

Specificity of environmental management as a factor of tourism development in the Rostov region

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It is considered the role and importance of environmental management in the development of tourism in rural areas of the Rostov region. The works of the authors are studied in the direction of the research, indicating key studies. The concept of environmental management is given, its specificity in relation to specially protected natural areas is considered. The rural territories of the Rostov region are analyzed from the standpoint of the prospects for the organization of tourism and the features of their natural resources are revealed. It is also proposed to create a network of local park areas to stimulate the development of tourism in rural areas and a mechanism for managing such areas. The specifics of the selected park areas and the main types of tourism that can be realized in them are analyzed. At the same time, the emphasis is on natural types of tourism, the most promising for specific territories. The designated structure of park areas includes a system of elements that are interconnected and at the same time determine the development of the territory. The proposed management mechanism is based on the fundamentals of environmental management and can be implemented in similar areas in other regions.

Keywords: *environmental management, rural tourism, park areas, management mechanism*

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