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## The Krasnodar Region's Division into Cognitive Tourist Areas

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# The Krasnodar Region's Division into Cognitive Tourist Areas

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**Abstract.** The article describes the division of The Krasnodar Region into cognitive tourism areas according to their main functions that reflect attractiveness, distribution and placement of historical cultural and natural objects. The division will allow targeting the Region's cognitive tourism facilitation.

It indicates the meaning of the cognitive tourism area as a recreational tourism territory, including historic cultural and natural objects. It gives the grouping of the cognitive tourism areas: Gelendzhik area, Mostokaya area, Primorsko-Akhtarsk area. The paper draws a summarizing division scheme and the diagrams of distribution of historical cultural and natural objects across the recreational tourism areas and zones. It suggests four characteristic groups of the cognitive tourism objects in the areas. The first group comprises the recreational tourism area zones with more than 20 historical cultural and natural objects; the second group – from 10 to 15; and the third group – less than 10 objects of cognitive tourism.

The description of the Krasnodar Region's cognitive tourism areas provides a basis needed to understand the development processes in the cognitive tourism of the Region, the regional areas, recreational tourism zones and centers.

The present research lays the foundation for the systematic study of the cognitive tourism areas and unique characteristics of distribution and placement of the objects. Taking into account these characteristics will ensure the target solution of the scientific issues, such as defining the development perspectives of infrastructural objects, their types and volume in the cognitive tourism areas.

## 1. Introduction

At present, the science has proved the decrease of the importance that natural climatic factors have for the development of the international tourism. The cognitive tourism is becoming more important in the foreign tourist market. Nowadays, foreign countries are working at a new concept of tourism development which is naturally implemented into the creation of a single recreational tourism global area. The leading role here is assigned to the models of tourist trips, in particular, to cognitive tourism [3, 18-22]. Krasnodar region, possessing significant historical cultural and natural objects, essential for the development of the cognitive tourism, is represented too modestly in the international and Russian tourist process and is hardly studied from this perspective.

## 2. Scientific relevance of the problem with the brief review of the references

The relevance of the given research relates to the important role the cognitive-territorial zoning plays in the development of the cognitive tourism in the region. It will allow taking systematic approach to the evaluation of the interrelations and interdependence among historical cultural and natural objects, the required volume of infrastructure construction and the directions of its development.

The problems of efficient development of tourism both at macro- and regional levels have always been under the close scrutiny of our scientists. A significant contribution into studying the problem of managing tourist complexes was provided by the works by Alexanrova A.U. [1, 2, 4], Erdavletova S.R [5], Voskolovich N.A. [15], Morozova M.A. [11], Nikolayenko D.V. [12], Orehoa S.A. [13], Sevastyanva S.A. [14], Tenovaya Z.U. [16], Xaritonova T.V. [17] and others. At the same time Russian



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economic literature, as well as social practices, reflect the underestimation of the socio-economic importance of the cognitive-territorial organization of the region in regard to the implementation of historical cultural and natural objects into the development schemes of recreational-tourist areas and zones.

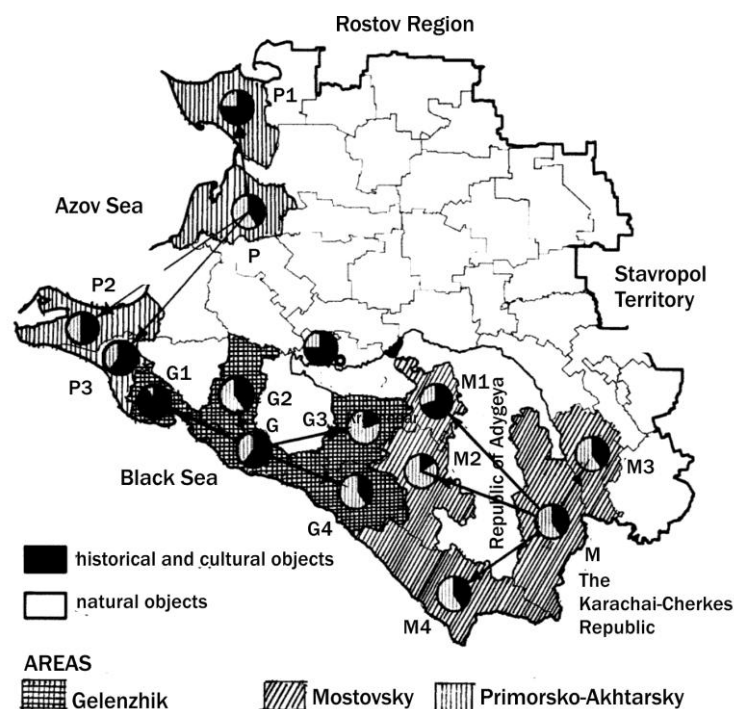
### 3. Problem statement

This work has for the first time states an objective to divide Krasnodar Region into cognitive tourism zones according to their main functions (health, curative, ski, beach, hunting and fishing, ecological tourism and others). This zoning reflects division and distribution of historical cultural and natural objects [5-9]. and allow for the focused development of cognitive tourism in the region. It is necessary to introduce the term "the area of educational tourism" which includes recreational-tourist territories of historical cultural and natural objects.

