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### METHODOLOGY OF CONDUCTING RECREATIONAL ZONING AND OPPORTUNITIES FOR ITS APPLICATION IN AZERBAIJAN

*Aim:* The main aim of the article to analyze the principles and methodology of recreational zoning, the related theories, as well as the factors, which must be successively considered in this process.

*The methodological basis of the article* is the theoretical provisions set forth in the works of Azerbaijani and foreign scholars in defining theoretical and methodological peculiarities of the state programs, international experience in the organization of Recreation Zones.

*Results:* The carried work also demonstrates the feasibility of the conduction of recreational zoning in Azerbaijan, with distinguishing sub-regions within the boundaries of touristic-recreational region of Gusar. The tourism- recreation zone of Gusar specifically predicts the main directions of development of the microdistrict by type of tourism. In accordance to the selection of areas for the Gusar tourism-recreation zone are taken into account the potential for the development of various types of tourism, as well as the suitability for the joint organization of many services. From this point of view, in the formation of recreational tourism zones graphic of dependence is considered the basis for the development of areas. The article shows that the advantages of applying this dependence graphic is suitable for the Gusar recreation and tourism zone. At the same time, the separation of Chilagir-Urva-Khuray, Anig-Laza, Hazra-Sudur micro-recreation regions in the Gusar recreation-tourism zone is due to the existence of similar natural-geographical conditions and conditions for the organization of different types of tourism. The structure of employment is dominated by agriculture and, in part, by tourism. Potato-growing and livestock are the main agricultural sectors.

*Scientific novelty:* The practical significance of the article is the selection of areas suitable for tourism development in the Gusar Tourism and Recreation Zone, and the forecasting of tourism development trends, taking into account the ecological balance.

*Keywords:* recreational region, recreational resources, natural, socioeconomic, anthropogenic resources, economic efficiency, Gusar recreation-tourism zone, recreational region, recreational resources, natural, socioeconomic, anthropogenic resources, economic efficiency, the model of recreation-tourism

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### МЕТОДОЛОГІЯ ПРОВЕДЕННЯ РЕКРЕАЦІЙНОГО ЗОНУВАННЯ І МОЖЛИВОСТІ ЙОГО ЗАСТОСУВАННЯ В АЗЕРБАЙДЖАНІ

*Мета:* Основна мета статті - проаналізувати принципи та методологію рекреаційного зонування, пов'язані з ними теорії, а також фактори, які необхідно послідовно враховувати в цьому процесі.

*Методологічною основою статті* є теоретичні положення, викладені в працях азербайджанських і зарубіжних вчених щодо визначення теоретико-методологічних особливостей державних програм, міжнародний досвід організації зон відпочинку.

*Результати:* Проведена робота також демонструє доцільність проведення рекреаційного зонування в Азербайджані з виділенням субрегіонів в межах туристично-рекреаційного регіону Гусар. Туристично-рекреаційна зона Гусара конкретно прогнозує основні напрямки розвитку мікрорайону за видами туризму. Відповідно до вибору територій для туристсько-рекреаційної зони Гусар враховуються потенціал для розвитку різних видів туризму, а також придатність для спільної організації багатьох послуг. З цієї точки зору, при формуванні зон рекреаційного туризму графічна залежність розглядається як основа розвитку територій. У статті показано, що переваги застосування даного графіка залежності підходять для зони відпочинку і туризму Гусар. У той же час, виділення мікро рекреаційних районів Чілагір-Урва-Хурай, Аніг-Лазу, Хазрі-судур в Гусарській рекреаційно-туристичній зоні пов'язано з наявністю схожих природно-географічних умов і умов для організації різних види туризму. У структурі зайнятості переважає сільське господарство і, почасти, туризм. Картоплярство і тваринництво - основні галузі сільського господарства.

*Практична значимість статті* полягає у виборі відповідних для розвитку туризму територій в Гусарській туристично-рекреаційній зоні і прогнозуванні тенденцій розвитку туризму з урахуванням екологічного балансу. Ключові слова: рекреаційний регіон, рекреаційні ресурси, природні, соціально-економічні, антропогенні ресурси, економічна ефективність, Гусарська рекреаційно-туристична зона, рекреаційний регіон, рекреаційні ресурси, природні, соціально-економічні, антропогенні ресурси, економічна ефективність, модель рекреаційно-туризму.

