

Specially protected natural areas as an object of investment activity

Zonas naturales especialmente protegidas como objeto de actividad inversora

Bogdanova Olga VIKTOROVNA ¹; Chernykh Elena GERMANOVNA; Kryakhtunov Alexander VIKTOROVICH

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ABSTRACT:

The relevance and practical significance of research in the field of effective using of specially protected natural areas is determined by the need to implement a strategy for the development of SPNA territories and to attract investments into their activities. The purpose of this article is to consider the concept of conservation of specially protected natural areas and proposals for introducing additions.

Keywords: Investment activity, specially protected natural areas, national parks

RESUMEN:

La relevancia y la importancia práctica de la investigación en el campo del uso efectivo de áreas naturales especialmente protegidas está determinada por la necesidad de implementar una estrategia para el desarrollo de territorios de SPNA y atraer inversiones en sus actividades. El propósito de este artículo es considerar el concepto de conservación de áreas naturales especialmente protegidas y propuestas para introducir adiciones.

Palabras clave: actividad de inversión, áreas naturales especialmente protegidas, parques nacionales

1. Introduction

At the present time, attracting investments into the economy is the key task, for achieving which it is necessary to increase the investment attractiveness of each individual region in order with the aim of creating favorable conditions for potential investors.

In the conditions of the development of the Russian economy, rivalry between the regions for investment resources is manifested. The main factors characterizing the investment attractiveness of a constituent entity of the Russian Federation and its investment potential are: peculiarities of geographical location, available natural resources, infrastructural development of the territory, innovative reserve and intellectual potential of the population and availability of facilities for the development of tourism.

According to the report on the main results of the social and economic development of the Russian Federation for 2016, published on the website of the Government of the Russian Federation, in the region, according to the results of monitoring for ten years (2007-2016), there is a steady growth in industrial production and investment in main capital.

It should be noted that the fundamental factor of Russia's economic growth is the development of the oil and gas complex and the development of the Arctic, industrial production. Faced with the problem of falling oil prices, the imposition of sanctions against Russia on the part of European states, the Russian Federation is currently experiencing some difficulties in the sphere of economy and attracting investments in new productions. That is why there is a need to attract investment in other areas of activity, such as specially protected natural areas and the creation of ecological and cognitive tourism on their basis.

Suchwise, the main purpose of this article is the development of proposals for the development of investment activities in the sites of specially protected natural areas.

2. Theoretical basis

2.1. Investments in the system of specially protected natural territories

The modern legal state influences investment processes predominantly by methods of legal regulation and acts as a legislator. The general orientation of the regulation of relations in the sphere of investment activity is to improve the investment climate.

The state should strive to create such legal conditions under which the investment potential of both the country as a whole and its individual subjects will increase.

This approach corresponds to a new management paradigm of SPNA proclaimed by the VI World Congress of the International Union for Conservation of Nature (IUCN) in Ganalul (United States of America) in 2016. on specially protected natural areas, which identified as topical problems the overcoming of economic isolation of these territories and their integration on the principles of sustainable development into the social and economic development of regions and countries. Undoubtedly, this allows us to expand the range of traditional issues related to the analysis of the current state and prospects for using the potential of the SPNAs.

The implementation of this approach is closely linked to the development of institutional forms, effective structures and management systems of SPNAs investment activities that contribute to their becoming a full-fledged subject of investment development of individual regions and the country as a whole.