### 4. Theoretical section

The authors suggest the following grouping of cognitive tourism areas: Gelendzhik, Mostovsky, Primorsko-Akhtarsky. Gelendzhiksky area includes the following recreational tourist zones: Gelendzhiksky (G), Novorossiysky (G1), Abinsky (G2), Goriachy Klyuch (G3), and Tuapsinsky (G4). The Mostavsky includes Mostavskoy (M), Belorechensky (M1), Apsheronsky (M2), Labinsky (M3), Sochi (M4). Primorsko-Akhtarskya comprises Primorsko-Akhtarsky (P), Yeisky (P1), Temruksky (P2), Anapa (P3).

The authors have made a unified scheme of zoning and the diagrams of historical cultural and natural objects distribution across areas and zones of the cognitive tourism. The diagrams present the objects in absolute (number) and relative (%) indicators. (see Fig. 1)



G – Gelendzhik area: G1 Novorossiysky, G2 Abinsky, G3 Goriachy Klyuch, G4 Tuapsinsky  
 M – Mostovsky area: M1 Belorechensky, M2 Apsheronsky, M3 Labinsky, M4 Sochi  
 P – Primorsko-Akhtarsk area: P1 Yeisky, P2 Temryuksky, P3 Anapa

**Figure 1.** The division of the Krasnodar region into the cognitive tourism areas and the diagrams of the distribution of the historical cultural and natural objects across the recreational tourism areas.

The analysis results have identified the following historical cultural and natural objects in the cognitive tourism areas:

1. Gelendzhik area – 77 cognitive tourism objects (39% of the total number of CTO of the areas), including 39 historical and cultural objects which make up 51% of all cognitive tourism objects of Gelendzhik area: 38 – natural tourist objects – 49% of the total number of the area objects.

2.. Mostovsky area – 66 objects of cognitive tourism (33% of the total number of the cognitive tourist objects), including 26 historical and cultural objects make up 46% of the total number of the cognitive tourism objects in Mostovsky area: 40 natural objects -60% of the total number of the area's cognitive tourism objects.

3. Primorsko-Achtarsky area – 54 objects of cognitive tourism (28% of the total number of the cognitive tourist objects), including 31 historical and cultural objects which make up 58% of the total number of the cognitive tourism objects in Primorsko-Achtarsky area: 23 - natural objects -42% of the total number of the area's cognitive tourism objects.

The research considers four indicative groups of historical cultural and natural objects in the cognitive tourism areas.

The first group consists of the recreational and tourist zones with the very high level of the cognitive tourism objects granularity – those containing more than 20 historical cultural and natural objects. Recreational and tourist zones of this group are located in Gelendzhiksy (Gelendzhiksky G) and Mostovsky (Sochi, M4) areas.

The second group comprises recreational and tourist zones with the high level of the cognitive tourism objects net granularity – from 16 to 20. Recreational and tourist zones of this group are located in Gelendzhiksky (Novorossiysky, G1 and Goriachy Klyuch, G3) and Primorsko-Akhtarsky (Temrsky, P2 and Anapa, P3) areas. There are no historical cultural and natural objects of this group in Mostovsky area.

The third group consists of the recreational and tourist zones with the average level of the granularity of the cognitive tourism net of objects – from 10 to 15. This group is present in all the areas of the cognitive tourism in Krasnodar region: in Gelendzhiksky (Abinsky, G2 and Tuapsinsky, G4); Mostovsky (Mostovsky M; Apshironsky, M2; Labinsky, M3) and Primorsko-Akhtarsky (Yeskiy, P1).

The fourth group consists of the recreational and tourist zones with the low granularity level of the cognitive tourism net of objects – less than 10. Recreational and tourist zones of this group are located in Mostovsky area (Belorechensky, M21) and Primorsko-Akhtarsky (Primorsko-Akhtarsky, P) area.

## **5. Practical value, the suggestions and outcome of the implementation and the results of the experimental studies**

Practical value of the results of the study lies in the possibility to use them in the regional management system in managing development and promotion of the cognitive tourism in the recreational and tourist complexes of the Krasnodar region, in working out regional tourism development programs, in producing atlases and maps of the Krasnodar region.

The proposed areas of the cognitive tourism will allow attracting foreign recreational tourists. In the authors' opinion, it is these zones that must be assigned primarily to areas of the international and Russian tourism.

## **6. Conclusion**

Unifying characteristics of the cognitive areas of the Krasnodar region builds the foundation for the understanding of the development processes in the regional tourist industry, areas, recreational tourist zones and centers; for the elaboration of the constructive theoretical methodological development framework taking into account the use of cognitive tourism objects.

In addition, knowing specifics of the development and distribution of historical cultural and natural objects will make it possible to set new scientific objectives, such as defining the development pers-

pectives for the infrastructural objects, their types and volume in recreational tourist zones and areas of the cognitive tourism.

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