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## **APPROACHES TO THE STUDY OF TOURIST SERVICE (ON THE CASE OF THE URAL MOUNTAINS)**

**Abstract:** Mountain have long been areas of tourist interest. In connection with the rapid development of the service, the range of tourist activities in the mountains is increasing. The study area is mountainous part of the Ural economic region, the most economically developed part of the Ural Mountains. The paper attempts to structure the tourist service by types of tourism - medical and recreational, skiing, nature-based, industrial, event. As a result, it was revealed that a number of types of tourism form their own service system and are clearly localized in space (health, ski, nature-based tourism), other types of tourism (industrial, event) are not so strictly determined. Medical tourism is the most inert type of tourism. The geography has not undergone significant changes over a long period of time due to the complete dependence on the infrastructure base of the sanatorium-resort complex. Ski tourism is a dynamically developing type of tourism in the region under consideration. Despite the need for significant investment, the network of ski resorts is growing and the range of their tourist services is expanding. Nature-based tourism, natural recreation is the most common type of tourism due to the widespread creation of tourist service facilities with the widest range - recreation centers and tourist bases, guest houses, glamping, campsites, etc. These objects gravitate towards natural attractions, picturesque outskirts of populated areas, points and banks of reservoirs, sustainable tourist routes.

**Key words:** type of tourism, tourist infrastructure, tourism system, functional and territorial structure

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## **Introduction**

The Ural Mountains, despite their low absolute height, are among the most famous for the geographer. There are no mountains on the planet that would so gracefully separate two huge but compact plains with such a long line. This elegance of the line is internally meaningful, geographically significant, and serves as a border between parts of the world. There are no mountains on the planet where such a powerful economic territory would be formed, which today remains almost the only classical and technologically interconnected industrial area in the world.

The specificity of the geographical content of the Urals was expressed in a special culture of life and management, which has its own name - "mining civilization". The Ural Mountains are of particular economic importance for Russia, they are both an industrial belt and a tourist and recreational belt, a belt of mountains and a belt of cities. This is a mountainous, mining and urban area.

The Ural Mountains are not a popular object of research for economic geographers. In traditional logic, this is a physical-geographical object. In economic and geographical works, the mountains in the Urals are not opposed to the neighbouring plains or foothills. The mountainous territories of the Urals have been studied by many specialists in natural history. In social terms, the Ural Mountains were rarely considered as integral territories, for example, in historical and local lore (Arkhipova and Yastrebov, 1990) or in tourist route terms (Maslenikov et al., 1964; Kemmerich, 1969).

The Ural Mountains, by a strange coincidence, did not fall into the mainstream of comprehensive research on the "Mountain Agenda ..." (Mountains of the World. Global Priority, 1999), which began to be widely carried out in many countries of the world from the end of the 20th century, but mainly covered more high mountain systems of the world, in Russia - the Caucasus and Altai.

Thus, the Ural Mountain belt is not yet seen by the scientific community as an economic and geographical object of study, as a territory with its own socio-economic characteristics, although these features are significant. In socio-economic terms, the Ural Mountains have traditionally been the most visible as a tourist space for more than half a century. In the post-Soviet period, this trend is only increasing, here the service sector is greatly expanding and becoming diverse, which functionally and spatially emphasizes the geographical features of the Ural Mountains. In this regard, the tourist service is a new direction of research promising results for the Ural Mountain belt.

## **Study Area**

The Ural Mountains are the axis of the territorial socio-economic system - the Ural Economic Region (UER), the most developed part of the Ural Mountains.

Within the limits of the UER, mountains occupy 20.5% of the territory, especially wide belts of foothills (the Cis-Urals and the Trans-Urals) cover 22.3%, and flat spaces (the Russian Plain and the West Siberian Plain) account for 57.2% of the area. At the same time, there are more cities (66) in the mountains than in the foothills (39) and on the plains (23). Even greater clarity of this regularity gives a relative indicator. The density of

cities is highest in the mountains (39.1 cities per 100 thousand sq. km.), In the foothills this figure decreases (21.2), and on the plains the lowest (8.5).

