

Zulfiya A. KHAMADEEVA

*Ufa State Petroleum Technological University (Ufa, Rep. of Bashkortostan, Russia);
PhD in Geography, Associate Professor; e-mail: zulfiya_x@rambler.ru*

Elena P. BORNEMAN

*Ufa State Petroleum Technological University (Ufa, Rep. of Bashkortostan, Russia);
Associate Professor; e-mail: demenenko@yandex.ru*

ACTIVE LEISURE PARK AS A FORM OF FAMILY WEEKEND VACATION

Abstract. *The article is devoted to such a form of spending free time in the family as tourism. The article provides justification, correctness and projects the results of such a pastime. The organization of family leisure by means of recreational technologies is a purposefully organized process that involves the implementation of activities in free time in accordance with the needs of each family member. The article discusses in detail one of the ways to spend free time together. Forms of family leisure activities are hiking, excursions, competitions, sports, and entertainment events. Sport, physical culture, and tourism are the most important means of influencing the family are:. Using a variety of games, communication trainings, entertainment events and other mass forms of recreation allows you to develop a certain type of life activity that contributes the effective realization of human functions, such as: recreation, recuperation, choice of values and priorities, strengthening spiritual and physical health, the result of which is the restoration of physical and mental balance of a person. Tourism and hiking are one of the forms of active recreation, the effective use of free time for health promotion. They contribute the development of perseverance, endurance, prevention of cardiovascular and respiratory diseases. Going in for sports is also a necessary attribute in the organization of family leisure. Organization of family activities includes: the development of a comprehensive program of family entertainment by means of recreative technologies; the use of a variety of recreative technologies in the organization of family leisure; joint developing activity of children and adults; availability of a competent specialist in the organization of family leisure by means of recreational technologies, the result of which is the restoration of the physical and mental balance of the person.*

Keywords: *leisure, tourism, park, active leisure, theme park*

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ХАМАДЕЕВА Зульфия Анваровна

*Уфимский государственный нефтяной технический университет (Уфа, Респ. Башкортостан, РФ);
кандидат географических наук, доцент; zulfiyah@yandex.ru*

БОРНЕМАН Елена Петровна

*Уфимский государственный нефтяной технический университет (Уфа, Респ. Башкортостан, РФ);
доцент; e-mail: demenenko@yandex.ru*

ПАРК АКТИВНОГО ОТДЫХА КАК ФОРМА ОРГАНИЗАЦИИ СЕМЕЙНОГО ОТДЫХА ВЫХОДНОГО ДНЯ

Статья посвящена такой форме проведения свободного времени в семье, как туризм. В статье дается обоснование, правильность и проецируются результаты такого времяпрепровождения. Организация семейного досуга средствами рекреативных технологий, представляет собой целенаправленно организованный процесс, предполагающий осуществление деятельности в свободное время в соответствии потребностями каждого члена семьи. В статье подробно рассматривается один из способов совместного проведения свободного времени. Формами организации семейного досуга являются пешие прогулки, экскурсии, походы, соревнования, конкурсы, спортивные и зрелищные мероприятия. К числу наиболее важных средств воздействия на семью следует отнести: спорт, физическую культуру, туризм, др. Использование разнообразных игр, тренингов общения, зрелищно-развлекательных мероприятий и других массовых форм отдыха и развлечений позволяет выработать определенный тип жизнедеятельности, который способствует эффективному выполнению человеком функций отдыха, восстановления сил, выбора ценностей и приоритетов, укрепления духовного и физического здоровья, результатом которого является восстановление физического и психического баланса человека. Туризм и пешие прогулки являются одной из форм активного отдыха, рационального использования свободного времени для укрепления здоровья. Они способствуют развитию настойчивости, выносливости, профилактики сердечно-сосудистых и респираторных заболеваний. Посещение спортивных зрелищ также необходимый атрибут в организации семейного досуга. Организация семейного досуга предполагает выполнение следующих условий: разработка комплексной программы организации семейного досуга средствами рекреативных технологий; применение разнообразных рекреативных технологий при организации семейного досуга; совместная развивающая деятельность детей и взрослых; наличия грамотного специалиста по организации семейного досуга средствами рекреативных технологий. результатом которого является восстановление физического и психического баланса человека.

