

## ECOLOGICAL TOURISM AS A NEW COMPETITIVE CLUSTER OF RUSSIAN SERVICES MARKET

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Concerning to Michael Porter's "The Competitive Advantage of Nations" cluster is a geographic concentration of interconnected businesses, suppliers, and associated institutions in a particular field. Clusters have the potential to affect competition in three ways: by increasing the productivity of the companies in the cluster, by driving innovation in the field, and by stimulating new businesses in the field. All of those ways can be easily developed, when attention is paid to the cluster of ecological tourism.

The nature of Russia provides great potential opportunities for development of ecological tourism. In Russia areas with traditional, native, the farm patterns, representing big ecologo-cultural value remained. However, despite extensiveness of the undeveloped or poorly mastered spaces, a state of nature in Russia as a whole it is far not safely.

Unfortunately, in Russia out-of-date technologies, and not only in the industry, but also in rural and forestry are used generally. Besides, serious restriction for development of ecotourism is high sensitivity of many ecosystems of Russia to anthropogenesis influences, their fragility, and just in the areas attractive by the wild nature or native farm patterns.

And still development of ecological tourism in Russia not only is possible, but also it is necessary. For many regions of the country it is the unique solution of a problem which for many years seemed insoluble: how to combine interests of the person and the nature, without having caused a damage of any of the parties. Ecological tourism offers the unique decision which will provide workplaces and stably high income of the population and will keep the wild nature of Russia in inviolability.

Today in the world tourist market there is a serious competition, and to enter into this market very difficult. There are the specifics and the difficulties.

Our cold widths of an ecosystem in principle can't possess that efficiency which is characteristic for tropics, i.e. we can't offer the spoiled tourists of an effective show of a large number of large wild animals. The million herds of hoofed animals shaking imagination of visitors of the African national parks, at us are simply impossible. Besides a taiga – not the savanna where the elephant or a giraffe are visible for kilometers, and experience of communication with the person at the Russian wild beasts still was too sad that tigers or bison left to pose before cameras. It limits at once quantity wishing to visit our edges.

Serious scientific study of routes, technology of cleaning of routes from the household waste which emergence is inevitable is necessary. When planning routes it is necessary to consider not only interest of tourists, but also ability of a site of the nature to pass through itself a certain number of people, work of specialized scientific institutions is necessary. Who will be engaged in it, not absolutely clearly. In any case, to usual travel agency similar work obviously not under force.

As we see, there are a lot of problems, but they in principle are decided and that is pleasant, the first steps in this direction are already made.

Preparation of the qualified experts for work in the field of ecological tourism begins. However, on this profile while it is a little educational institutions, but after all they are – for example faculty of ecological tourism of the Russian Academy of tourism and office of management and service of the international ecological tourism of the International independent ecologo-politological university. Here prepare managers and economists of ecological tourism for work in travel agencies, reserves, nature protection zones, national parks, educational institutions, hotels, camp sites.

In ecological tourism allocate many directions as different authors choose various criteria for classification. Depending on a main objective of round allocate: supervision and studying of the wild or cultivated nature with receiving bases of ecological knowledge; rest in a nature environment with the emotional, esthetic purposes; treatment by natural factors; sports and adventures.

On the main object defining the contents of the program of round and partly a form of its organization, ecological trips subdivide on: botanical, zoological, geological; ecologo-ethnographic, archaeological and in general ecologo-cultural rounds; agrorounds or rural green rounds; speleological, water, mountain rounds, etc.

At last, all variety of types of ecotourism can be divided into ecotourism in borders of especially protected natural territories and out of them. It is clear that all similar divisions are rather conditional, but they at least provide guidance on volume interests and ecotourism possibilities however are various.

In conclusion can be said that Russia, with its richest natural and cultural heritage, a regional variety of traditional forms of environmental management potentially is one of the most attractive countries for world ecological tourism.