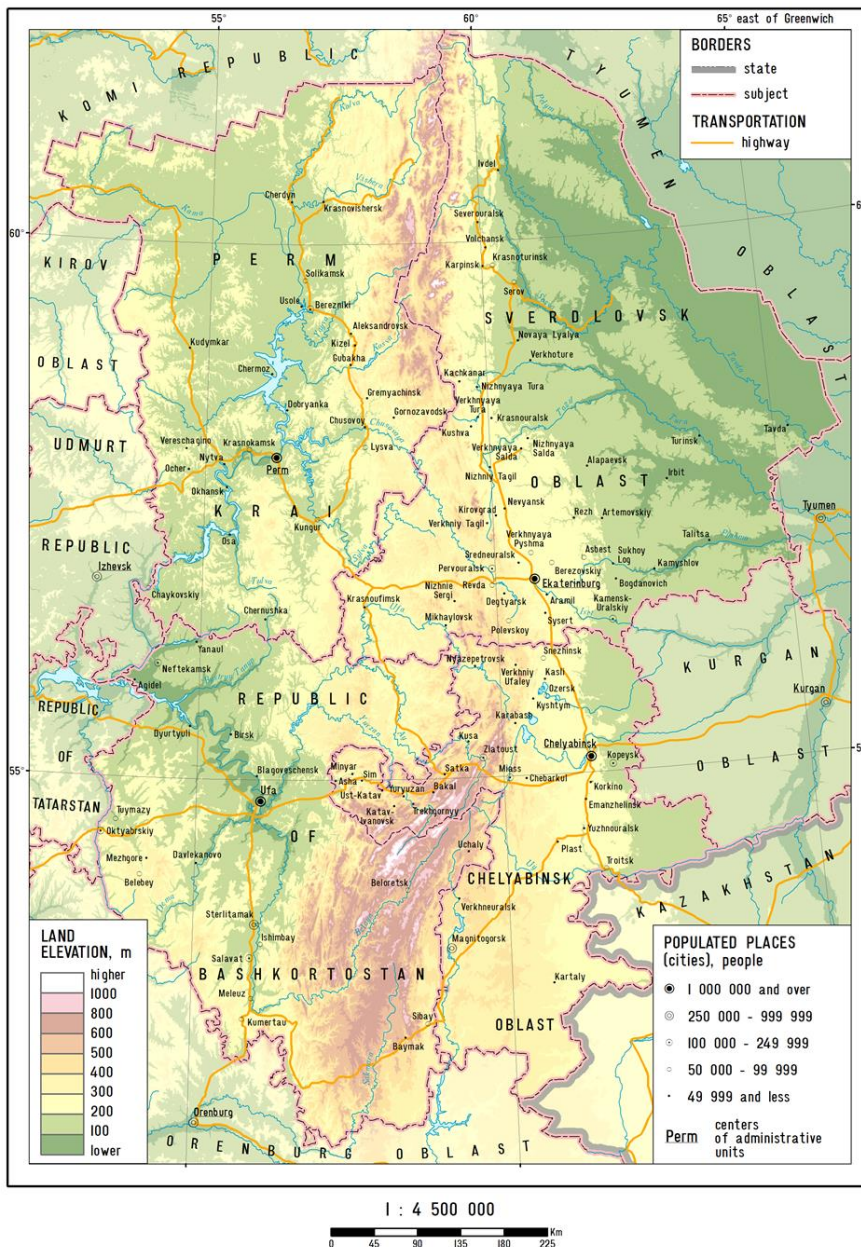


Fig. 1. Map of the Study area: Perm krai, Sverdlovsk Region, Chelyabinsk Region, Republic of Bashkortostan (source: authors)

## Materials and methods

Tourist and recreational activities are accompanied by service. What is the place of service in the tourism system? What components of the tourism system, we will refer to the field of tourist service? If we try to single out its main elements in the branched and extremely complex sphere of tourism, which are different in essence, but allow us to cover all its content, then four components will be identified first of all - tourists, resources, routes and services. Tourist service can also be decomposed into several main components. In our opinion, these are personnel, the service process, tourist facilities, the tourism industry and tourism infrastructure.

Tourist service includes personnel who provide services, objects of tourist interest that are known, visited and, therefore, are overgrown with service elements. The core of the tourist service is the objects of tourist life support, namely the hotel industry and catering, which are often combined under the concept of "tourism industry". The tourist infrastructure is an integral part of the tourist service, it combines transport communications and many other tourists service enterprises.

With this view, the tourist service is considered in the spectrum of economic activities (accommodation, food, transportation, etc.). This is one of the possible approaches to studying the geography of the tourist service. Let's call this approach classical or component, since the most important, individual components of the entire tourism sector as a mega-system are distinguished. This approach is textbook, it is used in the system of statistical accounting and in the legal and regulatory sphere.