Ключевые слова: *отдых, туризм, парк активного отдыха, тематический парк*

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Family leisure has many functions, such as rallying family members, child development, stress relief, creation of conditions for full communication, etc., as long as all family members are busy with pleasant cares, devoting time to each other. Family leisure has educational, physical and psychological orientation. It is difficult to overestimate its role in the becoming and formation personality of children growing up in a family. Properly organized leisure has a positive effect on adults as well as on children. It allows to realize physical and psychological needs, to become an educational tool in relationships with children. Also, leisure allows to develop some abilities: creative, physical, mathematical, etc.

Family leisure should be based on the main areas of family relations and should take into account all the functions of the family. Great importance is attached to family recreation. Parents and children learn to be closer to each other, when they rest, communicate and participate in joint competitions and programs. Joint conversations and conferences with the participation of medical specialists, psychologists and social workers help generations of family to find a common language, learn tolerance and care of each other.

Two-thirds of modern families in the Russian Federation do not have any hobbies (it can be sports, tourism, arts and crafts, music, dance, etc.). One-third of families are generally called "dysfunctional", they do not attach any importance to the upbringing of children. Often children from such families go to the club in order to find their second family in the person of the leader and friends.

But there are families that actively spend their leisure time together: it is noted that such families are more close-knit, less conflicted, children from such families become antisocial elements more rarely.

Family leisure can be spent outside the home. Restoration of health, working capacity and psychological relief is possible in the bosom of nature, in a sanatorium or on a tourist trip.

Recreation is the base for outdoor activities, it is great for organizing free time for all family

members. The most effective recreation is in person's free time: it must be built on the principle of voluntariness. The content of recreation is active leisure, entertainment that contribute to the development of personality.

Every individual can participate in recreation, regardless of gender, age, physical fitness or other characteristics. There are not any negative consequences of balanced and well-planned recreation.

Tourism is the most universal form of active leisure for all family members. Tourism is a reliable means of improving health and recovery of energy spent during the week.

Family trips have an incomparable healing effect, obtained as a result of complex impact on the body of natural factors: sun, air and various physical activities. Joint hiking and trips expand the child's horizons, form primary ideas about the history of their native land. Children develop initial skills of survival in the natural environment, when they get experience of camping life.

Here is one the ways to spend the outdoors time with the family. The country park of active family recreation called "Family" is supposed to be located in one of the most picturesque places of the Republic of Bashkortostan. "Family" will be located on the area of 3 hectares on the bank of the Belaya River, opposite the mountains Small and Big Kolpak near the village of Belsky.

The road from Ufa to the proposed country park is 68 km. Travel time by car is about 1 hour, by bus-1 hour 30 minutes.

It would be sufficient to say that transport accessibility is very good and the roads are available all year round. There are several options for transporting tourists to the country Park of active family recreation "Family". This is a trip by private car, taxi, or the number 573 bus from the southern bus station for residents of Ufa and nearby localities. For the other residents of the Republic of Bashkortostan and nearby regions travelling by car or minibus is going to be the most convenient way to get to the Park.

The choice of location is conditioned by relatively affordable price of the land rent in this

area and availability of sights, such as, for instance, the Okhlebininskaya Cave, which is situated in 2 km from the country park.

The country park "Family" is going to be located on the territory of 3 hectares, which will be divided into three zones: forest park, coastal zone, game zone. Five guest houses and the administration building will be located in the Park. The administration building will contain:

- Reception,
- Sports equipment rental post,
- Video observation post,
- Laundry Post,
- Car parking,
- Bicycle parking.

Here is a detailed presentation of the country park organization.

The country park of active family recreation "Family" will be focused on a wide range of interests of all family members and will provide organized recreation.

It is expected that the country park will provide the following services to the customers:

- accommodation in houses;
- a rent of tents, barbecue facilities;
- sports equipment rent;
- free parking for 100 cars;
- bicycle rent.

The country park of active family recreation "Family" meets not only the basic needs of travelers, but also does it efficiently with a focus on guests. The houses will be equipped with all necessary facilities: WC with shower, double bed, sofa bed, 2 euro folding beds, wardrobe, refrigerator, microwave, electric kettle, kitchen table for 6 people, 6 chairs.

Mission – "Family" works to offer guests such a service, that can be arranged in accordance with their wish and expectations. It is supposed to be a place, where one can escape from the city bustle, where one can relax and gain strength, a place where one come with children – with the whole family.