## МЕТОДОЛОГИЯ ПРОВЕДЕНИЯ РЕКРЕАЦИОННОГО ЗОНИРОВАНИЯ И ВОЗМОЖНОСТИ ЕГО ПРИМЕНЕНИЯ В АЗЕРБАЙДЖАНЕ

*Цель:* Основная цель статьи – проанализировать принципы и методологию рекреационного зонирования, связанные с ними теории, а также факторы, которые необходимо последовательно учитывать в этом процессе.

*Методологической основой* статьи являются теоретические положения, изложенные в трудах азербайджанских и зарубежных ученых по определению теоретико-методологических особенностей государственных программ, международный опыт организации зон отдыха.

*Результаты:* Проведенная работа также демонстрирует целесообразность проведения рекреационного зонирования в Азербайджане с выделением субрегионов в границах туристско-рекреационного региона Гусар. Туристско-рекреационная зона Гусара конкретно прогнозирует основные направления развития микрорайона по видам туризма. В соответствии с выбором территорий для туристско-рекреационной зоны Гусар учитываются потенциал для развития различных видов туризма, а также пригодность для совместной организации многих услуг. С этой точки зрения, при формировании зон рекреационного туризма графическая зависимость рассматривается как основа развития территорий. В статье показано, что преимущества применения данного графика зависимости подходят для зоны отдыха и туризма Гусар. В то же время, выделение микро рекреационных районов Чилагир-Урва-Хурай, Аниг-Лаза, Хазра-Судур в Гусарской рекреационно-туристической зоне связано с наличием схожих природно-географических условий и условий для организации разных видов туризма. В структуре занятости преобладает сельское хозяйство и, отчасти, туризм. Картофелеводство и животноводство - основные отрасли сельского хозяйства.

*Практическая значимость* статьи заключается в выборе подходящих для развития туризма территорий в Гусарской туристско-рекреационной зоне и прогнозировании тенденций развития туризма с учетом экологического баланса.

*Ключевые слова:* рекреационный регион, рекреационные ресурсы, природные, социально-экономические, антропогенные ресурсы, экономическая эффективность, Гусарская рекреационно-туристическая зона, рекреационный регион, рекреационные ресурсы, природные, социально-экономические, антропогенные ресурсы, экономическая эффективность, модель рекреационно-туризма.

*Relevance of the topic.* Touristic-recreational zoning, i.e. division of a certain territory into recreational sub-regions depends on the geographical conditions and land use capacity of a territory as well as on available resources of tourism importance. Zoning of touristic resources is conducted depending on the sub-sectors of tourism, quantitative parameters of those resources and also the duration of their use. Zoning of touristic resources, unlike other economic, physical and recreational zoning, can be conducted not based on a single component but on the basis of all natural, anthropogenic and socio-economic resources.

Zoning, in general, is a scientific-methodological process that takes into account natural, geomorphological, socio-economic and other factors, whereas recreational zoning is a division of a territory into micro-regions with a comprehensive consideration of all components favoring tourism. Recreational regions can be distinguished as macro-regions, meso-regions and micro-regions. There is also a definition of ‘specialized recreational region’ which is associated with certain types of recreational resources and compliant to the prevailing tourism industry [8]

*The methodological basis of the article* is the theoretical provisions set forth in the works of Azerbaijani and foreign scholars in defining theoretical and methodological peculiarities of the state programs, international experience in the organization of Recreation Zones.

*Scientific novelty:*

- Assessment and determination of profitability of tourism resources in Gusar Recreation Zone;
- Application of international experience in the formation of tourism industry in the recreation zone.
- Separation of microdistricts in the recreation zone.

The practical significance of the article is the selection of areas suitable for tourism development in the Gusar Tourism and Recreation Zone, and the forecasting of tourism development trends, taking into account the ecological balance.

*Methodology.* In European countries, a touristic area is a territory with rich natural and cultural resources. In such a territory, among various sectors of the economy, tourism is recognized as a priority industry, which involves the major part of investments. Distinguishing of touristic regions and smaller subregions is very important in terms of the perspective development of tourism. Identification of touristic

regions considers the four basic elements in particular: natural resources, cultural resources, tourism infrastructure and general infrastructure.