Russia, possessing large amounts of resources, both raw materials and fuel and energy, implements many important investment projects, therefore, it is necessary to have an effective, flexible and transparent legislative base in the field of investment activities for its successful development. In turn, it is also necessary to analyze how much the legislation in the sphere of specially protected natural areas allows intervention of investment activities. The main document regulating the use of SPNAs in the Russian Federation is Federal Law No. 33-FZ of 14.03.1995 (amend. 29.07.2017) "On Specially Protected Natural Territories", this law regulates relations in the field of organization, protection and use of protected areas in order to preserve unique and typical natural complexes and objects, attractional natural formations, objects of plant and animal life, their genetic fund, study of natural processes in the biosphere and control over the change of its condition, ecological education of the population. (Law)

The current legislation provides for the division of specially protected natural areas into territories of federal, regional and local significance. The federal law establishes:

1. Specially protected natural areas of federal significance are federal property and are under the jurisdiction of federal bodies of state power;
2. Specially protected natural areas of regional importance are the property of the subjects of the Russian Federation and are under the jurisdiction of the state authorities of the subjects of the Russian Federation;
3. Territories of local importance - are the property of municipalities and are under the jurisdiction of local government.

The federal legislation provides for the possibility of allocating the following categories of specially protected natural areas at different levels of government.

Accordingly, SPNAs can be located at different levels and the decision to use them can be taken in accordance with them. The area of SPNAs in Russia for 2016 was about 11.4% of the total area of the country. The system of specially protected natural territories in Russia is represented by 247 federal territories (103 reserves, 48 national parks, 64 federal sanctuaries, 17 federal monuments of nature) and about 13,000 regional protected areas of various categories. Of these, there are 103 state reserves with a total area of about 37.1 million hectares, which is 2.17% of the territory of Russia, in all natural areas from the polar deserts to the subtropics in 70 regions of the Russian Federation. The scheme of location of reserves in the territory of the Russian Federation is presented in Figure 1.

Figure 1
Scheme of location of reserves in the territory of the Russian Federation.



Each of the state reserves creates its activities in accordance with the individual "Regulations on Reserves", reflecting the features of the functioning and protection regime of the territory of a particular reserve (for example, the regulation of tourism on the territory, the allocation of restricted environmental areas to ensure the operation of cordons, etc.).

Specially protected natural areas, completely or partially withdrawn from economic use, are of exceptional importance for conservation of biological and landscape diversity as the basis of the biosphere. Taking into account the increasing threat of natural disasters and changes in the natural environment as a result of economic activities, the main purpose of specially protected natural areas is the provision of services demanded by society in the field of:

- maintenance of ecological stability of the territories essentially changed by economic activity;
- reproduction in natural conditions of valuable renewable natural resources;
- maintaining a healthy environment for people's lives and creating conditions for the development of regulated tourism and recreation;
- implementation of environmental education programs;
- conducting fundamental and applied research in the field of natural sciences.

Analyzing the activities of state reserves, it can be concluded that the need for development of investment activities in the territory of SPNAs becomes extremely necessary, not only because of the vast territories, but also because of social necessity. In this regard, in 2011 the Government of the Russian Federation issues an Order on the development of a concept for the development of a system of specially protected natural areas of federal significance for the period until 2020.

The purpose of the concept is to develop a system of specially protected natural areas of federal significance by improving the efficiency of public administration in the organization and functioning of a system of specially protected natural areas in the interests of sustainable development of the country, ensuring environmental safety, protecting biological and landscape diversity, conserving and managing natural and cultural heritage.

One of the priority tasks in this concept can be considered as developing cognitive tourism.

Cognitive tourism is one of the specialized types of ecological tourism, the main purpose of which is acquaintance with natural and cultural attractions. This sphere is a highly effective form of environmental education in specially protected natural areas. At the same time, in the nature reserves, this activity should be limited and implemented taking into account their size, landscape and nature protection at specific sites defined by individual provisions on reserves.

3. Offers

The Ministry of Natural Resources developed «The Concept for the Development of a System of Specially Protected Natural Territories of Federal Significance for the Period to 2020» that considers the development of cognitive tourism as one of the key directions for the development of state nature reserves and national parks in Russia.

Achievement of the set goals in the development of cognitive tourism requires solving a whole set of tasks. Among them - the creation and modernization of modern tourist infrastructure, the development and implementation of a marketing strategy to promote tourism products and information support. In addition, requires greater cooperation between SPNA directorates, tour operators and other entities interested in developing cognitive tourism is required.

