

Research Journal of Pharmaceutical, Biological and Chemical Sciences

Biological And Climatic Resources Of Tourism As A Factor Of Innovative Development Of The Economy.

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ABSTRACT

Innovation is an object that is introduced into production as a result of marketing and discoveries and is qualitatively different from the previous analog. Innovation in every industry, including tourism, is qualitatively different from innovation. Innovative changes in tourism create domestic energy for effective growth. These changes break the balance, but provide the basis for further development, the transition of the system to a new quality. Therefore, professional implementation of innovations in life is the development of a particular industry. Modern experts in the field of social development argue that none of the problems facing the economy today is not more important and complex than the problem of innovation.

Keywords: economy, market, tourism, biology, climate, assessment.

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INTRODUCTION

In a market economy, all tourism organizations are aware of the need to develop new products and services and the benefits that come with them. Determining future profits from a new tourism product is a task of innovation management [2].

This activity is innovative when new knowledge, technologies, methods, approaches to achieving results are introduced into the project, which are widespread in society. Innovative activity of the company can be defined as the joint work of all employees, which is aimed at creating and implementing innovations. Innovation activity is systemic in nature, the system is formed by society and the themes of innovation.

MATERIALS AND METHODS

Innovation is an object that is introduced into production as a result of marketing and discoveries and is qualitatively different from the previous analog. Innovation in every industry, including tourism, is qualitatively different from innovation. Innovative changes in tourism create domestic energy for effective growth. These changes break the balance, but provide the basis for further development, the transition of the system to a new quality. Therefore, professional implementation of innovations in life is the development of a particular industry. Modern experts in the field of social development argue that none of the problems facing the economy today is not more important and complex than the problem of innovation.

Of course, innovations in the field of tourism affect the state of the whole industry. They change the following main features of the industry:

- 1) volume of production and sales (in this case, new tourist brands);
- 2) operating expenses of an innovative company;
- 3) number of created and available property;
- 4) the number of specialists involved in the development and implementation of a new tourism product on the market;
- 5) Duration of development and implementation of innovations for consumers.

The study of trends and models of integrated innovation development, planning and management of positive results is a complex methodological problem in tourism, which is primarily associated with the classification of innovations [19].

Innovations in tourism should be considered as systemic events that are qualitatively new and lead to positive changes that will ensure the sustainable functioning and development of industry in the region. The idea of creating and implementing tourism projects that do not give any significant success from the very beginning, can stimulate the development of tourism, thereby creating additional jobs and income for the population [10].

The main principles of innovation in tourism are:

1. The principle of science, which is to use scientific knowledge and methods to introduce innovations that meet the needs of tourists.
2. The principle of the system. The developed strategy of innovative development of the region should take into account the factors and conditions necessary to meet the needs of people in the rest; Resource potential of the region; social impact on society; environmental Factors.
3. The principle of matching innovation to the needs of tourists. Only those innovations that are necessary for the tourist are offered, and not those that the tourist organization can produce and implement.

Climate resources are meteorological elements or combinations thereof that have medical and biological properties and are used in the recovery process.

This type of recreational resource is fundamental. Certain types of climate contribute to an effective increase in the physical and mental abilities of a person both by themselves and in combination with other

natural resources that can be attributed to recreation in the region. In this sense, resources for climate recovery can have a regional dimension.

The influence of climate on the human body is called bioclimate. Accordingly, bioclimatic parameters distinguish them from the usual meteorological properties, because they are a complex effect of meteorological properties of air masses with human body temperature, wind speed, humidity, pressure.

To assess the bioclimate all bioclimatic parameters are considered depending on the degree of their impact on the human body. At the same time, adverse factors that impose a heavy burden on the adaptive systems of the human body are called irritating. Meteorological conditions that lead to less pronounced tension of adaptive mechanisms in the human body are called interns. In General, they are relatively cheap, and for most people who do not suffer from a serious illness, they are beneficial conditions that have a workout effect. Gentle climatic conditions are always favorable for all people, even for weakened patients who recover in a sanatorium or in a sanatorium.

Tourist traffic in the world practice of tourism development is a unique social phenomenon. The most complete and lively movement in Russia and officially 100 years of history, but the base was laid in numerous trips of Russian researchers.

The creation of an Amateur tourism system that allows the public and especially disadvantaged groups to be accessible and effectively solve the problems of recreation and health, healthy lifestyles - one of the most important areas of tourism in the Russian Federation .

People's desire for self-expression, communication with other people and the wonderful world of nature, self-assertion and sports achievements, which is the internal motivation of Amateur tourism, promotes a healthy lifestyle of all socio-demographic groups, ending with the term "preschool children".

Improving the effect positively affecting the human environment in backpacker enhances the possibility of reviving the natural, genetically inherent human activity in the natural environment, which is largely located in the highly urbanized environment of the city, for the shortcomings of the human life system is compensated. You can talk about the uniqueness of health tourism, both in terms of solving the urgent problems of one person and different social groups. Numerous scientific studies show that the psychophysiological parameters of the human body directly depend on the volume of its motor activity. Almost the entire population of Russia somehow enjoys a positive potential in the field of tourism, and especially the health benefits of walking and the natural beneficial effects of the environment [1].

Sports and Wellness tourism is one of the sports complexes for the development of people in the mental region - the development of high human qualities required in extreme conditions of life in the camp; cognitive aspects, including the enhancement of ecological culture of a person; the self-Assertion of the person, including sports and other services; the Effect of health is a natural healthy effect of the natural environment. Considering the problems of the influence of sports and health tourism on the morphological, functional and physiological parameters of the organism, many researchers studied directly during tourist trips and after [2].

