

УДК 338.48-6:502/504

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THE QUESTION ABOUT ORIGIN OF ECOLOGICAL TOURISM

The article presents the author's views on reasons of conversion ecological tourism into the mass type of rest. Analyzes the impact of separate discoveries in technique and technology which have changed the people's perception of natural occurrence. So, to the second quarter in 60th of XX century the performance of economic development of considerable part of European countries exceeded pre-war level. Well-being of considerable part of users has so much rising, that intellectual increase, improvement of creative abilities and recreation occupied the important part in value scale of society. The structure of agricultural expense also has changed, the part of accumulation became considerable comes to 30% in separate countries. Engagement guaranteed unpaid, later paid vacations gave powerful lip forward to development of mass tourism. Return of knowledge to the nature in mass consciousness was beginning eventually with 2 main reasons. 1. Increase total number of researchers, who engaged into cycle of biological, geographical and closely-related disciplines and troubles of human's existence in the environment. As a result was the accumulation of a critical mass of knowledge. 2. From the beginning of the 60th of XX century the remove of this knowledge to the mass consumer with using the newest achievement on science and technology, it means a propaganda and a nature advertisement as a unique complex with considerable cognitive and aesthetic price. In this way the prerequisites for the mass consumption about the nature have created, so, in conclusion its knowledge and learning in natural environment for common consumer.

Key words: tourism, tourist, ecology, ecological tourism, environment, human recreational using areas, motivation of tourists.

Introduction. At present ecological tourism is one of the most wide-spread and popular types of travel. Explaining this phenomenon many authors [1–4] are inclined to think that the interest in this type of travel might be caused by environmental deterioration as well as the increased ecological awareness and the need for communication with nature.

However, the growing ecological awareness still does not explain the reason for the mass interest in ecological tourism. Apparently, to answer this question it is necessary to take inside look.

Main part. In the second half of the 60th of XX century indicators of economic development of a large part of European countries exceeded the pre-war level. It is important to note that the cost component has moved to a new level due to the scientific production development. Technology modernization, mechanization and automation resulted in labor productivity, and thus increased the production of wealth and the purchasing power of the population. The well-being of a significant part of consumers rose so high that the intellectual growth, creative ability improvement and recreation have taken an important place in the value scale of society. The structure of household expenditure has been changed. If in the pre-war period the main expenditure was used to meet needs for food, clothing and housing (i.e. consumption cost), by the end of 60th their share was about 45–60% of the total costs. The percentage of savings increased significantly reaching in some countries up to 30%.

Labor productivity caused a growing welfare of the community. This has led to the gradual reduction of working time, also in all European countries first unpaid and then paid holidays were used. This was a radical change and has led to the development of mass tourism

In addition, Pan-European integration processes required the breakthrough development of the transport component as a guarantor of an efficient economy. In turn, an extensive transportation network increased travel places and thus reduced travel costs and time of travel.

In the middle 70th of the last century economic transformation processes led to the fact that a significant portion of European countries entered the postindustrial phase, and tourism took the form of global socio-economic and cultural phenomena of our time. The increasing tourist flow led to a dramatic increase in the range of tourist needs and motivations, as a result many niche segments in the travel demands were formed, and the variety of services were expanded.

At the same time the human impact on the environment has increased significantly that has negatively affected the environment and caused environmental problems. These problems are being raised in the context of social ecology. It is the science that studies the problems of interaction between society and the environment.

Since the end of 1960s ecologists have began to warn about the growing environmental changes caused by rapid population growth and development of industrial technologies. The society to

worry about the environment, and environmental and state organizations have begun to turn to ecologists for help in solving the problems caused by the contamination and etc. In this case, the problem has been considered from the point of view of preserving the planet as self-developing and self-regulating system, since loss of these functions may lead to a complete change of earth face and impossibility of human existence as a biological and social species.

Apparently, at the same time theoretical basis of modern eco-tourism appeared. In 1970 as a result of rapid development of traditional forms of tourism the unregulated anthropogenic-recreational-use of the most popular tourist regions of the world (the Mediterranean and the Alps) had an negative effect. Traditionally, these areas are mainly visited in the summer (coastal tourism) and in winter (ski mountaineering). However, it should be noted that the most popular recreational areas are the areas with the large number of contrasting environments. In this case we are faced with a fairly rare phenomenon, it is a "combining" at least four leading factors of tourist interest:

- 1) sea in zone of enhanced comfort;
- 2) mountains (primarily the Alps and the Pyrenees, to a lesser extent Apennine mountains, Dinaric Alps and the mountain ranges of Asia Minor);
- 3) cultural layer, with the centers of modern European civilization (Ancient Egypt, Phoenicia, Minoan civilization, Aegean culture, Ancient Greece, Ancient Rome, Roman culture, Gothic, Renaissance, Baroque, Empire style, Neoclassicism, art Nouveau, etc.);
- 4) areas close to the Mediterranean (ancient kingdom of Canaan, Judea and Israel), are the cradle of the Abrahamic religions, and this region is the place of their initial propagation and, as a consequence, the pilgrimage.

