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**Ecological and cultural aspects of the evolutionary development
models of ecological tourism**

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Abstract

Theses for search of new types of ecological tourism on the basis of allocation of the prevailing signs of the territory are formed. Currently, ecotourism is spread all over the world: Latin America, Asia and Africa. As a result of natural and cultural features, the existing models of ecotourism have been transformed and new types of ecotourism have appeared. The Middle East is the centre of the origin of the planet's religions. A distinctive feature of Iran, Jordan, Saudi Arabia and Israel is the orientation of tourism on pilgrimage tours to sacred places. In Africa and Australia, there is a type of ecotourism, such as ethnic or aboriginal tourism, the cultural landscape of which includes the territory of traditional nature management of local tribes. A special feature of ecotourism in Central and Latin America is the organisation of national parks for the preservation of ancient landscape complexes of extinct civilisations. In Russia, a new type of ecotourism has emerged—expeditionary tourism, which is less dependent on the transport accessibility of the territory and its routes cover large areas. Ecological and cultural synthesis, going beyond the protected areas to the cultural landscape, the greening of the local economy—these can and should be the new principles of the Russian strategy of ecotourism. Each macro region is characterised by its model of environmental and cultural values, which should form national eco-tourism concepts.

Keywords: Ecological tourism, American (North American, Australian) ecotourism model, Western European (German) ecotourism model, recreational tourism, educational tourism, scientific tourism, rural tourism, ethnic tourism.

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1. Introduction and purpose

Ecotourism began to emerge in the 70's and 80's of the 20th century to create the balance between economic benefits derived from recreational outdoor recreation and sustainable development of recreational areas (Butche, 2007; Farrell & Runyan, 1991). The main demand-generating regions were Western Europe and North America. Here, the environmental system has received the most complete development. However, systems of even one level do not develop strictly synchronously and achieve not identical results in the course of their evolution. Therefore, there were two models of ecotourism. The first is the American model (Astanin, 2017), when ecotourism is carried out within protected areas (specially protected natural areas). Other names of this model: North American or Australian—cognitive ecotourism in the classical sense (Botanical, Zoological, geological, Ecological and Ethnographic tours). The second type is the Western European [or German model of ecotourism (Astanin, 2017)] outside the protected areas, which can be carried out on the spaces of the cultivated and cultural landscape.

The specialised types of tourism reveal natural and eco-cultural quality of the territory to varying degrees. The richer the tourist and recreational potential of recreation areas, the more types of tourism is necessary for its disclosure. Therefore, today the urgent task is the development of new types of tourism that would carefully involve the natural and eco-cultural heritage of the countries in the tourism business. The synthesis of specialised types of tourism, interaction of protected areas and States in the organisation of eco-tourism routes is the main resource for attracting eco-tourists.

2. Results and discussion

2.1. North American model of ecotourism

In 1807, John Colter discovered in Wyoming geothermal springs, and in 1872 President Ulysses S. Grant due to the increase in the number of tourists signed a law establishing a conservation area—the first in the United States Yellowstone national Park (Yellowstone National Park, 2019), for the protection of the largest geyser area in the world. Thus, the program of wildlife protection began to be put into practice. Now conservation areas occupy 10% of the territory of the USA and become more and more popular for tourists. The experience of Yellowstone national Park in the United States—one of the cradles of tourism—illustrates the contradictory trends in natural tourism. The development of natural tourism in protected areas both helped to preserve unique ecosystems and, due to the influx of visitors, led to the degradation of the natural environment and reduced cultural diversity.

In 1976, Yellowstone Park (2019) received the international status of a biosphere reserve. In 1978, it was included into the list of UNESCO world heritage sites. But in 1995, the Park was included in the 'red' list of world heritage sites under threat, as in the forests near the Park mining company 'Crown Butte Mines Inc.' tried to reopen the old gold-silver mine. Because of the outdated sewage system in the watercourses, the Park received a large number of untreated wastes of gold works. Because of the activities of the mine, the salmon population was reduced. UNESCO does not recognise the Yellowstone Park as a model one, as the government lifted the ban on the use of snowmobile equipment in the Park and approved the construction of a new power plant in Montana, which is likely to pollute the Park. The rapid growth of tourism has seriously disrupted the traditional way of life of local residents. On the territory of the Park, a large number of visitors threaten the ecosystems. The example of Yellowstone showed the need to improve the level of environmental friendliness in the design of tourism activities.

