic jam	1.65
				Destroying public security	0.21
				Loss of traditional culture	0.21
				Satisfying tourism development	0.21
		Environment	0.27	Destroying local environment	0.27
Total sustainability score 59.14					

Table 2.

According to Table 2 and based on equation resource tourism (20.79) showed the highest weight, followed by tourism community (14.03). For comparison, tourism resource (5.32) showed the lowest weight in this table. Table 2 discloses that National park "Samarskaya Luka" ecotourism development sustainability score was 59.14. Based on the Barometer of Sustainability, the result demonstrated that "Samarskaya Luka" can be classified as "potential by sustainable" ecotourism destination.

4.3. Data Analysis

According to Table 1 resource community aspect was 3,88 and community resource was 3,75, aspects shows potentially sustainability of ecotourism. This suggests that people are ready and motivated to enhance their knowledge and to reach the development in the environmental direction. Both society and environmental dimensions mean scores are potentially sustainable. Local people really want to preserve the environment and are ready to move in this direction. They want to achieve high-quality living environment and ecological education.

Resource tourism with the mean score 4,03 is the highest score in the table 1. Mainly this suggests that the interviewees were satisfied with the quality of the questionnaire and were interested in the topic of ecotourism thanks to the questionnaire. Here again can be noted the desire of stakeholders to get a humanistic experience in the aspects of social and environmental dimensions.

Tourism resource was 3,64 and community tourism 3,51 are potentially sustainable. According to economic and society dimensions stakeholders are willing to take part in conservation programs, as well as get acquainted with new culture and values. They believe that ecotourism can bring development in public areas, as well as in interaction between people from different countries. However, the environmental aspect with mean score 2.93 is potentially less sustainable and it can be concluded that people are thinking that ecotourism can affect environmental destruction.

Tourism community relationship aspect was 2,89 as a mean score and weight, that shows potential unsustainable level of ecotourism. The lowest mean score in the table 1. This theoretical perspective shows how, and the local communities understand the concept of ecotourism and react to it. These figures show that many locals need more information about ecotourism. The lack of knowledge of local people must be developed in order to achieve more sustainable level at this stage. The economic dimension mean score was 3,86 that indicates potentially sustainable level with the mean score, not lower than 4

points. That evaluates that local people would like to develop ecotourism in the Samara region due to the attraction of profits to the region, the creation of jobs and, in general, the improvement of the area. Instead environmental (1,95 mean score) and society (2,87 mean score) dimensions show the lowest level of sustainability. In this regard, people are afraid of the destruction of nature and the violation of their daily lives. Perhaps the local thinkers do not fully understand the differences between ecotourism and ordinary tourism, and as mentioned earlier, a more in-depth study of this aspect is necessary.

In general, table two is based on the results of the first table and its goal is to estimate the potential of ecological tourism in "Samarskaya Luka". Due to this, it was possible to establish that the National Park is potentially sustainable (based on the Barometer of sustainability) and the overall sustainability assessment is 59.14.

5. Research reliability and validity.

The rapid assessment mechanism is based on quantitative estimates, and partly on reasonable assumptions. In case of serious doubts, it can be recommended "playing" several scenarios based on various assumptions. Judgments about the prospects and justification of the development of tourism, made by rapid assessment, can be conditional. At the next stage (development of the concept) it is necessary to conduct a more serious analysis. Nevertheless, the results of rapid assessment allow to navigate what kind of tourism and how to develop in this area. They also allow to realize the potential and risks associated with the development of tourism.

It is advisable to invite an expert in the field of tourism to assess ecotourism potential and planning. This is especially important at the stage of developing the concept of development of ecotourism activities. Not all questions are equally important for specific projects. If necessary, other questions related to a particular specific situation may be added to the catalog of recommended questions.

It should be noted that among other things, the discrepancies discussed above do not allow obtaining exact statistics on the development of ecotourism. Therefore, WTO experts in calculating arrivals and receipts from types of tourism use the concept of "tourism oriented to natural tourism resources" or "nature tourism", which includes ecotourism. (Neto, 2003, pp. 212-222). In this regard, the President of the Society for Ecotourism D. Western said: "There will never be a hard distinction between tourism and ecotourism. Ecotourism must define itself as an avant-garde camp, an industry that brings all the best to the tourist market and is a model to emulate all over the world." (The international ecotourism society ,2018)

6.Results

To achieve this goal, a quantitative sampling technique was used. The methodology is based on the principles of measuring, considering the collection of data from local residents. It is based on mathematical calculations, in accordance with the answers of participants (indicators) are combined into one generalized indicator. It should be noted that the indicators should be considered rather as a starting point for conducting an in-depth study on specific issues. Such indicators allow a comparative analysis of indicators and determine the general trends of their development, based on a set of statistical indicators. The overall indicator (total sustainability score 59.14, table 2) is formed due to the convergence of all aspects into a single index, which is thus viewed as a characteristic of the potential development of ecotourism, such as sustainability, economic and environmental development, etc.