D.V.Nikolaenko believes that recreational zoning must be conducted with taking into account the attractiveness of all natural and man-made resources. In his opinion, zoning of the territory must be carried out based on learning the territory from view of all economic entities. As he notes, it is necessary to consider the compatibility of using natural and cultural resources and studying of economic opportunities [10]

V. A.Kvartalnov notes that although the formation of the recreational area is associated with resources of tourism, factors such as geographical location, feasibility of using resources, specialization of tourism facilities, and compatibility of various services must be taken into account. Based on this, he considers it necessary towards the recreational zoning to assess all natural and economic factors simultaneously. The author proposes to create a recreation zone, micro-regions, resort- and tourist centers, and cultural and educational areas [9]

According to I.B.Zorin, the key role in conducting of recreational zoning is played by the use of the advantages of the ecological environment, formed on the basis of the available natural resources of tourism. The formation of recreational areas is variable, since it depends on the qualitative properties of the territory, directly related to the joint use of various resources [9] The economic efficiency of recreational areas depends on the development of infrastructure and investment policies, whereas the management efficiency is determined by the potential of the recreational area in terms of attracting tourists.

A. Aleksandrov notes that when conducting recreational zoning, the borders of the considered territories must be determined with complexly taking into account natural, environmental and economic factors. The author ranks recreational areas according to a point system while considering the interaction of landscape factors. Aleksandrov offers to assess the possibilities of recreational land use along with the degree of available infrastructure and also resources in compliance with the criteria of a five-point scale [6]

Preobrazhensky suggests that the formation of recreational areas is directly related to the natural resources of tourism. As he states, distinguishing small neighborhoods within a recreational area is mostly associated with seasonal and climatic factors. Studying traditional recreational regions requires a common geographical approach that is in relationship with natural and anthropogenic tourism potential of a region [9] The author notes that this conditionality is determined by the ability to use available resources as well as the funding capacity, since the development of recreational areas is aimed at the rational use of tourism potential and is based on the economic efficiency of the use of resources.

Mironenko notes that conducting of recreational zoning requires an approach in terms of organizing tourism and attracting tourists based on the use of available resources. Regarding the definition of regionalization criteria, the author gives particular importance to the defining of specialized tourist zones or territories, with pointing out the key role of geographical and economic factors. He states the importance of the profitability of the specialization of recreational meso- and micro-regions within a large recreational zone [9] A big role in attracting tourists is played by the formation and certification of tour products in the territory of recreational areas.

Yu.A.Vedenin notes that when allocating recreational areas, the attractiveness of natural resources, the presence of cultural landscapes, etc. must be considered. As he thinks, the formation of recreational areas is determined primarily depending on the use of various types of landscapes, their diversity and the peculiarity of their aesthetic attractiveness. Following these characteristics economic factors are remarkable which depend on the "capital intensity of the landscape." The scientist also points out the importance of using landscape diversity in the formation of recreational areas [7]

In general, the followings serve as the basis for recreational zoning:

1. Grouping by the functions of the use of tourist resources. It determines the purpose and possibilities of management and use of resources.

2. Determining the level of development of territories where tourism resources are present. Along with this, highly developed, moderately developed and underdeveloped regions are distinguished, within which, zoning is conducted at the micro-level. Such zoning may be characterized as the purpose of tourism.

3. The relationship between the recreational area and the environment beside with measures on environmental protection. When zoning by this characteristic, the cleanliness of the environment, the integrity of the natural components of the recreational region must be taken into account. Such zoning are typically conducted with regard to national parks and areas with exotic landscapes.

4. Zoning by the territories with a high prospective development potential. It includes the zoning of areas that are poorly used in tourism, as well as those areas whose involvement in tourism seems impossible. Such territories are called reserve zones.

Among the landscape factors, taken into account in recreational zoning, the main focus is given on the followings [10]

- landscape exoticism and its attractiveness in terms of tourism;
- the importance of landscape diversity in tourism;
- determination of the limits of human impact on landscapes;
- the attractive role of the individual components of the landscape in tourism;
- landscape monuments and the possibilities of their use;
- considering of the role of landscapes when establishing tourist routes in recreational areas;
- land use possibilities.

Consideration of climatic factors means taking into account comfort data, seasonality, microclimatic conditions, etc. Some experts who states the role of landscape and climate factors, consider the attractive role of the latter as most crucial. As they think, climatic factors play the most important role in the formation of recreational areas and identifying subareas of recreational significance in their boundaries. Study of the climatic parameters of recreational areas makes necessary a common approach, though however, when defining recreational micro-regions within them, all climate elements (temperature, humidity, wind, etc.) are studied and taken into account separately.

