

Global development trends in organization of tourist and recreational areas

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Abstract. This article discusses the main global trends in the organization of recreation and tourism. It has been revealed that one of the principles of designing a modern recreational environment is an ecological orientation, since sustainable development by an economic component and society as a whole is impossible under the conditions of degradation of the natural environment. The examples of tourist and recreational spaces with characteristic features corresponding to tourist trends are analysed. Based on the study, the author concludes that tourism is a fairly complex and multifaceted phenomenon, its development is diverse and complex. There is a need to create an individualized tourism product that would correspond to the constantly changing complex nature of needs of tourist.

1. Introduction

Nowadays, in many countries of the world, rest and tourism occupy a significant position in the economy. The modern field of recreation and tourism is one of the most lucrative and developing industries. This is evidenced by the fact that the treasure of the tourism industry in the world economy in 2018 reached \$ 8.8 trillion, which is 10.4% of the total world GDP. [1] The uneven distribution of international tourist flows in different regions and countries is one of the peculiarities of the development of tourism [2]. As a rule, tourist flows are intraregional in nature and are mainly concentrated in several regions of the world. Among the main areas preferred by tourists are the following regions: 1) Europe; 2) Asia-Pacific; 3) North and South America. Countries in these regions account for more than 90% of tourist arrivals. In 2018, the number of tourist arrivals in Europe amounted to 713 million; the highest number of visits was noted in Italy, France and Spain. In the Asia-Pacific region, tourists made 343 million trips, and in North and South America - 217 million. The number of tourist trips worldwide in 2018 reached a record 1.4 billion - 6% more than a year earlier, according to statistics from the UN World Tourism Organization (UNWTO) [3].

There has been recently observed the advantage of individual tourism, it makes up 70-80% of the total number, while mass or group tourism only 20-30%. The reasons for this are: an increase in the frequency of vacations and a decrease in the number of consecutive days of vacation; relatively low airfare; an increase in the number of charters; high search for new directions with advantages; increasing number of tourists traveling by bus; all kinds of online services that make life easier for a modern person and help to organize a trip and save a budget. The volume of tourists traveling for the purpose of recreation is growing dynamically (65% of the total), compared to the volume of business tourism (35%), however in early 1970s the business segment was dominating.



There are trends towards a more frequent number of journeys made during the year, and a long stay. The first is due to the tourists of the younger generation, who are eager to go on a journey for several days, so they do not interrupt their working process. The second is mainly due to the tourists of mature age and pensioners. There is increased demand from tourists for the service. The more often a tourist travels, the more he learns about modern service, which means he wants to get more comfort by comparing the level of service provided.

2. Specifics of the formation of the elements of the tourist complex

Nowadays one of the leading branches of international tourism is educational tourism. The awareness of the role of culture and cultural heritage in social development and an understanding of the need to preserve cultural diversity in the world makes it possible to expand the prospects of educational tourism as a factor of regional development. There is a need to create conditions for the realization of human needs in getting knowledge about history of culture, religion, traditions and other things. The basis of cognitive tourism is cultural capital. It can be provided in the form of domestic, common, artistic, architectural and other sources.

In addition, increased attention to ecology in recent years can be attributed to the number of tourist trends. The focus on the environmental component is due to increased attention to visiting places relatively unaffected by anthropogenic influences. Interviews of tourists suggest that the primary motives of tourism are the desire of people to contact with nature and unity with it. Due to changes in living conditions, the population of large cities is increasingly moving away from nature. The constant components of living in megacities are isolation, loneliness and excessive stress on the nervous system, which leads to constant psychological stress and, consequently, to stress. A large number of residents of large cities suffer from nervous disorders. As a result, people need to go into nature, in order to communicate with it, to break free from the tension that has accumulated in urban living conditions [4]. When traveling to nature, a person is freed from the information flow characteristic of the city: noise, advertising and making quick decisions.

Thus, one of the principles of the design of a modern recreational environment is an environmental focus, since sustainable development of the economy component and society as a whole is impossible in the context of environmental degradation [5]. In this regard, there is a need:

- to prevent negative environmental consequences as a result of economic activity;
- to prioritize the life-supporting functions of the biosphere in relation to the direct use of its resources;
- to preserve and restore the existing natural systems;
- to make management decisions at the regional and local levels in the field of environmental management and environmental protection [6].