An example is the Grand Canyon national Park (2019) in northwestern Arizona, USA. Canyon is an almost untouched phenomenon of nature—'Genetic pond'. The Park was founded in 1908 to protect a unique natural formation—the Colorado river gorge. Due to the special conditions of isolation in the cleft was a lot of endemic plants and animals. The Park is known as a field site for many studies. The

Park is home to six Indian groups. The presence of human traces Dating back to more than 4–5 thousand years ago, give a great scope for archaeologists. The canyon is famous for its visual diversity.

The whole activity of the Park is monitored by the monitoring system. It tracks the workload of paths, hotel facilities, Parking lots. Entry to certain areas is restricted. Victims tourists of the area are closed and perekashivayutsya new plants. Only pedestrians, cyclists and riders are allowed in most of the Park. In the Grand Canyon national Park (2019) are only points of view and narrow corridors for the passage of the bulk of tourists, which are less than 1/10 of the entire Park.

Since March 2007, visitors can explore the area at an altitude of more than a kilometre from the open observation deck of glass, which passes over the Colorado river and is called the 'Heavenly trail'. This building belongs to the Hualapai Indians, whose ancestors once inhabited these territories.

The development of eco-tourism in North America has shown how important it is for the sustainable functioning of protected areas to build relationships between national and provincial parks and indigenous peoples.

95% of Canada's national and provincial parks are located near or within aboriginal villages and communities. At the beginning of the 20th century, Indian tribes living in the territories of national parks practically did not participate in their organisation. With the creation of the Park Prince Albert (2019) Indian tribe Cree the forest was to the 1920-th year relocated to the Indian reservations. At the same time, on Lake Vasquezi (the traditional territory of the forest Cree) timber industry and businessmen built summer cottages.

In a provincial Park, Quetico the well-being of living in the territory of the First nation in attention was not accepted (Park Quetico created in 1913 year, was originally intended for the protection of game animals). This land trappers of the North West company reached the remote camps of the Indians—ogive from whom they learned the ways of survival in the wilderness, including the manufacture of snowshoes, toboggans (sled) and canoes made of birch bark. Indigenous peoples have been living here for 9 thousand years. On the surrounding, granite rocks you can see the ancient colourful pictograms. On the Western border of Quetico living representatives of the First Nation Lac La Croix. Members of the community in 1910, the year had been forcibly displaced by the provincial government of the reservation to the Bay of cava from the shores of lake Kawnipi, located inside the Park. At this time, Quetico became a popular spot for canoeists and is considered as provincial Park class wilderness (the highest level of environmental protection in provincial parks). In 1996, the year the Ministry of natural resources of the province of Ontario and Nation Lac La Croix signed a Treaty of coexistence for 15 years. The community has built a boat station where tourists rent canoes, as well as organised several service points. The cooperation agreement proposes to build a log cabin to organise a transport by dog sled.

Thus, 'Parks Canada' (2019) (public service, which all national parks of Canada) have made changes to the rules with respect to indigenous peoples, which is reflected in the creation of new national parks. The national Park-reservation of Guai Haanas (2019) was established in 1986 by agreement between the Parks of Canada and the Council of the nation of Hyde-after their culture and land began to disappear due to intensive logging. The Park is managed by the archipelago management Board consisting of two representatives of the Hyde nation and two representatives from the Parks Canada. For Hyde, the relationship between land and culture is very important, so the protection of land is necessary to preserve the entire lifestyle of Hyde. Leading traditional nature management-hunting and fishing, the Haida nation depends on the land not only as a means of subsistence; it also receives its medicines from the land. Five sites of cultural and natural heritage within the boundaries of the Park are especially valuable for Hyde. Hyde observers are responsible for the transfer of cultural values to new generations. Hawaii-Haanas is a relatively new concept in the Parks policy of Canada, and many consider it a model of the future.