This approach is especially important because due to the reduction of the assessment of the impact of ecotourism, only to analyze its economic effects can both underestimate its contribution (lowering the environmental and social benefits of ecotourism) and overestimate (not taking into account the negative consequences of ecotourism). Underestimation of the positive impact of ecotourism leads primarily to the lack of public and private investments necessary for its development, while an underestimation of the negative effects of ecotourism development can lead to serious environmental and social problems in a country or region. The fundamental condition for the development of the effectiveness of ecological tourism is the ecological potential or "the preservation of the ecological viability of the territory".

It is important to understand the relationship of economic, ecological potential of ecological tourism with indicators that provide an assessment of the social and cultural development of society. The purpose of this work was to substantiate and assess the prerequisites for the development of ecological tourism, considering the economic, natural, recreational, social and cultural characteristics of the region.

Table 3 introduces the sustainability achievement of the "Samarskaya Luka" from each relationship aspect.

Relationship aspect (D i)	Weight (W i)	Weighted scores (Y i)	Achievement percentage (%)
Resource community	17.83	13.48	75.60
Community resource	17.63	10.84	61.49
Resource tourism	25.55	20.79	81.37
Tourism resource	8.11	5.32	65.60
Community tourism	8.23	5.20	63.18

Tourism community	22.51	14.03	62.33
Total	99.86	69.66	69.76

Table 3.

Recourse community relationship aspect achieved 75.60% for this step it is necessary to start special projects that will relate to knowledge about ecotourism, because the stakeholders show their interest in this subject. The aspect with the lowest sustainability is community on resource relationship aspect at 61.49%. The influence of resource on tourism reached the highest percentage (81.37%) for sustainability achievement in the "Samarskaya Luka". This suggests that the stakeholders are quite satisfied with the tourist resources of the territory in the site. Tourism recourse 65.60% in this case tourism attraction should be developed, but still the percentage is quite high. Community tourism (63.18%) and tourism community (62.33%) aspects shows that in this case it is necessary to develop more in the direction of interaction with local people in order to involve them in to the creation and development of ecotourism.

Before the online survey, many residents did not know about the importance of ecotourism, and this survey prompted their interest in this type of tourism. Ecotourism raises public awareness of the importance of preserving bio-resources. Due to the long-term environmental education and environmental protection activities, the attitude of tourists and residents to biological resources will become more conscious, and the population will learn methods of conservation. Sustainable development of the territories involved in the sphere of ecological tourism and ensured by the creation of tourist infrastructure, the organization of new jobs, the involvement of the local population in the service sector, as a result of which the living standards of the local population are raised, it is fixed in the original territory. This also explains why ecotourism is poorly developed in the Russian Federation as a type of domestic tourism. - It has not yet formed a demand for this type of tourism. There are very few ecotourists now in the Samara region. Not many of the domestic tourists are willing to spend money, time and effort to protect the environment. The consequence of this is the weak development of the tourist offer, with the result that the few types of internal ecotourism are often referred to as social tourism, that is, supported from public funds.

The ecological outlook of the population of recreational areas is formed by their involvement in the process of servicing tourist routes, where local residents act as guides and instructors, territory cleaners, etc. Only when the locals are convinced of the recreational attractiveness of their natural landscape, they realize that it has ecological and aesthetic value and can bring material benefits, they may come to the idea of its protection. Understanding that the economically predatory use of natural resources can

take their territory out of the sphere of recreational use is an incentive and an incentive for its protection and rational use.

The obtained results will allow determining the impact of tourism on the economy, ecology and socio-cultural sphere of the country, which will make it possible to identify their competitive advantages in the development of tourism, make a comprehensive assessment of the development of tourism when creating plans for the socio-economic development of the territory and determine the available reserve potential for the development of tourism.

Proper and at the same time non-wasteful use of the ecotourism potential of nature reserves and national parks of the country is a guarantee of their further successful development. Ecotourism prospects for the development of the Samara National Park should go in the most systematic use of their resources, expressed primarily in the design and development of environmental and environmental-cultural education according to Community resource relationship aspect which was the lowest.

The full and timely implementation of these factors, measures and actions Samara Luka will take its place in the world among countries with developed ecological tourism. The development of ecotourism in the Samara region will make a huge contribution not only to preserve science, culture, education, nature, addressing issues of attracting ecotourists to nature, preserving and enlarging the world of rare animal plants, but also solving economic issues - improving the social condition of the local population, providing them with jobs, as well as raising and making a certain financial contribution to the economy of Russia.