First of all, the country park is oriented at the families with children, young people aged 18-

35, but it also invites the older people, who prefer active recreation to quiet cozy evenings at home.

So, according to the analysis of information and the results of the research data, the survey of the potential clients, statistic data in the sphere of the tourism business, it was stated that it is necessary to create a new tourism destination in the region with a unique service: a comfortable accommodation in the bosom of nature with a friendly atmosphere for a reasonable price.

The extensive nature resources of Bashkiria create excellent conditions for the development of many types of tourism: healing, rural, water, horse, environmental, sports, skiing, cultural and educational and others. However, despite this diversity, one of the most important problems of the tourism industry is low demand. Experts believe that to solve this problem, it is necessary to develop national tourism brand of the Republic [6]. In general, seven brands are most famous in Russia: Moscow, St. Petersburg, Sochi, the Golden Ring, Altai, Baikal and Kazan. The experts are convinced that the chief task for the republic is the including of the national brand to the top seven of the most popular tourism destinations.

One more problem of the tourism industry in the region is a seasonal prevalence. Hotels and other residences fail to get a 100 percent occupancy all year round. Most of the tourist camps operate effectively only two months a year, from mid-June to mid-August. The rest of the time they have stimulate the demand by creating artificial reasons for accommodation, except maybe weekends and holidays. This is one of the reasons for low profitability and excessively high prices for recreation in the Republic. To the experts' opinion, there is only one way out of this situation - a state support of the industry. In case of a guaranteed order, tour operators can reduce the price of packages by 30%. Moreover, the decrease can be achieved due to the prolongation of the season, reducing the operators' risks and a number of other factors. So, it is possible to get inexpensive and high-quality product without any additional costs.

Building a country park appears to be quite profitable as a domestic tourism is becoming rather popular in recent years. People want to spend their holidays efficiently and inexpensively. The country park looks to be convenient for such purposes, where families and young people can spend a weekend or vacation in comfortable conditions at the bosom of nature for little money.

According to experts' opinion, domestic tourism will grow every year, it will allow the companies to move to a new level and improve the quality of services.

According to Adviser of the Head of the Ufa Administration Ruslan Kinzikeyev' statement, the tourist market of the Republic shows positive dynamics. The growth in the volume of tourist services was 7.5%, hotel services and similar accommodation facilities – 16%, sanatoriums – 15%. Thus, there is an increase in the volume of tourism business services.

There are a lot of holiday houses and tourist residences in the Republic, but there is no any country park where one can get a comfortable accommodation for a reasonable price at the bosom of nature.

Guests of the country park:

1) families with children (middle-aged people with young children, middle/high income, secondary or higher education, working, most often having their own transport). It is advisable to offer such guests accommodation in a house with all the facilities for a comfortable staying.

2) big companies of friends (young people aged 18 to 27, students, low/middle income, secondary/higher education, own transport is possible). Accommodation in tents or in a house can be offered for such guests.

3) fishermen (as a rule, men aged 30 to 60 years, have a medium/high income, different levels of education, working or retired, most often having their own transport). These guests can be offered accommodation in tents at the bank of the river.

The country park of active recreation "Family" provides accommodation for families with children and youth groups. There is no need for

special division into segments, because each guest is going to get a proper service. But it is worth noting that a large percentage of the guests of the country park will be young people.

The main competitors of the planned country park are holiday houses, tourist camps, and sports and recreation complexes located near Ufa, where the average check is 8000 rubles per night.

The strategy of the company is a cost savings strategy. This strategy relies on production capacity and is usually associated with an experience effect. It implies a careful control over constant expenses, investments in manufacturing aimed at realization of the effect of experience, a thorough and detailed creation of new products, reduced sales and advertising costs [1].

— A company is able to resist its direct competitors even in case of a price war and is able to make a profit at the minimum price allowed for competitors.

— Strong customers cannot achieve price reduction below the level acceptable to the most powerful competitor.

— Low costs provide protection against strong suppliers, because it gives the company a great flexibility in case of higher input costs.

— Low costs create a barrier to entry for new competitors and at the same time good protection against substitute products.

So cost-effective leadership provides reliable protection, because the least efficient companies are the first ones to experience the effects of competition.

Goal setting:

1. Achieving the highest level of consumption.
2. Achieving maximum customer satisfaction.
3. Giving the consumer the widest choice.
4. Maximum quality of life improvement.