A second approach can also be proposed, which, in our opinion, is more applied, business-oriented. This is an approach to the differentiation of tourist services by referring to the classification of types of tourism. We assume that the "species structure" of tourism reflects well the structure of the tourist service. The type of tourism is one of the key concepts of the tourism system. It is difficult to give a definition of the term "type of tourism".

Since tourism is travel, most often there are attempts to explain the type of tourism through the goal-setting of a tourist, specific routes, travel programs, and tourist offers. This is often not possible, since, as a rule, the same trip can be attributed to several types of tourism at once, even when the main goal prevails.

Why are there different types of tourism in the tourism industry? Note that types of tourism often appear spontaneously, and their names can be considered folk. How is the type of tourism identified? The division into types is necessary for organizing and conducting a trip, for managing and coordinating the tourism system in a country, region, municipality, for planning and forecasting its development, and most importantly, for the formation of a tourist service.

Entrepreneurship in the tourist service requires great certainty, internal structuring, segmentation. Therefore, the content of a particular type of tourism is manifested most clearly through its service. Types of tourism, according to S.P. Shpilko (2012), in contrast to tourism, there are many economic activities. Many emerging types of tourism contribute to the development of many relevant industries (sub-sectors) of tourism services.

In fact, every entrepreneur, producer of tourism services, knows or feels what kind of tourism market he is working in. Let us analyse the tourist service based on the types of tourism, since each type of tourism implies the creation of a specific service system.

To study the functional and territorial structure of the tourist service, the types of tourism that have received the greatest development within the limits of the UER were identified - medical and recreational, nature-based, skiing, industrial, event. Outside the scope of the study remained - cultural and educational and business tourism. The work was carried out in two stages. At the first stage, a database was created on the objects of the tourist service of the UER. The database includes information on 875 tourist service objects by type of tourism.

To compile the database, materials posted on the public cartographic service Yandex maps were used. To collect information about the content of the activities of enterprises, official websites, information from social networks, and information from the Unified interdepartmental information statistical system were used. The analysis of the database allowed us to obtain the following results.

## **Results and Discussion**

In the Mountainous Urals, tourist and recreational activities have been carried out for centuries (Vesnovsky, 1904). Traditions have been accumulated here, and today tourist services are diverse in types and widely represented in territories.

Sanatorium-resort service. During the period of formation of market relations, there have been significant changes in the placement and use of the sanatorium-resort complex of the Urals Oshkordina A. A. (2018).

The share of sanatorium-resort organizations (SKOs) in the UER, according to EMISS, is 14% of all SKOs of the Russian Federation, which indicates the average value for the whole country (in the Southern Federal District this figure is 20%, in the Siberian Federal District - 11%). Resorts located in mountainous areas are located mainly in the Chelyabinsk, Sverdlovsk regions and the Republic of Bashkortostan.

This is due, firstly, to the large area of mountainous territories in each of these constituent entities of the Russian Federation, secondly, to a high degree of their development, and thirdly, to the most favourable natural environment for the functioning of the SKOs. In the mountains there are separate sanatoriums in the Perm Krai, the Orenburg Region, and outside the UER - even in the Komi Republic.

A retrospective review made it possible to summarize information on all SKOs, both operating and liquidated (Table 1).

A decrease in the number of SKOs is observed annually, on average, from 1 to 3 enterprises in the region are liquidated. At the same time, the highest share of liquidated enterprises was found in the Sverdlovsk region (87%). Apparently, this is primarily due to the elimination of dispensaries at industrial enterprises as a result of "optimization". A higher percentage of SKOs in comparison with other subjects of the Russian Federation of the Urals is explained by a large number of cities, towns and, accordingly, industrial enterprises in the mountainous part of the Sverdlovsk region.