When recreationally zoning, the anthropogenic factors, along with their attractiveness, are evaluated also by the using potential, favorability in terms of development of cultural and educational tourism, and the possibilities of jointly using various tourism resources. In this zoning, all material, spiritual, ethnographic and other monuments associated with cultural heritage are considered as the main factors [4] Zoning by the peculiarities of cultural heritage and ethnographic features envisages the possibility of using tourist centers and micro-regions in the tourism industry. In recreational zoning, these components are not considered separately. A tourist center is formed under the condition that certain tourism resources are used jointly [12]. One of the main indicators of the touristic-recreational region is the grouping of resources with the purpose of developing tourism industry and provide services to consumers. [4] Specialization in tourism resources is associated with the creation of centers for various purposes, and the development of resort tourism. Tourism resources may also be subject to regionalization in terms of economic and social factors. Economic zoning of tourism resources focuses on engineering and technological features of using available resources, as well as the level of development of the existing infrastructure. [5] Zoning of recreational areas is carried out in 4 stages.

The first stage consists of collecting data on a region and assessing its resources. At this stage, the recreational potential, employment of the population, features of the development of services and environmental impacts are studied. This stage includes also determining the contribution of resources to ensuring the economic efficiency of tourism based on the use of recreational resources in combination with other sectors of the economy. In Slovenia, when identifying the recreation areas, the joint use of leisure economic entities is practiced to effectively regulate the development of tourism. Moreover, this stage includes the study of development of new skills in tourism, which allows provide employment after the creation of a new tourist zone. The goal is to achieve the development of new services without changing the environment and existing economic sectors. [14]

The second stage concerns the direction of development. It includes the creation of accommodation facilities, the provision of new facilities for the use of tourists and the development of additional tourism services. This stage is characterized by a massive flow of tourists to a region, and subsequently by intensive development of that territory. Recreational areas in which the tourism industry is developing cover the coast and areas of mass tourism.

The third stage reflects the potential of a recreational region and sub-sectors of the developing tourism industry. It takes into account the territorial potential, recreational load, environmental protection, environmental impact, resettlement, level of tourism development, population number and growth of arrivals of tourists. [13] An analysis of these factors is carried out to determine the interrelationship between the development of tourism and the environment, population and employment, etc.

At the fourth stage an integrated approach prevails with regard to the formation of a territory as a recreational area. The subject of study at this stage is a change in the above factors according to the criteria of the formation of a recreational area in a selected territory. [11]

Based on the above factors, the definition of “landscape and climatic resort regions” has been formed in the recreational zoning of Azerbaijan, and the concept of “tourist centers” has been formed which focuses on economic factors. Specialists in the field of geography (A.Eyyubov, B.Budagov, A.Salmanov, H.Soltanova, V.Dargahov) has studied various aspects of recreational zoning. Currently, comprehensive works are underway in the country to identify recreational areas and their specialization. The development

of tourism destinations and the identification of attractive tourist sites are planned as well [3] The issue of recreational zoning in the country has not been fully resolved. At the level of administrative districts and territorial units, measures are being taken to sustainably manage the development of different subsectors of tourism and their infrastructure, efficiently use the tourism resources, reduce seasonality, and effectively support local governance. In 2008, in accordance with the decree of President I. Aliyev on the creation of recreational areas, the Caspian sections of the Gusar, Guba, Khizi and Khachmaz administrative regions were selected by the expert commission to create touristic-recreational regions [2] With the same purpose, the territories of the Lankaran, Masalli and Lerik regions, located in the south of the country, as well as the Goygol, Goranboy, Gadabay and Tovuz regions in the west were chosen, too. Despite conducting of appropriate assessments in the above mentioned administrative regions, the works on the creation of tourist and recreational areas have not yet been completed. In the strategic roadmap on the development of the tourism industry, special attention is paid to the establishment of touristic-recreational zones. The State Tourism Agency has proposed the establishment of management centers in destinations attractive for tourism. Currently, such centers have been established in the Guba, Ismayilli, Sheki, Shamakhi administrative districts and Aran economic region. The State Tourism Agency has a department on managing regional destinations.

