

SUMMARIES

RECREATIONAL WATER RESOURCES IN REPUBLIC OF CRIMEA: FEATURES OF SUGGESTION AND DEMAND

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In the article the basic features of suggestion and demand are expounded in a tourist-recreational sphere with the use of water resources of Republic of Crimea. Regional potential and natural possibilities of suggestion are estimated. The current situation of recreants' demand is analysed concerning services with the usage of Crimean water resources.

It is grounded, that different modern researches which are related to the recreation does not exude between recreational services with the water resources application. This fact extends the field of scientific and analytical activity directed to the realization of methodologies as for reviews, estimation and prognosis of market environment in the field of recreational water resources application in Crimea as separate item of tourist-recreational complex revenues of Republic.

In spite of the fact that Crimea has a lot of natural curative factors, developed curatively-diagnostic base of sanatorium-resort complex, the small number of guests arrive on treatment. This phenomenon is explained by destruction and unsatisfactory condition of historical and cultural heritage, that stipulates their loss of tourist value or visits limitation. Therefore insignificant part of potential of tourist resources is engaged in the recreational providing of PK.

Recreational activity forms the threats of ecological safety on Crimean territory, as an anthropogenic overloading increases on a natural environment from the seasonal increase of population in a recreational region due to the migratory streams of recreants.

There is currently observed not high demand on the Crimean recreational resources that is conditioned also by continuous competitiveness decline of Crimean sanatorium-resort and tourist complex as compared to the European rest zones, tourism and rehabilitation. This tendency is conditioned by disorganization of sanatorium-resort complex, that results in unsatisfactory quality of tourist services and inefficient use of recreational potential of Republic, low level of development of recreational infrastructure and transport maintenance of recreants. At the same time, the unsatisfactory ecological condition of resorts, inefficient and ineffective use of earth of the recreational setting and natural regional curative resources, threaten with the decline of Crimea status as a modern, highly effective, competitive recreational complex of national and international value.

Keywords: suggestion, demand, recreation, tourism, services, potential, recreational water resources.