*Tab. 1. The share of operating and liquidated SKOs in mountainous areas*

Regions of the Russian Federation	Number of operating SKOs in the region for 2021*	The number of liquidated SKOs registered under the main OKVED code 86.90.4**	Share of operating SKOs in mountainous areas, %	Share of liquidated SKOs in mountainous areas, %
Komi Republic	10	6	25	17
Perm Krai	35	27	14	11
Sverdlovsk region	51	47	39	87
Republic of Bashkortostan	58	31	43	39
Chelyabinsk Region	43	36	49	39
Kurgan Region	14	7	0	0
Orenburg Region	24	7	17	0

Remark: according to the Unified interdepartmental information statistical system <https://www.fedstat.ru/>, \*\* according to Rusprofile <https://www.rusprofile.ru/>

The most famous Ural Mountain resorts are located in the Southern Urals, as the most sunny, warm, elevated mountainous, landscape-diverse and visually expressive. In the Republic of Bashkortostan, there are sanatoriums Yangan-Tau, Ai, Assy, Krasnousolsky, Karagay, Yakty-Kul, in the Chelyabinsk region - Kisegach, Sungul, Pearl of the Urals. In other regions of the Urals, mountainous SKOs have local or regional significance.

Most resorts offer a similar set of services, the main distinguishing feature of medical procedures in the territory of mountain resorts is the presence of health paths. Dispensaries that perform the function of improving the health of employees of specific enterprises are located in relative proximity to these enterprises. As a rule, the distance is no more than 50 km from the enterprise and the settlement of residence of the labour collective.

Ski recreation. The resort industry increasingly includes not only balneological institutions, but also ski resorts. Ski service is largely landscape in its content (Zyryanov and Shilova, 2020). The quality of a ski slope depends on natural factors: the presence of snow and the duration of a stable snow cover, climatic characteristics (day temperature, number of sunny days, wind strength), landscape topography (rectilinear, varied, variable, with bends, downswings), slope slope (piste angle), elevation difference, forest coverage of the territory.

These factors are decisive for the ski complex, primarily affect the possibility of its construction, and, as a rule, are not subject to change (only an insignificant and financially costly adjustment). The variety of slopes depends on the slope, their length and category of difficulty (green - training and for beginners, blue, red and black), the possibility of installing a certain type of lift, visual merits - the aesthetics of the place

and the surrounding landscape; on the presence and type of forest - natural snow retention, shelter from the wind and the possibility of off-piste skiing, and on weather conditions - the level of bioclimatic comfort of vacationers.

A number of factors that are also hardly changeable are of anthropogenic origin: transport accessibility (distance from the nearest point of demand or centers of formation of the main stream), proximity to industrial enterprises, settlements or other objects that can change the attractiveness of the surrounding landscape when viewed from the highest point of the slope.

The human factor can significantly influence demand and is subject to change - the work of maintenance personnel and the management system of the ski complex, we are talking about the range of services and the quality of their provision. The service offered to vacationers at ski resorts can be combined into three groups:

- the main services directly related to skiing or snowboarding: slope equipment (compaction and levelling of tracks, artificial snow, timely off-season preparation of tracks (cutting bushes, levelling the soil, diversion of natural watercourses), marking tracks (including fencing dangerous areas), installation of navigation signs and information boards; services for lifting vacationers using various types of cable cars (passenger, pendulum, tugboats full-time and combined), funiculars and lifts; security services (providing first aid and medical care, patrolling and preventing accidents, technical control of machines and mechanisms, uninterrupted communication, operation of the warning system on the slope, illumination of the slope for evening skiing); services for organizing the passage to the lifts (turnstiles, ski-pass) and exit from them at the top of the slope;
- related entertainment services: snowpark, halfpipe, tubing or “cheesecakes” (inflatable sleds), rental of ski and other equipment and skiing lessons. These services are also implemented on the slope and their location should not overlap with the skiing of the majority of vacationers;
- additional services that affect the comfort of vacationers and the length of stay (food, accommodation and leisure activities (bath, sauna, children's room or nursery, rental of cross-country skis, snowmobiles, etc.).

Over the past 25 years, the Urals and adjacent territories have rapidly developed the ski industry, which has become one of the tourist and recreational specialization areas of this middle macro-region of the country (Zyryanov and Shilova, 2020)

Thus, there are 41 ski resorts in the Ural Mountains (Tab. 2). They differ not only in the variety of orographic skiing conditions, but also in the range of services offered.

The skiing season in most resorts begins in November-December and ends in March-April. The only resort that declares the duration of the season until May - Abzakovo, has such opportunities due to a combination of forest cover and slope exposure factors.