For more than a century of tourism development in the national parks of North America, the following provisions have been developed in the design of tourism activities:

- Creation of nature protection zones in the territories visited by tourists;
- Improving environmental design (in this case, tourists can travel to 10% of the protected area);
- Ban on motorised transport;
- Continuous monitoring of ecosystems and their rehabilitation, if necessary;
- Coordination of the regime of protection of the territory with the indigenous people. The protection regime cannot be imposed on important cultural and sacred sites and must support the cultural traditions, fisheries and environmental management of indigenous peoples;
- The protected area should be managed jointly with the indigenous people.

2.2. The Australian model of eco-tourism

The North American model of ecotourism is also called Australian one.

In Australia (Cabo, 1975), in the 1820s the first environmental organisations, and in 1879, the year opened a second (after Yellowstone) national Park in the world—the Royal national Park. According to the IUCN—5.9% of the territory (456 540 km²) Australia is taken under protection. Another 160,790 km² are under partial protection. Australia is one of the world leaders in the development of ecological tourism: on the continent there are about 3 thousand reserves and national parks. Most of Australia's national parks have well-equipped trails and Parking lots. Uluru-Kata Tjuta National Park (2019) was included in the UNESCO world heritage list in 1987. In 1995, he received the Picasso gold medal—the highest UNESCO award for the preservation of nature and culture of the Anangu Aborigines.

The main attraction of the Park is Uluru rock (Uluru-Kata Tjuta National Park, 2019). Uluru, formed 680 million years ago—a massive orange-brown rock of red Sandstone height of 348 m, able to change its colour at different times of the day from dark purple to golden. It is the world's second largest monolith. More than 400 thousand people come to see it every year.

However, Uluru -Kata Tjuṯa National Park (2019) is sacred Anangu Aborigines and stores rock paintings of ancient times. According to legend, the rock contains the souls of dead tribes. Local natives commit mount their rituals. In 1976, the Australian authorities returned the land to the Anangu tribe, which in 1995 transferred it to the parks Agency for 99 years. The Park is an example of synthesis of a natural phenomenon and socio-cultural heritage of indigenous people in the organisation of ecological tours.

The largest country in Polynesia is a New Zealand—with magnificent natural landscapes and 152 protected areas, pristine nature, clean water and air, as well as untouched wild landscapes are the hallmark of New Zealand.

In Melanesia, it is possible to distinguish the state of Vanuatu; there are six UNESCO sites and two national parks on the area of 12,190 km². Tourism revenues account for 40% of Vanuatu's GDP. The Vanuatu archipelago is of volcanic origin. Of the 60 volcanoes, 10 are active. All geophysical activity is monitored by the scientific organisation ORSTOM. There are many caves in Vanuatu, some of them have a depth of several kilometre. Vanuatu forests are not affected by commercial harvesting into forests.

An interesting feature of Oceania is its existence on its territory the state of Tuvalu, where the territory of 26 km² is a national Park with an area equal to the entire Tuvalu (carried out full greening of the local economy).

2.3. Western European (German) model of ecological tourism

The nature of Europe for millennia of human activity is strong mutated. A big role in this process was played by the high density of the settlement, reaching 150 people/km² today. Natural forests that once covered most of this territory were destroyed, which led to a drop in numbers, and sometimes

the complete disappearance of such large animals as wolves, brown and polar bears, lynxes, elks, bison, etc. (the OPT system develops against the background of densely populated and fully developed landscape, which led to the development of ecotourism model based on the cultivated landscape). The characteristic features of the OPT of Europe are the dispersion of the territory and small size. The system of protected natural areas includes protected landscapes, scientific reserves and reserves of strict protection, national parks, natural monuments and natural managed reserves. It was not until the early 20th century that Europeans began to realise the need to create wildlife reserves. Charles Darwin's writings played an important role in this realisation. In 1909, the year in Europe (in Sweden) created the first national parks of Sarek and Stora-Chevallet. Wildlife conservation activities intensified in Europe after the Second World War. A great role in this process was played by the huge damage caused by the war to the nature of the continent, as well as the General deterioration of the environmental situation, including the recreational load.

By the end of the 1970s, the recreational load on the landscapes of the Alps reached extraordinary proportions. The society discussed the death of large birds, mountains of garbage and the resumption of vegetation only after 500 years. During these years, five Alpine countries adopted the 'Alpine Convention' [2019], which defined a long-term strategy for the development of the region and development management mechanisms that ensure priorities for the preservation of the natural and cultural heritage of the Alpine regions.