According to the concept of development of the system of specially protected natural areas of federal significance for the period up to 2020, in order to ensure the development of cognitive tourism, it is necessary:

1. Improve the system for planning, controlling and monitoring activities in the field of cognitive tourism in specially protected natural areas;
2. Develop a complex of excursion programs for various categories of visitors, giving priority to the demonstration of wild animals in the natural environment;
3. Ensure the arrangement (including information) of ecological excursion routes and tourist routes, observation platforms, places of observation of wild animals;
4. To create new and modernize existing museums and information centers for visitors;
5. Assess the maximum permissible loads and determine ways to minimize the negative impact on natural ecosystems;
6. Develop and implement a system of voluntary certification of ecological excursion routes and tourist routes in specially protected natural areas;
7. To create an infrastructure to provide customer service for visitors, including by attracting investors;
8. To develop a series of standard projects of elements of tourist infrastructure (camping, guest houses, stopping points, etc.) under a single brand;
9. Develop proposals on the formation and improvement of economic mechanisms for the development of the cognitive tourism system, including taking into account international experience;
10. Facilitate the development of small and medium-sized businesses accompanying tourism (the development of a network of mini-hotels, guest houses, peasant farms, traditional crafts and crafts, the production of environmentally friendly products, souvenir products, etc.);
11. To develop rules regulating the behavior of visitors in specially protected natural areas, in order to ensure the safety of people and prevent damage to natural complexes and objects;

12. To promote the establishment of partnerships between reserves and national parks with major Russian and foreign travel companies and other organizations interested in developing cognitive tourism.

In the opinion of the authors of this article, the list should be supplemented with the following activities that are relevant to date.

In order to improve the management of the network of specially protected natural areas, the following activities are presented in table 1.

Table 1

Events	Deadlines
Optimization of the regulatory and legal framework for cognitive tourism in specially protected natural areas	2017-2018
Implementation of mandatory strategic and territorial planning of the development of cognitive tourism for each specially protected natural area	2017-2018
Scientific and information support and activities for the development of cognitive tourism	2017-2018
Creation of a modern infrastructure of cognitive tourism	2018-2019
Assessment of the current status of existing specially protected natural areas	2017-2018
Formation of cadastres of specially protected natural areas of regional and local significance, including in electronic form	2017-2020
Attraction of investments in the development of specially protected natural areas, including using the mechanism of individual private partnership	2018-2020
To promote the social and economic development of the territory and to ensure the growth of the quality of life of the local population living in and especially close to protected natural areas, through the involvement of local people and the development of tourism	2017-2020

The introduction of these activities into the SPNA system by 2020 will allow:

- Ensure the effective functioning of SPNAs to conservation of key ecosystems, biological and landscape diversity, as well as preserve the natural and historical and cultural heritage of the peoples of Russia;
- ensure effective management of federal and regional SPNA systems;
- ensure financial, technical and other resources for the effective functioning of federal and regional SPNA systems, create a mechanism for attracting and distributing these resources;
- Include federal protected areas in the regional context, including taking into account the concept of ecological networks;
- to create conditions for cognitive tourism and recreation of the population in protected areas and adjacent territories, without prejudice to the sites, to ensure the progressive development of this area;
- To ensure that Russia fulfills international obligations in the field of biological diversity and natural heritage conservation, and consolidate Russia's leading positions in the development of SPNAs at the international level.

4. Conclusions

The article deals with specially protected natural territories as an object of management and investment activity, the strategy of development of specially protected natural territories adopted until 2020 is analyzed. The authors developed a series of measures until 2020 and substantiated the need to introduce them into the strategy for the development of SPNAs. Attracting investments in PAs will solve a number of current problems, as well as expand the range of services in specially protected natural areas.

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1. Email: ov.bogdanova@mail.ru