Consider foreign experience, recreation and tourism in the instance's territories with specific factors, affecting the development of tourist and recreational areas, taking into account the hierarchical structure.

Tourist and recreational areas can be divided into: 1) areas related to the suburban environment; 2) urban areas; 3) the area of district / district of the city; 4) local level territories; 5) it is also possible to identify external recreation areas and tourism, located outside of urban and suburban areas. This type of territory will not be considered in this research.

Territories of recreation and tourism in the suburban environment. These territories can be represented by various types: natural parks, forest and hydro parks, tourist bases, beach areas and other types of recreation areas for the population located along the perimeter of the border of the locality. The most notable global trend over the past decade has been the process of suburbanization, which is manifested in the desire of the population of large cities to isolate themselves from the hustle and bustle of the city, noise, air pollution, lack of greenery and other adverse factors, moving to suburban areas. This contributes to an increase in the recreational pressure on the suburban recreation areas. Thus, the organization of recreational areas in the suburbs becomes particularly relevant.

An example of such territories can serve as an object of agro-tourism in a suburb of Paris, which is the hotel complex “Renaissance Paris Hippodrome Saint-Cloud”, located in 25 minutes availability to the city (Figure 1). The hotel is designed in the style of classical North French architecture and includes 110 rooms, conference rooms, a swimming pool, a golf course, and a spacious garden.



Figure 1. Hotel “Renaissance Paris Hippodrome Saint-Cloud” in France

One of the interesting project proposals for the formation of suburban recreational spaces is the competitive project “Europa City” for the territories of Paris from the architectural bureau “BIG”. The project proposed a large-scale “green” roof with a huge park on it, thanks to which the complex should organically merge with the landscape. It is assumed that the complex will be divided into thematic zones that will be represented by European cities having their own landscape and recreational spaces in the form of parks, alleys and sports facilities (swimming pool and ski slope). In addition there are about 10 hotels for temporary stay of tourists on the territory of the complex in the project.

Recreational area of city. Today, the issue of creating new recreational areas for cities with dense buildings is topical for city planners and architects in various regions of the world. The most common types of recreational areas of the city level are: various city parks, pedestrian streets, embankments, functionally rich green areas and open public spaces. Here should be highlighted the following main current trends in the formation of tourist and recreational areas of the urban environment with territorial features:

Recreational space in areas disturbed by anthropogenic factors. One of the most notable trends in recent years has been the tendency of forming and arranging parks in anthropogenic territories, for example, subsequently developing deposits or when storing and dumping waste [7]. This trend is also relevant for “abandoned” urban areas that do not carry a functional load: wastelands, ravines, road slopes, etc. [8]

A good example of transformation of the territory of the waste landfill in the recreational area is the park “Birds' Hill” in Caen, France (Figure 2). For about 50 years, these territories were intended as a municipal landfill, where industrial and solid household waste was dumped. In the early 1990s the city authorities decided to rehabilitate the territory for recreation of the population in case of the development of tourism.



Figure 2. “Birds' Hill” in France

Another worthy example of land reclamation is the reconstruction project of an abandoned quarry in the center of the Shanghai Botanical Garden near Chen Mountain (“Shanghai Chen Mountain Botanical Garden”), brought to life studio “THUPDI” Beijing University Zinghua (Figure 3). Dangerous, ruined and abandoned quarry was transformed into a tourist cluster for visitors who want

to see a kind of territory with a cosmogonic and breathtaking landscape [9]. The territory is divided into three parts: a lake, a playground with a garden and a deep pool. The tourist route starts from the top of the site, overlooking the mirrored lakes, and then the path leads to a three-level platform, outlined by a steel facade and new green areas. This monolith accompanies a panoramic terrace, a small garden and a water tower. Further, the path lies to a deep pool, with a water surface area of 10 thousand m² and a depth of 20-30 m. The designers conceived this site as a complex route that passes through a wooden floating bridge, a steel trestle, an arc-shaped road that bends around a mountain ledge, and further monolithic tunnel length of 150 meters that leads to the upper platform [10].