In Alpine countries, the experience of the project 'Nature, culture, tourism' Hindelang community (Algoi Alps) is widely known. The purpose and meaning of the project is an organic combination of nature-oriented forms of tourism with the revival of traditional forms of agriculture as the basis for the preservation of the Alpine cultural landscape—which, in turn, is the main resource of both tourism and agriculture. The sustainability of the ecosystems of the Algerian cultural landscape can be ensured by a well-defined spatial combination of pastures, hayfields, forests and rural settlements. And, at the same time, it is pasture-hay meat and dairy cattle breeding that allows to maintain the necessary balance in land use. The new strategy allowed combining the interests of agriculture, tourism and nature protection. In accordance with it pastures and hayfields are used ecologically correct—pasture load is strictly controlled. As a result, the products produced by the peasants are of high quality, environmentally friendly and attractive to tourists. In addition, farmers have turned their homes into small boarding houses and rent guests comfortable rooms and apartments, receiving from tourism income 2–3 times greater than from agriculture. As a result of the successful implementation of the land project, communities received the status of protected areas and at the same time therapeutic areas. Being aimed at the preservation and development of the cultural landscape, traditional forms of life and economy, local crafts, environmentally sustainable development strategy has helped to preserve not only the natural but also the socio-cultural basis of life of the local population.

The next stage in the development of ecotourism in Germany was a new species development of active recreation—'umweltfreundlicher tourismus' (can be translated from German as 'ecologically clean tourism' or 'ecological tourism') (tourists pay for the opportunity to combine vacation with work for the benefit of nature). For example, 6-day tour in the Allgau Alps includes the opening lecture, a trip to the mountain gorge of Breitachklamm, where the group proceeds to the immediate goal of the trip: planting trees, repairing wooden bridges between streams and mountain rivers, mountain villages and on pastures. The vacation for the benefit of nature—a kind of experiment of the Union of environmental protection and nature of German and initiatives FahrtzienNatur. Among other proposals: the high meadows of the oldest in Germany, the Bavarian Forest National Park (2019), the care of migratory birds and their breeding grounds in the reserve, Elbtalau near Lenzen, harvesting in the biosphere reserve of Bliesgau in the Saarland, repair work and upgrading of tourist routes in the Saxon Switzerland National Park (Nationalpark Sächsische Schweiz, 2019).

As in Germany, almost no untouched natural sites, characterised by the expansion of areas of forest restoration. The German tourism Union launched the Forest action project in Mecklenburg - Northern Pomerania. Each camper buys wood for 'forest climate'. Already planted 7.5 million trees.

Over decades of development, the Western European model of ecotourism, which is based on the cultural landscape in contrast to the American one, has developed similar provisions for the development of ecotourism:

1. Cultural landscape, for its preservation, must be transferred to the status of a protected area;
2. It is necessary to constantly monitor the load on the ecosystems of the cultural landscape to ensure their sustainable development;
3. Participation of the local population in nature protection and ecotourism activities in the protected area is mandatory;
4. The regime of protection of the territory should be aimed at preserving the social and cultural life of the local population;
5. The participation of tourists in the rehabilitation of ecosystems and reconstruction of the associated ecotourism infrastructure is welcomed.

2.4. Transformation of North American and Western European models ecological tourism

Currently, ecotourism is spread all over the world: Latin America, Asia, Africa. As a result of natural and cultural peculiarities, the existing models of ecotourism have been transformed and new types of ecotourism have appeared.

2.5. Environmental tourism in Asia-pilgrimage tourism

The environmental traditions of Asia go back thousands of years. In Sri-Lanka's first acts date back to the 3rd century BC. Asia is very promising for the development of ecological types of tourism (Timothy & Iverson, 2006). The diversity of biological resources is combined with a huge cultural component. Himalayas—the world centre of mountain tourism, 30 peaks of this system has a height of over 7 thousand meters. It is in the Himalayas are Tibet, Nepal, Bhutan (Kononov, 1985) and the Indian province of Sikkim. In Nepal, ecotourism is the main branch of the economy. The country is characterised by a great variety of landscapes and unique natural monuments. 16 protected natural areas cover all natural and climatic zones of the country. Sagarmatha national Park is, especially famous (Sagarmāthā National Park, 2019) and the Royal Chitwan National Park (2019), included in the UNESCO world heritage list. Sagarmatha National Park is home to the highest peak in the world, Everest. Ecotourism in the Himalayas is transformed from active to extreme (a person experiences his physical abilities, contemplating natural phenomena).

