TOURISM AS A MEANS OF A HEALTHY LIFESTYLE: ECOTOURISM

Abstract: The article is devoted to tourism as a means of a healthy lifestyle. The author pays our attention to ecotourism. The definition of ecotourism is presented. The basic features of this kind of tourism and the ways of organizing tourist trips are discussed. The examples of eco-trips and eco-hotels located in Russia are given.

Key words: tourism, ecotourism, basic features, eco-trips, eco-hotels.

Ecotourism is tourism, based on visiting places untouched by man. It is a responsibility to nature. Ecotourism is different from the standard commercial mass tourism [2]. First of all, ecotourism prevents the negative consequences that regular
tourism causes. Ecotourism preserves, but it does not destroy nature, and nature is the main resource of tourism. Secondly, participation of local citizens in ecotourism industry and improving their well-being, receiving money. It is a motivation to preserve nature, to save it. The next feature is education. I mean that tourists get new knowledge and experience about nature, ecology, active community participation. The next point is attitude to nature. Ecotourism encourages tourists to spend more time in nature, taking care of it, preserving the historical landmarks.

Ecotourism prevents the negative consequences that standard tourism causes [3]. So this kind of tourism saves energetic resources. How do tour operators organize eco-trips? The organization of ecotourism includes:

transport: it must be eco-friendly. For example, an electric car, bicycles. Some people are fond of horse riding and travel this way

accommodation: it must be ecological, harmless to nature. The most popular option is tents

food: as a rule, socially responsible travelers tend to consume organic food and other environmentally-friendly products.

Moreover, tourists can visit various excursions, but they must comply with the features of ecotourism. These are the main points on the organization of ecotourism. So, ecotourism can be organized in any place that has potential. I would like to present some examples of eco-hotels in Russia. The first one is sanatorium in Belokurikha, located in Altai. The sanatorium provides complex services to the clients that correspond to the principles of ecotourism. In addition, the sanatorium provides medical services aimed at improving health, different sports activities. Another example of eco-hotel is located in the Moscow region. The hotel provides a wide range of services and it is getting quite popular. The hotel offers to stay in a house. You can rent the whole house; I think it's suitable for
a group of people, a big family. In case you do not need to rent the whole house, you can rent only the room, so the cost will be different.

Studying this topic, I found out that there are not so many eco-hotels in our country. I think this is due to the lack of demand for this type of tourism. This is very disappointing for the country with a huge number of destinations that can and should be developed.

Just look at the beauty of the Republic of Karelia, here you can develop water-based tourism, fishing, mushroom and berry picking.

Sochi National Park has become recently popular. It is considered to be one of the richest natural reserves of our country. Government tried to build the interest by developing the infrastructure of this region, preparing for the Olympic games. There are all conditions: the sea, a good climate, and all the facilities for skiing.

Lake Baikal needs no introduction. I think ecotourism in Baikal can be interesting not only for Russians, but also for foreign tourists. The income from tourism can be directed to the improvement of nature.

I’d like to conclude with the quotation of the founder of International Earth Day John McConnell: Let every individual and institution now think and act as a responsible trustee of Earth, seeking choices in ecology, economics and ethics that will provide a sustainable future, eliminate pollution, poverty and violence, awaken the wonder of life and foster peaceful progress in the human adventure» [1].

Thus, Ecotourism is a perspective field of tourism; we should pay more attention to preserve heath of the whole nation and national heritage.
References