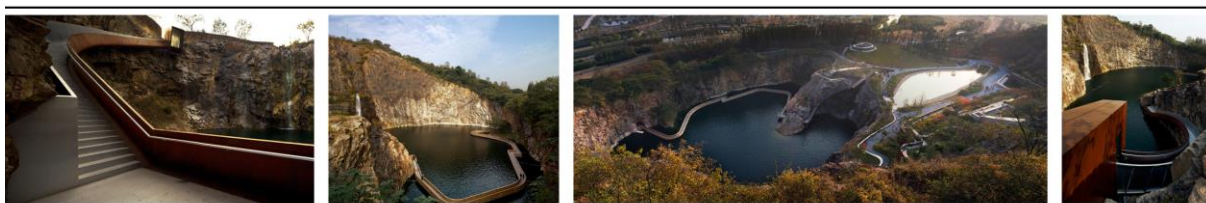


Figure 3. Career garden at the Botanical Garden of Shanghai in China

Refunctionalization of recreational areas. In recent decades this trend is gaining popularity in international practice. Parisian parks “La Villette” (“Parc de La Villette”) and “Citroen” (“Parc André Citroën”) are the direct confirmation of this. They embodied the ideology of spatial freedom to choose recreational activities. Both parks are designed on the sites of former industrial zones, now they represent a comfortable environment for rest and recreation. Parks, as a result of a targeted urban planning policy, have become the part of the city’s new green strategy to transform industrial areas and warehouse areas into a vital element of the natural infrastructure that contributes to the normalization of the ecological situation [11].

Another example of the transformation of the territory is “The High” park in New York (Figure 4). Freight trains ran along the rails over the streets of Chelsea, but in 1980 the railway line ceased to function. In the 1990s, the issue of dismantling the railway along with the overpass was resolved; however, it was decided to transform the path into a park alley. The project was designed by landscape architect James Corner, landscape designer Piet Oudolf, architectural bureaus “Field Operations” and “DillerScofidio + Renfro”. The main goal of the developers was to preserve the flora and fauna formed on the overpass for 20 years after closing. As a reminder of the history of this structure, it was decided to leave the railroad tracks. Currently, “The High” park is very popular among residents of the city and tourists [12].



Figure 4. Highline Park in New York.

Recreational areas in degraded and marshy coastal areas. In many cities there is often a problem of pollution and swampy coastal areas. One of the trends is the formation of recreational walking areas in such areas. An excellent example is the park “Yanweizhou” (“Yanweizhou Wetland Park”) in the city of Jinhua in eastern China, which is a natural coastal wetland where the two rivers Wu and Yiwu merge into one (Figure 5). The park area is 26 hectares. The park did not have the proper infrastructure for walking and the comfort of visitors, the wetlands were damaged due to the extraction of sand, but

at the moment the situation has dramatically changed. Now the park has curved terraces covered with vegetation, winding paths that are built all over the territory for the convenience of walking, benches are installed, and a serpentine pedestrian bridge has been erected. The opening of the wetland park “Yanweizhou” was in May 2014, since then, the average number of visitors is 40 thousand people daily [13].



Figure 5. Park “Yanweizhou” in China.

Another striking example of coastal land reclamation is the “HtO” park project in Toronto, Canada (Figure 6). The authors of this park are landscape architects Janet Rosenberg, Claude Cormier and architect Hariri Pontarini. In the 1800s industry intensively developed on the Toronto waterfront, but due to population growth, real estate prices began to rise, and industrial areas moved to cheaper land, leaving behind abandoned and polluted places. It was decided to restore the polluted industrial area and return the coastline to the city. The park opened in 2007, its area is about 2.4 hectares. The park has sandy beaches, grassy lawns with paved paths and boardwalks along Ontario Lake. The entire shore on top of the polluted soil was covered with a thick layer of clean soil, which made it possible to create a plot of land suitable for use as a recreational space, which does not pose a threat to the health of visitors. In order to restore the ecosystem of lake, due to artificial reefs from recycled concrete, new habitats for fish were provided – along the water's edge and throughout the bay. In the summer, tourists and residents flock to the beach for a rare opportunity to sunbathe in urban settings, and in the winter months the park attracts people with the opportunity to break away from the noisy metropolis. Thus, the park has a steady influx of locals and tourists throughout the year [14].