As a the result during the development of mass tourism the described areas were popular among tourists due to the fact that tourism in the last quarter of the last century were mostly oriented on "traditional" types, such as leisure tourism in summer and ski mountaineering in winter. In addition, throughout the year, there were also educational and pilgrimage tours. Similar recreational and anthropogenic deformations developed in the regions with a narrow tourist specialization. Thus, T. K. Sergeeva [4] gives an example of the recreational degradation of natural areas under the influence of the mass tourist demand in the area of the Annapurna mountains (Nepal) in the early 1980s.

This development has led to the formulation of the high diversification of the tourist offers with the aim of reducing the maximum anthropogenic loads due to the intensive development of new types of tourism in unpopular regions, and to reduce the influence on natural landscapes.

A revival of interest in nature was caused at least by two important reasons.

1. The total number of researchers, dealing with the cycle of biological, geographical and related disciplines and problems of human existence in the environment increased. As a result there was the accumulation of a critical mass of knowledge.

2. Since 1960 it has been possible to pass this knowledge to the mass consumer using the latest achievements of science and technology, promoting and advertising the nature as a unique complex, which has significant cognitive and aesthetic value. Here are some of the discoveries that changed the human perception of natural phenomena.

In 1943, captain Jacques-Yves Cousteau and Emile Gagnan invented the aqualung. It was the first safe and effective apparatus for breathing under water, which further allowed a more detailed study of the biota of the World ocean.

In 1948, the cable TV high-definition was invented.

In the 60s of the XX century the thermal camera was invented, so it was possible to make night shooting (the number of animals are active during the night hours).

On April 23, 1965, there was a satellite television broadcast from Vladivostok to Moscow, it was a satellite TV, providing signal transmission to and from remote and inaccessible places.

Since 1967 regular colour television broadcasts began in Germany, Great Britain, the Netherlands and other Western European countries, and in Australia. This PAL system, developed in 1962–1966 in Germany, allowed to show "participation effect" to the public.

On October 29, 1969 at 21:00 between the first two nodes of the network ARPANET, located at a distance of 640 km (University of California Los Angeles (UCLA) and Stanford research Institute (SRI)) there was a communication session (the prototype of the Internet). In 1971 the first program for sending electronic mail was developed. In 1973 the first foreign organizations from the UK and Norway were connected to the network via a transatlantic telephone cable and the network became international. In 1989 the concept of the Internet appeared, it was proposed by Tim Berners-Lee who during next two years developed the Protocol HTTP, HTML and identifiers URI. So it was possible to transmit information at long distances accurately.

In 1976–1977 several firms produced first personal computers. In 1977 the first mass personal computer Apple II was launched. In August 1981, IBM developed a computer system IBM PC, that made the beginning of the modern personal computers. It was possibility to work with large amount of information and its compact storage.

In 1981 Sony introduced the first commercial color video camera Sony Mavica CCD-matrix. In many ways the appearance of Mavica was a breakthrough similar to the invention of chemical photography process in the early nineteenth century. Bulky television cameras with cathode-ray tubes were replaced by a compact device based on solid-state CCD sensor. Not only professionals but also amateurs could work with it. In addition, we can recall a number of other inventions but the meaning is clear.

The emergence of specialized television channels also helped to give more knowledge about the geographical environment. So, in 1985 Discovery Channel began broadcasting, on November 1, 1996

Animal Planet was launched. In 2005 Travel & Living Channel (formerly known as Discovery Travel & Adventure) was opened. It features travel and reality shows. National Geographic Wild was firstly launched on January 1, 2006. In the UK the number of its subscribers is more than 10.5 million people. In 2007 Animal Planet HD channel began HDTV broadcasting (programs differ from Animal Planet). The channel focuses primarily on animal programming. There are also many other regional and local channels.

Conclusion. Thus, basic assumptions were created for mass information consumption about nature and, hence, its learning in the natural environment for the average consumer.

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Received 23.02.2015