

Influence of the Azov-black Seaside Recreational Resources to the Creation of Congress and Educational Objects

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Abstract: We wrote applicability of creation a chain of congress and educational objects on the Azov-Black seaside. We consider factors, which have influence on the architecture of the congress and educational objects on the territory of Azov-Black seaside such as recreational resources, social and economic characteristics, current infrastructure. We formulated proposals of creation a chain of congress and educational objects, consisting of 3 different types which differ from each other by location, a set of functions and size.

Key words: The Azov-Black seaside of Russia • Natural-recreational potential • Congress and educational objects • Architecture

INTRODUCTION

Nowadays, at the era of rapid development of the economy are necessary continuous career development of employees, information sharing, new economic relations, product advertising and search of markets. Organizational forms of holding this kind of events are seminars, conferences, symposia, conferences, workshops, courses of career development, presentations, exhibitions, etc. At the same time, experience has shown that in addition to carrying out these activities in the workplace, it is a very effective to organize these activities in recreational objects. In this case we have combination of congress, educational and exhibition functions with rest, curative and preventive lessons. Furthermore, there is need of new educational services - summer workshops schools and language schools combining education, recreation and socializing [1-3].

South of Russia has considerable scientific and technical potential, which is represented by large universities, industry and scientific centers mainly located mainly large cities and agglomerations (Rostov-on-Don, Krasnodar, Stavropol, Maikop and etc.). Corporate employees and students of these institutions are potential consumers of congress and educational services.

However, today a chain of congress and educational objects with recreational function is just beginning to emerge in Russia.

In the South of the country the Azov-Black seaside is one of the most significant area in recreational attitude. Therefore, it is very important to study the possibility of creating here a chair of congress and educational objects.

Main Part: The main factors influence the possibility and expediency of congress and educational objects creation on the Azov-Black seaside include: recreational resources, social and economic characteristics, current infrastructure (transport, service staff, etc.).

The main recreational resources include:

- Climate conditions of the territory;
- Natural resources (natural and sightseeing facilities, medical resources);
- Cultural and historical potential.

Climate characteristics of territory. Consideration of climate characteristics can be found in the works of Malarev A. [4] and Ivonina V.M. [5].

Climate on the Azov seaside of Russia is moderately continental. Resort season lasts from May to October.

Black Sea climate is more humid: from Anapa to Novorossiysk - humid, from Novorossiysk to Tuapse - moderately humid of Mediterranean type, from Tuapse to Adler - subtropical. Resort season lasts from May to October.



Fig. 1: Location scheme of natural and recreational resources

Climate feature of the seaside - the pronounced seasonality in the northern regions and reasonable - in the southern regions [6].

According to the classification of SNiP [7] territory of the Azov-Black seaside of Russia refers to the three climatic subareas: III B (northern shore of the Azov

Sea), III B (eastern coast of the Azov Sea) and IV B (Black seaside). Average monthly temperatures in January: in subarea III B from -5 to -14°C, in subarea III B from -5 to +2°C, in subarea IV B from +2 to +6°C. Average monthly temperatures in July: in subarea III B and III B from +21 to +25°C, in subarea IV B from +21 to +28°C.

Natural Resources. Fundamental investigations of the Azov coastline character are presented in works of Mamykina V.A. [8] and Matishov G.G. [9]; Ivonin V.M. [5] and Preobrazhensky V.S. [10] works on assessment of the Azov-Black seaside recreational resources.

Prairies come close to the shore of the Azov Sea. There are shores with excellent sand and shell beaches and plenty of sand spits protruding far into the sea. Feature of the Azov seaside - a large number of estuaries with pristine nature and with excellent conditions for fishing and hunting. Azov Sea is the second most important inland water body in the system of Russian Fish Industry [11, 12].

The coastline of the Black seaside of Russia stretches for 500 km from the Kerch Strait in the north-west to river Psou in the south-east (on the border with Abkhazia).

Strip of sandy beaches stretches along the Taman Peninsula to Anapa. Strip of pebble beaches continues from Anapa to Adler.

Azov-Black seaside includes unique natural areas - reserves, protected areas, natural parks (Fig. 1). The most important objects include: Caucasian State Biosphere Reserve, Sochi State Natural Park, "Donskoi" Natural Park in the delta of river Don, Azov Federal Reserve, Tamano-Zaporozhsky Federal Reserve, Utrishsky Reserve [11, 13].

Rare trees, parks and groves can be named as unique natural objects more local character (Fig. 1).

Azov seaside is known with lotus valleys in Ahtanizovskiy estuary of Taman Peninsula, near Primorsko-Ahtarsk city.

There are habitats of endangered species of trees on the Black seaside – juniper, pine of pitsunda, boxwood, cypress, swamp. Some of them are very popular excursion sites - Lebanese cedar in the Dzhahot village, tulip tree in the village of Golovinka, giant tis in yew-boxwood grove in Khost. Natural objects also include canyons of the rivers, gorges, cliffs, caves and waterfalls, located in the mountain part of the Black seaside (Fig. 1).