Figure 6. “HtO” park in Toronto.

Recreation area of the district level/district of the city. In the development of recreational areas of regional significance, the same trends can be traced also in the development of the territories of the city level. Today, in urbanized cities there is a need to restore the natural environment. In the conditions of post-industrial society, a different approach should be developed to determine planning constraints at the stage of pre-project analysis of urban planning regions. Most of the urban spaces set aside for the development of industrial production have exhausted their reserves, or are morally obsolete. In this regard, there is an acute problem of the reuse of land resources, the reconstruction of areas, the restoration of disturbed or development of uncomfortable territories in the urban structure. Optimization of depressed urban spaces and their reversion will help to fill the existing lack of functions of this or that part of the city. Such environmental measures contribute to changing the principles of urban planning and construction, thereby forming a new architecture and high-quality human environment [15].

The example would be a developed residential area of new Stockholm – the erected area “Hammarby Höstad” (“Hammarby Sjöstad”) (Figure 7). Previously, this area was a neglected and polluted industrial zone. In the 1990s the Stockholm government, seeking to achieve the holding of the Olympic Games, decided to make the Hammarby district a model of environmentally sustainable urban development. The design of the area was made by the most significant Swedish architects Fryksel together with Jan Inge-Hagström and Pen Whigs, architectural bureaus: “Nyre'n”, “Tengbom”, “Arkitekturkompaniet” and other.



Figure 7. Park “Hammarby Sjöstad” in Stockholm.

The first stage of work on the transformation of the territory was the purification of the water area and the treatment of areas with the removal of land contaminated with harmful substances [16]. There are located quarterly buildings from 4 to 7 floors with picturesque water reservoirs and parks on the reclaimed area. Due to the orientation of the premises of the building and the use of improved structures and insulation it is possible to save energy consumption. There are a large number of well-equipped social and recreational spaces, representing a single accessible open and safe environment on the territory of the district. Particular emphasis was placed on the preservation and restoration of a variety of flora and fauna depleted during the period of commercial operation. Numerous embankments of the district “Hammarby” turned into parks and biotopes that contribute to the maintenance of the natural ecological environment. In addition, green spaces are adapted for walking and cycling, becoming a place of attraction and pastime for the residents of the area, which allows communicating more actively with each other, forming social ties [17].

Recreation area of the local level. These territories are usually understood as recreational space dedicated to a building or a group of buildings. Currently, at the building design level, there is a tendency to introduce natural components into the structure of residential and public buildings [18]. The integration of natural components in the structure of buildings can be done through: 1) the integration of the building into the terrain; 2) the inclusion of natural components in the internal spaces of buildings; 4) use of vertical resources (green roofing spaces).

The creation of green roofs is currently one of the most popular ways of organizing recreational spaces in the dense urban areas of large cities [19]. Depending on the way of gardening and exploitation, the roofs are intensive and extensive. On intensive green roofs can be located a variety of plants, shrubs and trees, while the building structure must withstand from 150 to 750 kilograms per square meter. On extensive green roofs we can use only grass cover or place plants in containers with a soil substrate. The latter method of gardening is most common, and is often used in regions of Europe. The surface of the roof is covered with a special film that does not allow the roots to break the roof. [20]. Due to such landscaping, it is possible to visually integrate architectural objects into the landscape of the area, maintain a comfortable microclimate for humans, and create additional recreational spaces.

3. Conclusion

Analyzing modern trends in the development of tourism, one can see that the process of forming recreational zones that meet architectural, artistic, environmental, aesthetic and psychophysiological requirements is a type of landscape design and laborious, costly process that contributes to the rapid development of the regional economy through the development of recreational technologies. Tourism

is a fairly complex and multifaceted phenomenon, its development is diverse and complex, requiring special approaches to research. The goal of organizing recreational zones in the modern direction is the development of the economy through the tourism sector.

Considering all of this, it may be concluded that the main feature of the development of modern tourism is the need to create an individualized tourism product that would meet the constantly changing complex nature of needs of tourists and could quickly and flexibly transform under influence of economic, environmental, political and other factors of world development.

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