The Middle East is the centre of the world religions of the planet. The distinctive a feature of Iran, Jordan, Saudi Arabia and Israel is the orientation of tourism on pilgrimage tours to sacred places. The idea of pilgrimage implies action in the face of special difficulties, voluntary commitments (symbolises the willingness of man to sacrifice transient material values in the name of eternal spiritual). Pilgrims usually put forward much less requirements to the level and quality of service, food, accommodation. They stay for the night in the cells of monasteries, on the territory of ashrams, in tent towns, can spend the night in the temples on the floor or even on the street. Such tourism can be called a subtype of the European model of ecotourism, when the core of the cultural landscape is the sacred places and sacred territories. An example of such a model of ecological tourism in Israel is a nature reserve Neot Kedumim—enthusiasts to recreate the biblical landscapes of the land of Israel. On 300 hectares of desert land paved trails, planted ancient plants, dug ponds, collected unique preserved animals and birds. In the Park, there are held excursions, are associated with biblical themes.

2.6. Eco-tourism in Africa-ethnic tourism

The African continent has taken the first step from natural tourism to ecotourism according to the North American model (Astanin, 2017). The leaders in this are Kenya, Tanzania, South Africa. Ecotourism was actively developed in Botswana, Madagascar, Mauritius, Namibia. For many African

countries, eco-tourism is the only route from poverty to economic growth and job creation. Construction and modernisation of transport and social infrastructure are taking place in the areas of ecotourism development.

The rift stretching from the red sea in the Middle East through Kenya and Tanzania to Mozambique, and now experiencing volcanic activity. Part of Kenya and the adjacent part of Tanzania are protected by two huge reserves: the Maasai Mara national reserve and the Serengeti National Park (2019). The volcanic meadows of the Serengeti ecosystem have been cycling millions of mammals in the region for more than a million years. One million three hundred thousand wildebeest, 200 thousand individuals of plains Zebra and 400 thousand Thomson's gazelles twice a year they migrate towards the Masai Mara. A few months later, together with the offspring, in December–March, they move back. A large number of predators are involved in these migrations. Most of the migration takes place in protected areas, which are connected in a continuous network.

The environmental network includes the Serengeti National Parks (2019) and Ngorongoro, which are biosphere reserves and recognised as the world natural heritage by UNESCO. Observations of the migration of animals take place in equipped houses and tent camps. The mistakes were made in the formation of a network of protected areas, typical of the North American model. In the 1980s, the Kenyan Maasai tribe was expelled from their native lands in order to create a national Park. However, having lost everything, the Maasai engaged in mass poaching and shooting animals because of the need for food. The authorities realised their mistake and the Maasai were returned to their homeland. Ngorongoro crater is part of the protected area. This reserve is protected from settlement by the local population, but allows the coexistence of wild animals and livestock of the Maasai tribe inhabiting these territories.

Gradually, indigenous tribes were integrated into ecotourism activity. And, if at the beginning of the development of ecotourism in Africa, travellers were sent to the most visited sites: Victoria falls, Kilimanjaro, now the deepest impressions are left by acquaintance with tribal cultures. In the early 1990s, the people of the Zulu community in South Africa launched a sustainable development programme, in which respect for cultural traditions was a basic condition. An ecological hotel was built, which is interesting for the whole concept of ecotourism functioning. Locals visit guests, arrange ceremonial dances and chants around the campfire in the light of the stars. Tourists are actively involved in this. Such tours are described by ecotourists as 'a real journey'.

Thus, in Africa and Australia there was a kind of European models of ecotourism as ethnic or aboriginal tourism, the cultural landscape of which includes the territory of traditional nature management of local tribes.