Geographic spread of waterfalls is wide - from the Piedmont region to the highlands of the Black seaside. The most visited waterfalls include such waterfalls as Pearl waterfall in the village of Big Utrish, Plesedskie and Pshadskie waterfalls, Wonder babe waterfall in Lazarevskoye, 33 waterfalls in the Golovinka village,

Dagomys trough, Orekhovskiy waterfall near the city of Sochi, Agura waterfalls in Khostinsky area, waterfall Girlish tears in Adler [14].

Medical factors and resources of the Azov-Black Sea coast were considered in the monographs edited by Y.A. Zhdanov [15], I.N. Safronov [16], as well as in the work by A.M. Vetitnev [17].

Entire strip of the Azov-Black seaside is rich with treatment resources, such as mud and mineral water. On this territory were explored more than 100 deposits of natural mineral waters, 11 deposits of therapeutic mud, 173 zones are promising area for study and further development (Fig. 1).

Mud volcanoes, lakes and estuaries are unique objects of the Azov seaside nature. Number of mud volcanoes in the Taman Peninsula ranges from 27 to 32 (Karabetova mountain, Rotten Mountain, Volcano Shugo, Miska mountain, Tizdar Volcano in Golubitskaya, Ahtanizovskiy mud volcano, Gladkovskie hills, Azov Peklo) [14].

Main estuaries and lakes with mud are concentrated in the coast zone of the Azov Sea: on the Taman Peninsula (Ahtanizovskiy, Kerchinskiy), on the Azov seaside in the Primorsko-Akhtarsk district. [14].

Imeretinskiy therapeutic mud deposits are known for its unique properties on the Black seaside (Adler district).

The main areas with deposits of mineral waters are Anapskiy, Gelendzhikskiy, Lazarevskiy, Tuapsinskiy and Sochinskiy districts [14].

Azov-Black seaside has a valuable *historical and cultural potential*. Some of the basic and most important objects of the Azov-Black seaside are identified in the location scheme of historical and cultural potential objects (Fig. 2).

The following objects of historical and cultural potential can be emphasized:

- Museums and museum complexes - historical, ethnographic, natural history, archaeological, art museums (Taganrog, Tanais, Azov, Yeisk, Primorsko-Ahtarsk, Taman, Anapa, Gelendzhik, Novorossiysk, Tuapse, Lazarevskoe, Sochi). The museum in Taman is the most famous Museum of Archaeology in the south of Russia [14].

Tea museums and tea houses, museums of winemaking and winemaking farms which are located in the territory of the Taman Peninsula, near such cities as Anapa, Novorossiysk and Gelendzhik are popular among the resting people [14, 16].



Fig. 2: Location scheme of cultural and historical potential

There are memorial houses and museums of outstanding people (house and museum of Anton Chekhov in Taganrog city, the house and museum of Mikhail Lermontov in Cossack village of Taman, the house and museum of the writer V. Korolenko in Dzhankhot, etc.)

- Hero-cities and cities of military glory, memorable places of the World War II (Novorossiysk, Taganrog, Anapa, Tuapse, Yeisk, Sochi, etc.).
- Dolmens and dolmens complexes. About 3,000 dolmens have preserved by nowadays [4, 14].