The marketing strategy is the strategy of "breaking into the market". Some companies set a low initial price at the first stage, penetrating the market quickly and deeply, attracting many buyers and gaining a large market share instead of immediate setting a high price, ignoring small but profitable market segments [2].

The most appropriate concept for developing the country park of active recreation "Family" project is the concept of production improvement. The main point of this concept is that the consumers will buy only those products or services that are widely available and that are affordable to them.

The country park provides extra beds in the form of Euro-folding beds. Discount system will be valid for group reservations.

The current profit will be maximized by promoting the country park through the media in local sources and in nonresident ones.

The company will also have some extra profit from the sale of brand goods, souvenirs and services.

The pricing method is based on competitive prices. This means that the manufacturer is guided by the competitor's prices, and accounting for its own costs and demand play a subordinate role in this case. The manufacturer sets the price of the product slightly higher or slightly lower than the nearest competitor. It is only possible in the market of homogeneous products. Based on this method, the company gets rid of the risk associated with setting its own price in the sense of its acceptance by the market.

According to the survey data the potential demand for the service is quite high. There will be a sufficient number of payable customers, because prices for services will be available to a wide range of people. There is a real demand in companies of the same type. The desirable demand will be full occupancy of the country park.

The promotion is aimed at potential customers of the country park of active recreation "Family" and provide a 100% occupancy.

The duration of the advertising campaign is 1 year.

The main tasks of the promotion of the country Park of active recreation "Family"

- positioning the park in the market;
- attracting the attention of the target segment.

Promotion of the website "Family". The website as a kind of representation of the

company is not only an additional source of information about the company through its activities, but also an extremely flexible and effective tool for establishing partnerships with potential customers. Having a website allows to increase the inflow of customers, moreover, thanks to the unique features of the website a particular category of users can be involved and influenced. So, the website will become not only an advertising tool, but also a multifunctional system of "communication" with the users, which allows to respond to users' requests and changing market trends.

Advertising in the city of Ufa.

✓ Advertising information about the country park in newspapers and magazines (at least 3-5 ads per month.)

✓ Outdoor advertising.

✓ Distribution of information on large and small educational institutions (constantly).

So, the purpose of this section is to show that the company's products will be in demand by the consumer, will be competitive and will have its own market segment.

It is supposed that only trustworthy suppliers and partners will be involved in the process of supplying the country park. The main supplier of furniture is IKEA store, household appliances – Corporation Center store. If this supplier cannot fulfill its obligations, the owner will use the services of another company. The components will be transported using a cargo Gazelle that is owned.

According to the contract, the manufacturing company will provide technical support, which will improve the efficiency of operations. Thanks to the use of new equipment, it will be possible to reduce production costs.

The organizational structure of the enterprise.

An adaptive organizational structure is most suitable for the country park, because it is a seasonal company that operates from May to October.

Adaptive organizational structure is a flexible structure that can change to the requirements

of the environment. Using all the effective aspects of linear and functional structures, such an organizational structure is able to operate in a constantly changing world rather successfully [3].

The required number of employees for the operation of the hotel is 10 people.

The staff schedule of the country park "Family" consists of an administrator, security and chambermaids.

Reception and accommodation, shift management is carried out by the administrator. His duties include also the calculation of all the guests. Knowledge of the Bashkir, Tatar languages is desired requirement.

The profession of a chambermaid is one of the most popular. If there is no absolute cleanliness in the houses, guests will never want to come again. The chambermaid's job is a hard-physical work, her responsibilities include cleaning houses, changing beds, checking the condition of sanitary equipment.

The safety of all the guests, property of the country park is carried out by security. The country park is equipped with outdoors cameras.

A clear calendar plan with a detailed description of actions is required for the successful implementation of any project. The schedule of preparation for the implementation of the project of the country Park "Family" can be found below.

The project requires an investment of 9 million. The payback period is 4 years. Indicators say that the project should be taken into account and put into practice. It is clear that the project is economically profitable from the calculations made. The company has a competitive advantage and can compete in the market, despite the seasonality.

At the moment the project is an interesting trade offer. The location of the country park, whose territory is 3 hectares, is planned to be realized in Iginsky district near the village of Okhlebnino in a picturesque place, enveloped by the Belaya River.

Taking into consideration all stated above, the following conclusion can be made: the country park of active recreation "Family" can become a unique resort, focused on a wide range of interests of all the family members and provide an exclusively organized vacation.

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