2.7. Eco-tourism in South America– historical tourism

According to the UN and the world tourism Organisation, over the past 20 years the flow of tourists to developing countries has increased significantly. More than 60% of travellers to Central and South America aim to visit natural areas. Tourism is becoming a major source of income for most of the continent. The most visited tourist attractions are Machu Picchu, Cusco, Cartagena, angel falls, Amazon rainforest, Margarita island, Lake Titicaca, Galapagos Islands and Patagonia.

An example of a country that effectively develops non-cost and non-conflict environmental management, which includes ecotourism, is Costa Rica (Fennell & Eagles, 1990; Menkhaus & Lober, 1996). Since the mid-1980s, when ecotourism was first in Vogue, Costa Rica, with 20% of its territory allocated to national parks, began to turn protected areas into profitable enterprises. The result of the development of ecotourism was an increase in areas covered with virgin vegetation. At the beginning of 1990-ies protected area was allotted about 10% of the land. Thus, almost a third of the country is now occupied by protected tropical vegetation. Since 1993, tourism, including environmental tourism, brings more money to the state budget of Costa Rica than any other sector of the economy.

On the American continent, Costa Rica (Fennell & Eagles, 1990; Menkhaus & Lober, 1996) is the most clean in environmental terms country. The advantage of this state to neighbouring countries is that Costa Rica has embarked on the path of cutting down the famous Amazon forests. On the slopes of the Cordillera de Tilaran ridge, which separates the Caribbean sea and the Pacific ocean, there is a biological reserve of humid misty forests of Monteverde. For exploring the forests and inhabitants laid a special monorail. Route Sendero Comigo leads to a viewing platform where you can simultaneously see the Caribbean sea and the Pacific ocean.

Feature of ecotourism on the European model in the States Latin America is the organisation of national parks for the preservation of ancient landscape complexes of extinct civilisations. In the North of Guatemala is the Tikal National Park (2019). The Park preserves the unique temple complex of the Maya civilisation-Tikal, located in a dry tropical forest. Ten-kilometer trail leads through the jungle to the main buildings of Tikal—a large area, the Northern Acropolis, the temple of initiation.

San Agustin (Parque Arqueologico de *San Agustin*, 2019)—the pearl of the culture of ancient Colombia. Today it is a small mountain village on the slopes of the Andes and the centre of ancient megalithic culture (found more than 400 statues with a height of 40 cm to 4 meters). San Agustin and its surroundings are recognised as a national Park.

The most famous of the interstate ecological route the American continent passes from the Yucatan Peninsula, Petenu, mountains of Guatemala, forests of Belize. The route of 2,400 km runs along the once existing ancient Mayan Empire. In the centre of it is the biosphere reserve of the same name, protected by UNESCO. Thus, the experience of organising cross-border ecotourism arose as a result of the joint efforts of several States.

In Central America, the European model of ecotourism has been enriched historical type of tourism, where the core of the cultural landscape is cultural monuments of ancient civilisations.

2.8. Eco-tourism of the Russian Federation—expedition tourism

In Russia, the term ecotourism appeared in the mid-1980s in the Bureau of international youth tourism 'Sputnik' of the Irkutsk regional Committee of the Komsomol, when its specialists developed and implemented such routes as Ecotour on the Circum-Baikal railway, Ecotour on the Goloustnaya river valley. Ecotourism began to take shape in its present form in Russia in the 1990s. In the Far East, a program for the development of ecotourism in protected areas was developed under the project of the world wildlife Fund and the us Agency for international development. In the course of project implementation with the support of the Russian branch of the International Union for conservation of nature has created the Foundation for ecotourism development 'Dersu Uzala'.

The UNESCO world heritage list includes five Russian natural objects: primeval forests of Komi, lake Baikal, volcanoes of Kamchatka, Golden Altai mountains, Western Caucasus. In these regions, ecotourism can help to protect nature, increase employment and socio-economic development. In addition, in Russia there are enough other territories attractive for ecotourism. The system of Russian state reserves is recognised all over the world. 22 of them have the international status of biosphere reserves (UNESCO certificates) (World Network of Biosphere Reserves, 2019), 8 reserves under the jurisdiction of the world Convention on the preservation of cultural and natural heritage, 11 under the jurisdiction of the International Convention on wetlands of international importance. Four reserves have diplomas of the Council of Europe, three are part of the international transboundary protected areas.