7. Discussion

Potential sustainability of the National Park "Samarskaya Luka" indicates that with effective planning it can increase the maximum benefit from a variety of ecotourism attractions, use it to provide a certain part of the currency and economic needs of the region and to meet the needs of local and rural communities. Raising attention to environmental issues is perhaps the most important factor in determining the demand for eco-tourism over the past decades in many countries. After the questioner, many of respondents want to make their personal contribution to the conservation of wildlife, and we together discuss this topic. Who are they, potential and real participants of ecological tours? What are they striving for and what are they guided by when choosing a trip? Understanding of these issues is necessary both for representatives of the tourist industry, and specialists in the field of nature conservation, and those involved in planning the socio-economic development of regions. It is necessary, on the one hand, to create a more efficient tourism product and more accurately "communicate" it to the consumer, thereby increasing financial revenues for protected areas and the local economy, and on the other, to organize tourism activities so that it can avoid negative consequences. Hence, it is also clear why ecotourism is poorly developed in the Russian Federation as a type of domestic tourism, it has not yet formed a demand for this type of tourism. Not many of the domestic tourists are willing to spend money, time and effort to protect the environment. The consequence of this is the weak development of the tourist offer, with the result that the few types of internal ecotourism are often referred to as social tourism, that is, supported from public funds.

Local community participation ensures more effective project planning and decision making. As a result of consulting with residents, studying public opinion, even at the planning stage, can get more complete information about the possible nuances of project implementation and avoid such plans and decisions that could later cause conflicts with the local population. Participation in the implementation and management of the projects as a good example of the eco knowledge, it can gain their trust and support: in most cases. When people know that the action should serve their good, they will support this. The participation of the local population that can ensure the sustainability of the results of environmental projects in the long term. (Stem, Lassoie, Lee, Deshler, & Schelhas, 2003, pp.387-413).

Many scientists note that with illiterate organization, the absence of a systematic sustainable approach, tourism in natural areas can cause irreversible damage. Therefore, the frequently used definition of ecotourism as "tourism in protected areas" without specifying the nature protection functions of tourism and rather strict environmental requirements is limited and indicates only the place of tourist activity. F. Flingemann,

Director of the UNEP Regional Office for Europe, emphasized that the size of the negative impact of tourism that many developing countries are currently experiencing, which do not have enough technical and financial capabilities to replenish the resources used by tourists and to remove their waste, is significantly greater than the damage applied to the environment by local people. The experience of other countries shows that the development of ecotourism can cause a variety of consequences at the local, regional and national levels, the range of which is from very favorable to destructive. At each of these levels, the economic, environmental and social consequences of tourism can significantly vary depending on its size, level of development and diversification of the local economy, cultural characteristics of a country or region. In addition, a very important point is the form and type of ecotourism, which develops in the region. (Buckley, 2009).

At the federal level, the development of a cluster of ecotourism in the future provides large-scale opportunities in the context of the activities of development institutions - the formation of a new business infrastructure and, as a result, the creation of the necessary prerequisites for the development of investment and innovation projects. The system as a whole is a system of production, distribution and consumption of goods and services. Within these processes, the interaction of society and nature constantly occurs. Any production and consumption are associated with the use of natural resources and environmental impact. Any economic decision also affects the environment in the broadest sense of the term. With the increasing complexity of the functioning of economic systems, increasing production and consumption, the role of the natural (environmental) factor is constantly increasing. (Palla, Derényi, Farkas, & Vicsek, 2005, pp. 814-815).

8. Conclusion

People rush to see corners of the wild nature, which, perhaps, in a few decades will disappear from the face of the Earth. The idea of a link between tourism revenues and nature conservation is spreading more and more, allowing people to feel satisfied that their visit will help protect the unique natural landscape or help maintain the specifics of local settlements. No less important are the so-called non-monetary benefits, which are not always possible to evaluate economically, or which are only indirectly expressed by economic categories. These include, for example, the creation of new jobs, environmental education, improvement of the cultural level of the population, development of the network of infrastructure, economic recovery in backward areas. Of particular importance among non-monetary benefits of ecotourism development are various aspects of nature conservation. Obviously, assessments in each of these aspects can and should be based on differing principles and criteria that are most appropriate for each particular aspect of assessment. The integral assessment of the tourist potential of any object or territory is conventional, since it inevitably includes quality indicators and can receive a meaningful interpretation. (Al Mamun, & Mitra, 2012).

