

## TOURISM IN OMSK REGION: PRESENT-DAY SITUATION, PROBLEMS, PROSPECTS

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**Abstract.** This paper reviews different directions of tourism in Omsk region. It evaluates the main problems and prospects for development. The paper also identifies the priority areas of activity for tourism development.

**Key words:** tourism, tourism directions, Omsk Region

The concept of tourism, its objectives, main development trends and regulation formats of tourist activity in the Russian Federation are defined by the Federal Law N 132-FL from 24.11.1996 (as in force on 28.12.2016) «On the bases of tourist activity in the Russian Federation». The basis for development of tourism in Omsk region is stipulated by the State Programme of Omsk Region «The development of culture and tourism in 2014-2020».

According to the up-to-date state in the region we determine the following directions of tourism: sports tourism; cultural and educational (historical); research and evaluation; medical and health; ecological; business (production); religious (pilgrimage).

Traditionally tourism is associated with travelling. We think that it is also a way of getting knowledge. While travelling a tourist explores, gets a feeling for healthy lifestyle, does soul-searching, studies the world, elevates his mind and intercommunicates.

Omsk region is unique in its location of natural zones and in natural resources. In the region there is a complex of wonderful places where people can actively and enjoy their free time. Besides, youth can enlarge the scope and get better knowledge of their native land.

It should be noted that the region is not developed in recreational tourism. At the same time bad utilization of the territory doesn't mean primeval and natural reserve environment. Unfortunately, soil pollution, water pollution in the territory, shallowing and deposition of silt in river beds and air condition don't meet regulations. The situation becomes better only in the northern districts which are situated far from the industrial regional centre.

There are also problems with climatic and natural conditions, which make it difficult to develop tourism. In particular the region has a harsh continental climate with rigid, long winters lasting 6-7 months and short, hot summers. Average temperatures in January are about -20° C, and the temperature in July is usually +19° C. The region lies north and south which influences upon differential distribution of wetting zones [1].

Anthropogenic problems are connected with low land utilization, lack of high quality roads, bad infrastructure and services, ecological situation in the region.

As for the positive factors of tourism development in Omsk region, we define its advantageous location in the centre of Russia and on the junction of large transport corridors, different natural objects of high recreational importance, historical and cultural heritage.

Currently in Omsk region there are 191 tourist organizations, 100 organizations of hotel type and recreational facilities, including 20 health organizations and 17 recreational centres. The most part of health institutions is concentrated in the Krasnoyarsk and Chernoluchenskaya zone. There are also 133 landmarks which include 32 wildlife reserves, 13 botanical parks and 99 natural landmarks in Omsk region [2].

The following dates are significant for sports tourism development: 1967 – opening of the first House of Tourist (Dom turista) in Siberia, and in 1987 the first chair of sports, health and tourism was founded in Russia. Annually different rallies are held for adults and children, for example “Golden Autumn”, “Thunderbird”, a meeting in memory of A.V. Stepkin. Due to the initiative of regional centre for children and youth tourism and local study, sports clubs Burevestnik, Vertikal, Azimut-sport about 150 completions, trips and quests are organized every year [3]. In the twenty-six districts of Omsk region holiday centres and sports camps are situated. There are also climbing gyms and centres in Borovoye and in Altai region.



The next direction of tourism under examination is medical and health tourism. The data analysis shows that there are 20 health centres, 43 spa centres and recreational camps and 48 children's health camps in Omsk region [2]. They consider the therapeutic mud of salty lakes Ul'dzhay, Ebeity, Atayeche, Lake Pit to be very good for health. Some specialists claim that the composition of mud is close to Lipetsk and Manychsky mud. There are also some mineral springs, such as iodine-bromine and the medical "Omsk" spring in the region [2].

The research and evaluation direction is closely connected with cultural and educational tourism (historical). There are about 1,700 archeological, historical and cultural landmarks in the territory of the region. Chudsky mountain with dugouts of Chud' people (Finno-Ugric group), Yermak's pier, the Moscow-Siberian tract, the Bogatyrsky hills, Ayeovsky volok, i.e. the most ancient remains of a modern human being in Ust'-Ishim, are the most famous landmarks. Settlement sites of ancient people can be found in the territories of Muromtsevsky, Sargatsky, Tara, Ust'-Ishim, Omsk districts. The historical park Starina Sibirskaya is situated in Bol'sherechensky district. One can visit Petropavlovsky still house in Muromtsevo [3]. A unique archeological and natural park in Russia is located in the village Batakovo (Bol'sherechensky district). The ancient town with metallurgical and jewelry production was found here with more than 150 archeological objects from different ages, beginning from the Stone Age to the late Middle Ages.

Architectural monuments in Omsk region include the Spassky Cathedral in Tara, the Fortress of Omsk, the Tobol and Tara Gates, the Nikol'sky Cossack Cathedral, the former building of the guardhouse, the Governor General of Western Siberia House, Lubinsky Prospect, the building of the City Duma, the Administration of Siberian Railroad building and others.

The natural zone of Muromtsevsky district with 5 lakes is unique. Lakes Danilovo, Linevo, Schuchye, Shaitan, Urmannoye were formed about 10 thousand years ago as a result of falling of meteorites. So there is a tectonic break of crust, the Tatar Uval near Shaitan and the village of Okunevo. Geophysics have recorded a powerful power stream, which people call the center of the Universe. Indian pilgrims built the Temple of Fire in this place. In Bolsherechye the only rural zoo in Russia is located.

Ecological tourism is defined by the existence of a large number of specially protected natural territories. The most famous in Omsk region areas are: the Bird's harbor (more than 400 animal species, about 300 species of plants); Genze Omsk dendrologic garden with more than 600 species of plants and 12 species of a fir-tree selected by G.I. Genze. In 1895 P.S. Komissarov set out a unique garden with more than 300 types of fruit and berry cultures. Shmeliny hills and the Vasissky cedar forest are also well known. In the territory of the area there are state wildlife areas of federal importance: Bairovsky (1959) and Steppe (1971) [3].

Objects of religious tourism include visiting the Achairsky female cross monastery with a source of mineral water (1168 m), the Uspensky Cathedral (1898) and St. Nicholas Monastery in Bolshekulachye.

Business (production) tourism is among actively developing types. It comprises visiting different exhibitions and forums like AgroOmsk, MedExpo and others. Excursions to glass-blowing workshops, the plant of processed cheeses and the shop floors of water purification are often organized. This direction is mostly popular with pupils and students, but recently the adult population is interested too.

In conclusion we consider that it is necessary to develop active types of recreation for Omsk citizens and guests of the region. There is such activity as sports orienteering, water and horse trips, historical tours and quests with the purpose of interactive studying of the region history. The variety of recreational activities is of utmost importance for education of the youth, formation of their culture, healthy lifestyle inclusion and diversion from excessive virtualization of life and negative impact of subcultures.

To realize all forms of recreational tourism in Omsk region it is necessary to construct and build new roads, develop infrastructure and services and work out travel routes. The local authorities should also give support to children's and social tourism.

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