To overcome natural obstacles requires a different time and intensity of the tourist-athlete. Tourist work has a certain structure, which is different from exercise. Its structural Foundation is the actions of the tourist-athlete, aimed at overcoming natural obstacles with minimal effort and maximum safety. Work in the field of tourism has acquired some similarities with exercise on the basic principle in the theory and methodology of physical education, but much wider in content, which includes a combination of physical and technical measures of athletes-tourists. Sports tourism refers to the sport, which is characterized by active motor activity with the manifestation of physical and volitional qualities. This can be attributed to a complex (mixed) sports such as polyvore. An athlete-tourist should have a certain tourist endurance [3]. In the theory of sports training, the actual basics are competitions (often coinciding with the term "sport") and training forms of competitive practice. Competitive exercises are considered as an integral action (including a complex series of actions), which serve as a means to create rings and in the same composition as in the conditions of competitions held in the chosen sport.

In this sense, the main elements of tourism activities can be considered as competitive exercises, taking into account the characteristics of the form of training exercises and, in particular, its use in the production of tourists, athletes. In sports tourism, these exercises are varied. They can be both speed and actual power and are difficult to reconcile. They can have relatively stable and variable forms, depending on the situation. At the same time, complex exercises form the basis of tourism technology in overcoming natural obstacles. For tourist trips, there is an hour-long cyclic work associated, for example, with long tours along the route with backpacks. This work usually has an average strength. In tourism and acyclic work there is a overcoming of various natural obstacles. In General, this work also has an average strength, although some parts are in areas of high, submaximal and maximum power. On the basis of studies it was demonstrated [4] that the systematic use of sports and health tourism increases the functional reserves of the body (shown in the development of cardiorespiratory system) to increase the functional reserves of the main systems of the body: cardiovascular, respiratory, muscular, Nervous, mental performance, the quality of mental tasks and the speed of attention shift. Regular sport and health tourism have a greater impact on morphological and physiological possibilities of the female tourists than male tourists.

Despite the fact that the authorities currently ignore tourism, the practical need to further explore its impact on the positive effects of psychophysiological indicators of the main systems of the human body and the functioning of the whole body [3].

RESULTS

In the tourism sector, innovative activity is developing in three directions: ecotourism, Russia, innovation

1. Introduction of innovations (organizational innovations) related to the development of enterprises and tourism business in the management system and structure, including reorganization, consolidation, acquisition of competing units based on the latest technologies and innovative technologies; Personnel policy (updating and exchange of employees, system of advanced training, retraining and promotion of employees); (introduction of modern forms of accounting and reporting, ensuring the status and development of the company's sustainability).
2. Marketing innovations that allow you to meet the needs of the target customer or attract customers that are not covered during this period.
3. Periodic innovations (product innovations) aimed at changing the consumer characteristics of the tourism product, its positioning and competitive advantage [11].

In 1969, according to the UN General Assembly resolution, the non - governmental international Union of official tourism organizations (uitu) was transformed into an intergovernmental organization within the UN system-the world tourism organization (WTO). On 2 January 1975, the Statute of the world tourism organization entered into force, which is considered to be the legal date of its Foundation. In fact, the WTO is the only specialized international organization in the field of tourism. Currently, the WTO unites more than 120 countries.

According to the WTO Charter, the main purpose of its activities is to promote and develop tourism as a means of economic development and understanding of peace, well-being, respect and respect for human rights, regardless of race, sex, language or religion, as well as the interests of the people of Developing countries in the field of tourism.

The WTO Charter States that its governing bodies are the General Assembly, the Executive Board and the Secretariat.

The General Assembly is the Supreme body of the WTO, composed of delegates representing active members.

The essence of the work of the General Assembly is a meeting: regular meetings are held every two years, and extraordinary meetings, if circumstances so require.

The General Assembly established six regional commissions for Europe, Africa, the Americas, South Asia, the Middle East, East Asia and the Pacific and the international centre for higher education in tourism

(CIET) in Mexico. The commissions are responsible for implementing the technical recommendations of the Assembly in their respective regions.

CONCLUSION

Recreation and health tourism—a trip to the sea center, mountain recreation or places with clean and beautiful nature for recreation and recovery of mental and physical strength, or stay in a sanatorium, Spa and other centers for medical purposes and health during the course.

Rural tourism is also a type of ecotourism. Rural tourism in its modern sense is a complex product that includes a variety of tourism destinations with adaptation to the routes in modern complexes and guest houses in the countryside. This type of tourism has good prospects for development in 2019-2025 [2].

One of the innovations in ecotourism is eco-volunteering. Those who are concerned about pollution, join the missions of the volunteers and dwell in the camps of the volunteers. It's a way to make a difference and do something useful. Ecotourism (biological tourism) allows you to raise funds to protect the environment and support local people. Ecotourism (biological tourism) contributes to the development of regions in which it is popular both economically and socially and culturally.

Ecotourism (biological tourism) is only at the initial stage of its development. And along the way of its formation there are a number of reasons that hinder its formation. On the one hand, the lack of qualified personnel, on the other hand, too little information about this type of tourism. All these factors influence its development.

In order to promote organic tourism, new innovations can be introduced that attract new customers. At the moment, travel agencies and recreation centers offer our tourists such types of eco-tourism as rural tourism, for people who want to recover from the hustle and bustle of the city, and the noise of cars.

To sum up, Russia is one of the few countries on the planet that has preserved its natural wealth at the beginning of the third Millennium. Therefore, the field of natural tourism should be provided by competent professionals who can raise ecotourism to a higher level by introducing innovations that can attract new customers. Otherwise, the country's unique natural resources and capabilities may be irretrievably lost.

Therefore, innovative tourism activities are aimed at creating new or developing existing products, improving transport, hotel and other services, developing new markets, implementing advanced information and telecommunication technologies and modern forms of organizational and management activities [1].

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