Under the conditions of a catastrophic reduction of budget financing, the economic role of ecotourism and eco-excursion activity is very relevant for Russian PAs. It is also important that the development of ecotourism usually does not require the creation of expensive and extensive infrastructure. Thus, potential ecotourism can provide relatively high specific incomes with minimal initial costs. One of the objectives of regional environmental policy is to achieve a sustainable livelihood of the population. It can be achieved with the help of an economic balance between the needs and possibilities of self-employment of the population in their native territory and the material potential of the territory itself of the protected areas region. If the Russian authorities support the ecotourism product as an innovation, as it happens in many countries of the world, the ecotourism industry of the region can reach a new level of development. (Plyusnina, & Ruban, 2013).

Equally important, ecotourism and ecological excursions are the most important form of environmental education and education, serve to promote environmental protection, enhance public prestige and support PAs. Currently, most protected areas understand that the success of their core business is impossible without the attention and support of the public. (Juzefovič, 2015, pp 13-20). And the best way to stimulate public support for protected areas is to give people the opportunity to personally come into contact with the unique natural landscapes, to feel their involvement in their preservation. Ecotourism organization is another opportunity to establish direct contact with representatives of administrations and potential sponsors.

One of the priorities, however, should remain to ensure the rational use of natural resources, the preservation of biological diversity and ecological balance - the most important conditions for the sustainable development of the regions and Russia as a whole. The development of eco-tourism in protected areas can be one of the most important means of preserving and improving regional systems. Having the necessary level of influence and opportunities, the structures of regional authorities, while focusing on innovative "green" economic growth of the regions, can help organize various start-up eco-projects, which will increase investment opportunities and bring remote regions of Russia to the international tourist market. (Moraleva & Ledovskikh 2002).

Some people consider the concepts of "ecotourism" and "sustainable development of tourism" contradictory, because we cannot travel in such a way as to help the environment. First, we need to get from one place to another, which almost always means burning fossil fuels. Secondly, regardless of our efforts, the impact will still be negative. But all this takes us away from the point. If we decide to travel, there is always an opportunity to reduce our impact, and in some respects even make a positive difference.

Future research.

It is necessary to collect more answers of the respondents, but this is quite difficult to do, since now there are very few interested residents on this issue. It is necessary to start to hold the meetings and festivals that are aimed in attracting of the stakeholders.

The training of local people is important, so it is necessary to systematically conduct training courses, courses covering all aspects of providing guest houses services, such as ecotourism principles, guest house management, English language for guides and try to achieve the quality standards. Currently, it is essential to create trainings and engage in the transfer of experience for local residents in order to increase interest in this aspect.

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Appendix

Questions for questioner

1. Ecotourism disturbs my daily life
2. Ecotourism improves my knowledge about the environment
3. Ecotourism motivate me better towards the environment
4. I fill interaction with nature through ecotourism
5. Ecotourism will help in the economic development of the national park
6. Ecotourism conserving natural resources
7. Ecotourism providing sustainable harvest
8. Eco-tourism improves the quality of my life
9. I support resource conservation
10. I participate in resource management programs
11. I'm take part in interaction service in tourism area
12. I am interfering with resources in National park
13. I fill pressure for recourse exploitation
14. I fill pressure for ecotourism development
15. Tourism activities damaging the environment
16. Activities of residents' livelihoods threat to tourism areas' ecosystem
17. Ecotourism provides adequate interpretative facilities
18. Ecotourism provides understandable interpretative facilities
19. Providing excellent environmental education experiences
20. Providing excellent natural and humanistic experiences
21. The site provides educational opportunities to the tourists
22. I am satisfied with interpretative facilities
23. I am satisfied with interpreter service
24. This visit has increased my environmental awareness
25. I am satisfied with whole recreational quality
26. The questionnaire site has provided exceptional sense of appreciation
27. The questionnaire has attracted my consciousness for protecting environment
28. Ecotourism making economic contribution for National park conservation
29. I have participated in conservation activities
30. Ecotourism destroying environmental quality
31. Ecotourism does not create crowds of people in peak periods
32. You shared your "eco" experience with tourists
33. Ecotourism provide interaction between people from different cultures
34. Ecotourism providing cultural exchange opportunities
35. I feel good interaction between residents and tourists
36. Local residents will dispose of income from tourism
37. Ecotourism improving regional construction
38. Ecotourism creating acceptable incomes
39. Ecotourism creating employable opportunities
40. The majority of local residents will work in the tourism field of the national park

41. Ecotourism promoting social welfare
42. Ecotourism increases the sense of unity among local residents
43. Ecotourism not causing traffic jam in peak periods
44. Ecotourism destroys my safety
45. Ecotourism reduces traditional culture
46. I am satisfied with tourism development
47. Ecotourism polluting local environment