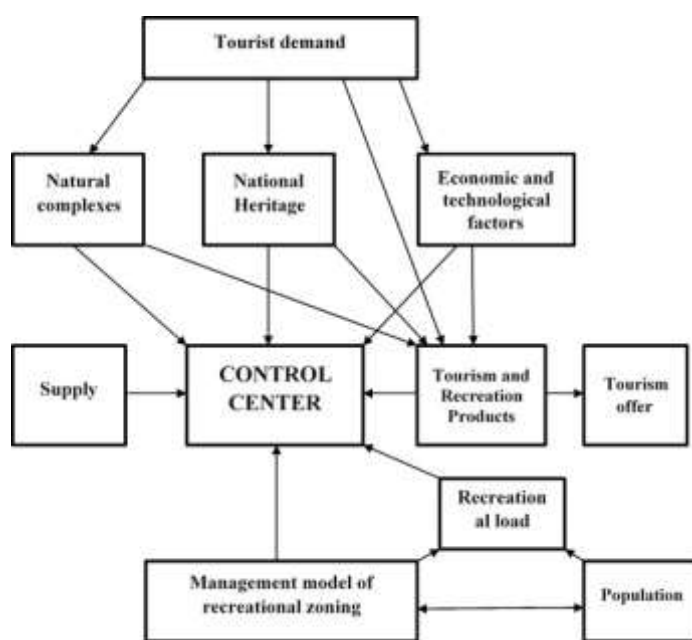


Fig 1. Management model of recreational zoning

In accordance with the decree of the President of Azerbaijan, a special mechanism has been created to encourage investing in order to support the creation of new enterprises by the government, develop touristic-recreation zones, and strengthen industrial production. The document on investment promotion makes it possible to benefit discounts provided by the Tax Code and the Law of the Republic of Azerbaijan “On Customs Tariff”. The Investment Promotion Document provides funds on a preferential basis for 7 years, which exempts from 50% of income tax, as well as from property and land tax, and customs duties levied for the import of equipment and VAT. This serves as an additional incentive for entrepreneurs interested in creating the appropriate infrastructure in the Zones of Tourism and Recreation [1]. In the touristic-recreational zone of the Gusar district, there are opportunities to create recreational micro-regions, fitting with local natural and economic conditions. Expert studies show that in the natural territorial complexes of the relief, small recreation regions consisting of smaller recreation districts can be contoured. Concerning the Gusar touristic-recreational zone, here micro-regions of Chilagir-Urva-Khuray, Anig-Laza and Hazra-Sudur can be distinguished due to availability of unique landscape and environmental conditions, as well as the diversity of agricultural sectors and the specialization in tourism.

The villages of Chilagir-Urva-Khuray of the Gusar district are located in the territory between the Great Suval Range and the Shahdag National Park. This territory, as well as the right and left banks of the Gusarcay River, can be designed as a separate recreational micro-region. It has a moderately warm climate with an even seasonal distribution of rainfall, as well as a forest landscape. The structure of employment is dominated by agriculture and, in part, by tourism. Potato-growing and livestock are the main agricultural

sectors. Over the past five years, recreation centers have been built in the villages of Chilagir and Khuray, as well as on the right and left banks of Gusarchay. In the summer months, guesthouses are widely rented here, as the natural conditions of those areas are favorable for the development of rural tourism.

The recreation region of Anig-Laza covers mainly the mountain area, which is a part of the Shahdag National Park. The climate here is cold. The micro-region has a mountain meadow landscape. The local communities are engaged mainly in sheep breeding and potato growing. In recent years, thanks to the development of tourism, rental of rural houses has increased. The construction of new processing enterprises in the Shahdag center of winter and summer tourism will accelerate the development of this area.

The Hazra-Sudur recreation area (micro-region) has a moderately warm and cool climate. Its territory has a forest- and mountain meadow landscape. The population here is engaged mainly in gardening and horticulture (in the foothills), as well as sheep breeding (in mountainous areas). In terms of tourism, the territory is very poorly developed. Recreation facilities are not established. There are several catering facilities that serve guests and partially render overnight services. The micro-region has favorable conditions for the development of natural and ecological tourism.

*Conclusions* of this study can be formulated as follows:

- Recreation zoning must take into account natural, human, socio-economic factors, which is related mainly to land use and application of economic activity.
- Formation of the recreation regions is composed of four stages, including the identification and evaluation of tourism resources, development directions, opportunities for creation of key tourism clusters and the distinguishing of micro-regions.
- Though recreational zoning in Azerbaijan are conducted with consideration of the influencing natural and economic factors, specialized touristic-recreational regions are not formed in the country, since the mentioned zoning lacks the step-by-step approach. This factor hinders conducting of specialization when creating recreational areas correspondingly to the demand available in the Azerbaijan's tourism sector.
- Tourism in the Gusar region is taken into account by the allocation of micro-districts in the recreational district, taking into account the possibilities for mastering tourism.
- Dividing the touristic-recreational region into micro-regions within boundaries of the territory of Gusar district is to be conducted with taking into account land use possibilities in terms of tourism, which must contribute to the development of this territory.

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