The system of national parks in Russia is quite young. Initial Sochi National Park (2019) was established in 1983. The first national parks [Zaybaybalsky (Zaybaybalsky National Park, 2019), Sochi] were created largely on the North American model, the reference point of which are the most pristine and picturesque natural areas. Zaybaybalsky National Park was created to preserve part of the coast and the water area of lake Baikal, which is the center of attraction for tourists in Siberia.

But, already in the 1990s, among the parks-natural phenomena appeared parks with unique cultural landscapes [Kenozersky (Kenozersky National Park, 2019), Vodlozersky (Vodlozersky National Park, 2019)]. In these years, a broader view of the national Park as a protected area, designed to preserve not only the natural heritage and areas of little-changed nature, but also a variety of historical and cultural monuments, and even more—the environment of the local population as a whole (including the maintenance of traditional forms of nature and the preservation of valuable cultural landscapes). It became aware of the feasibility of creating such parks that would correspond to the European type.

Kenozersky national Park is included in the world network UNESCO biosphere reserves, included in the catalogue ‘key ornithological areas of international importance of European Russia’. Kenozersky national Park is a reference system of historical human habitat, an object that has preserved the centuries-old history and culture of The Russian North, an example of an organic connection of material and spiritual culture with the environment. Protected nature, historical and cultural monuments, traditional crafts make the Park a Mecca for tourists. The combination of Northern taiga massifs with a dense network of lakes of glacial origin makes the reserve unique in beauty. Harmoniously blended into the local landscape and villages with old houses, painted shutters and carved balconies, numerous wooden temples—genuine masterpieces of folk architecture. Kenozerye-Museum of Russian wooden architecture in the open air in the natural landscape, numbering up to 60 religious buildings.

Therefore, one of the objectives of the Park is the development of appropriate infrastructure focused on the use of available resources and traditional architecture of The Russian North. In the restored monument of architecture-2-storey house of merchant Kozhevnikov in the village of Vershinino opened a visit centre of the Park. In the framework of Russian-Norwegian cooperation has begun restoration of the largest outbuildings, barn, with fitting it under the Museum and a pottery Studio. The old peasant house in the village of Krivtsovo, adapted for a tourist shelter, was put into operation after the restoration work.

The vast expanses of Russia and Krasnoyarsk territory lead to the fact that increasingly, environmental tours are not held in the protected areas. On the territory of Krasnoyarsk Krai ecotourism development Fund ‘Derzu Uzala’ with the assistance of the Taimyr reserve (Taymyr Nature Reserve, 2019) organises an expedition along the coast of the Arctic ocean: Ecotour ‘three giants of Taimyr’ with a visit to Cape Tsvetkov to observe walruses and polar bears, the island of transformation—to observe bird bazaars, ecotourism through the Western Sayan in the heart of Asia, rafting on the rivers of the Anabar plateau. ‘Centre for environmental travel “(Moscow) offers ecotours of Central Siberia and the expedition” Yenisei Meridian’, which runs from Norilsk to the Ubsunur basin (Tuva Republic).

So there was a new kind of ecotourism-expedition tourism, which to a lesser extent, it depends on the transport accessibility of the territory and its routes cover large areas.

3. Conclusion

Table 1. Typology of ecological tourism models

Model of ecological tourism	Type of ecological tourism
American (North American, Australian) model	Recreational
	Educational
	Scientific
West-European (German) model	Rural
	Ethnic
	Historical
	Pilgrimage

Table 2. Evolutionary development of ecological tourism models

Geographical location	Prevailing type of ecological tourism
Asia	Pilgrimage
Africa	Ethnic
South America	Historical
Russian Federation	Expeditionary

Environmental tours are becoming more synthetic, including both natural attractions and cultural scenes.

Both models of ecotourism (American, Western European) can be successfully developed in Russia and in Krasnoyarsk region in particular. Their implementation has already begun in our reserves and national parks. However, special attention should be paid to the synthesis of environmental and cultural subjects in single tours and projects, not only in protected areas. The new principles of the Russian ecotourism strategy can and should become the ecological and cultural synthesis, going beyond the protected areas to the spaces of the cultural landscape, the greening of the local economy.

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