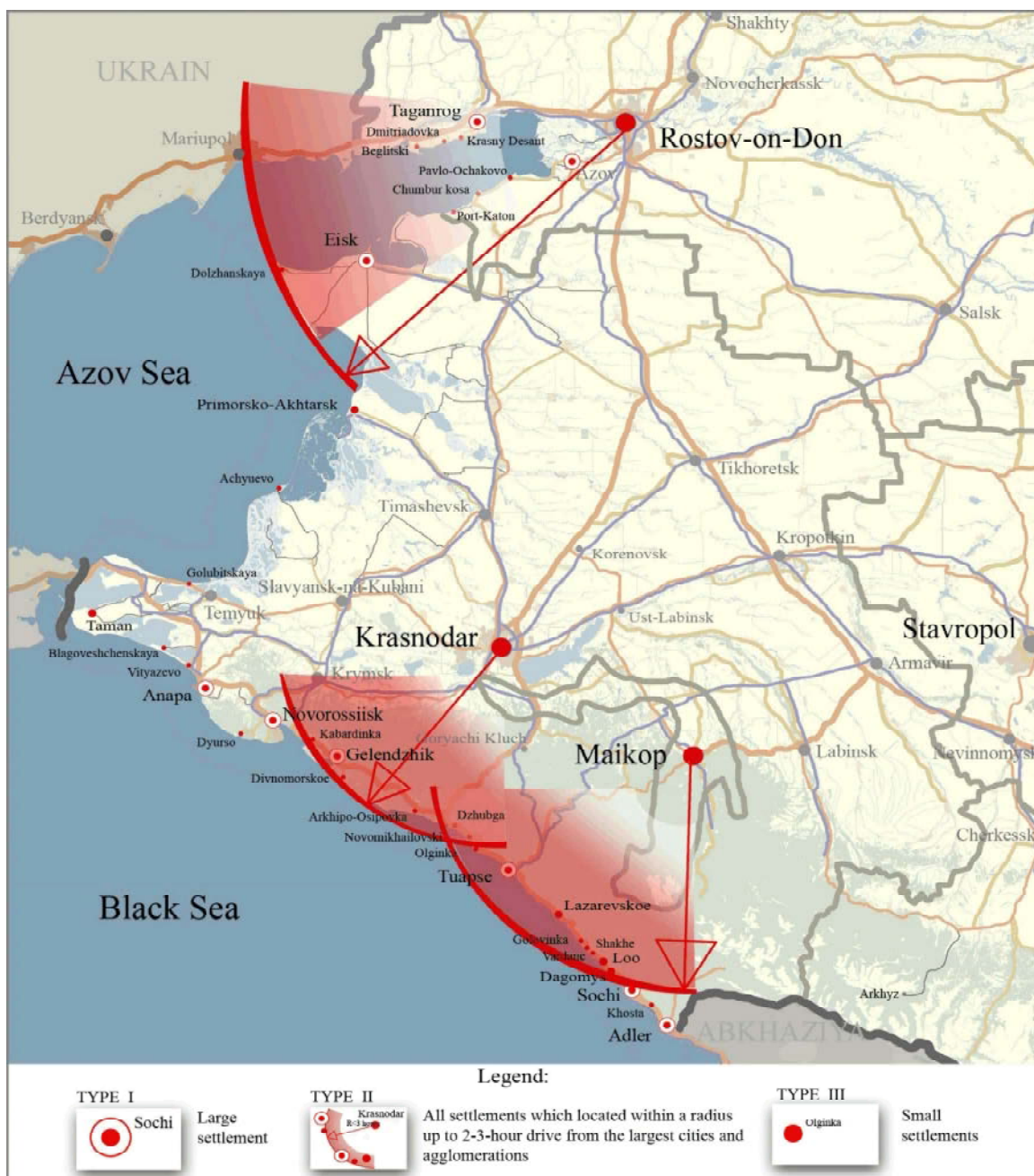


Fig. 3: Proposal of coast zoning for the location of various types of congress and educational objects

Social and economic features and current infrastructure. Rostov and Krasnodar regions are among the most economically developed regions of Russia, not only in the South but also in the whole of Russia. At the same time, the agricultural sector provides more than 50% of production. It makes possibility to supply the local food products, not only to local population but also for resting people [16].

Transport infrastructure is highly developed in the region - a road net, railways, airways. Airports are located directly on the seaside or within 2-hour transport accessibility from it in such cities as Rostov-on-Don, Krasnodar, Anapa, Gelendzhik and Adler.

Maritime transport is also developed. Marinas and marina are located in such cities as Taganrog, Azov, Yeisk, Primorsko-Ahtarsk, Achuevo, Anapa, Novorossiysk, Gelendzhik, Tuapse, Sochi.

Azov-Black seaside has a large number of hotels, guest houses, leisure bases and campsites. Last years were built a number of hotels, which fully line with European standards.

Universities of Rostov and Krasnodar regions prepare skilled staff for the resort industry by regional studies, the service sector, social and cultural service and tourism, human resource management, hotel business, organization of service in the sphere of service (SFU, BMF, SSU, KGUFKST, SHTIBO, RGEU (RINH), etc.).

The availability of well-developed infrastructure, transport, service staff, accessibility of large industrial centers and agglomerations: Rostov-on-Don, Krasnodar, Stavropol, Maikop, Taganrog, etc., contributes development of congress and educational feature on the Azov-Black seaside.

CONCLUSION

The Azov-Black Sea coast is one of the most popular resort and tourist regions of Russia due to the combination of climatic conditions, availability of natural and excursion objects, significant cultural and historical potential, deposits of mineral waters and mud and current infrastructure. Therefore, creation a chain of congress and educational objects here is very promising in terms of desirability of combining the functions of congress, education, recreation and treatment. However, the climate conditions of the cold season in this region are unfavorable for winter sports [18] that could compensate to some extent for the lack of such important recreational factor as warm sea. Therefore, congress and educational objects will be mostly demand in the winter time:

- Placed in the large cities of seaside, where significant cultural and historical potential usually focuses;
- In settlements which located within a radius less than 2-3-hour drive from the largest cities and agglomerations, what will spend to hold short events there in winter time.

In this case it is reasonable to include a season expansion for seaside objects taking into account the existence of such an important recreation factor as warm sea.

On this basis, we offer the following classification of congress and educational objects on the Azov-Black seaside (Fig. 3):

- Type I - year-round with summer extension, located in the large settlement;

- Type II - year-round with summer extension - in all settlements within a radius up to 2-3-hour drive from the largest cities and agglomerations;
- Type III - summer with year-round core located in small settlements.

Summary:

- Analysis of recreational potential, social and economic characteristics, current infrastructure shows the attractiveness of the Azov-Black seaside for organization of congress and educational activities.
- We propose to create a chain of congress and educational objects, consisting of 3 different types which differ from each other by location, a set of functions and size.
- Organization of this objects chain will create comfort conditions for congress and educational activities and the economic development of the region.

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