Tab. 2. Ski resorts in the mountainous part of the UER

The subject of the Russian Federation (Total ski resorts in the subject of the Russian Federation / of them in the mountainous Urals, units)	Western border of the mountains	Ural Mountains	Eastern border of the mountains
	Number of ski resorts, units		
	9	22	10
Name of the ski resort (nearby settlements)			
Perm Krai (18/4)	«Lys'va» (Lys'va) «Ogonek» (Chusovoy) «Takman» (Chusovoy)	"Gubakha" (Gubakha)	
Sverdlovsk Region (16/15)		«Gora Volchikha» (Revda) «Gora Teplaya» (Pervoural'sk, Bilimbay) «Kachkanar» (Kachkanar) «Pil'naya park» (Pervoural'sk) «Snezhnyy bars» (gora Voronina, Mikhaylovsk) «Flyus» (Pervoural'sk, Revda) Visyachiy kamen' (Novoural'sk) Nizhniye Sergi (Nizhniye Sergi)	«Aist» («Gora Dolgaya», Nizhniy Tagil) «Gora Belaya» (Nizhniy Tagil) «Yezhovaya gora» (Kirovgrad) «Iset'» (Iset', Verkhnyaya Pyshma) «Listvennaya» (Yekaterinburg) «Stozhok» (Sredneuralsk) «Uktus» (Yekaterinburg)
Republic of Bashkortostan (16/9)	«Bashtau» (Assy) «Zvezdnyj» (Karaidel') «Zirgan-Tau» (Salavat) «Omshanik» (Kumertau) «Krasnyj Klyuch» (Asha)	«Arskij Kamen'» (Beloreck) «Mratkin» (Beloreck) «Abzakovo» (Novoabzakovo) «Metallurg-Magnitogorsk» (Beloreck, Magnitogorsk)	
Chelyabinsk Region (15/13)	«Adzhigardak» (Asha)	«Gora Mohovaya» (Kusa) «Zav'yaliha» (Trekhgornyj) «Metelica» (Verhnij Ufalej) «Min'yar» (Min'yar) «Popovij Dol» (YUryuzan') «Rajder» (Miass) «Solnechnaya dolina» (Miass) «Sport-ekstrim» (Zlatoust) «U Vilya» (Satka, p. CHulkovka)	«Gora Vishnevaya» (Kasli, p. Vishnevogorsk) «Gora Egoza» (Kyshtym) «Ural'skie zori» (CHEbarkul')

The length of the longest route over 1 km is declared by 20 complexes, among which are Zavyalikhha (3100 m), Adzhigardak (2800 m), Abzakovo (2780 m), Gubakha (2600 m) and Metallurg-Magnitogorsk (2450 m). At the same time, the absolute marks of the highest point do not exceed 942 m, and the elevation difference is 450-160 m. A wide variety of tracks (up to 24), incl. increased complexity.

Only 13 complexes out of 41 officially indicate the possibility of skiing on virgin lands (freeride). The lack of natural snow is compensated by the artificial snow system available at 23 complexes. Despite the differences in the length and number of slopes,



the vast majority of the Ural ski resorts have snow-compacting equipment and slope lighting in the evening.

Relatively small elevation differences make it impractical to build gondola lifts (available only at the Metallurg-Magnitogorsk Group of Companies) and chairlifts (operating in Zavyalikh, Gubakha, Abzakovo, Solnechnaya Dolina, Ezhovaya Gora, Belaya Gora, in Mratkino and Popov Dol), therefore, on the Ural ski slopes, mainly tow lifts of various designs are used, skiers boarding and sleeping cleaners which is impossible without the help of the staff of the complexes. This also explains the small number of complexes (13 out of 41) that have a rescue service directly on the slope.

Activities that are secondary to skiing and snowboarding, such as tubing (21 out of 41) and snowpark (17 out of 41) are quite common in the Ural ski resorts and are adjacent to the main slopes, and the slopes for "cheesecakes" often have separate lifts. Less common are trails for halfpipes, airbags, jumps for flying skiers and luge. None of the presented ski resorts officially declares the service of throwing onto the slope by a snowmobile, "retract" or helicopter.

Almost all ski resorts provide equipment rental and ski instruction with an instructor. At the same time, five ski resorts (Solnechnaya Dolina, Aist, Abzakovo, Zavyalikh and Adzhigardak) have tracks certified according to the FIS (International Ski Federation) standard, which allows them to hold competitions in various ski and snowboard disciplines. At several complexes there are sports schools of training and teaching type. Also, among the additional activities in the gentle parts of the slopes, cross-country skiing trails are not uncommon.

From an additional service, almost all ski resorts provide food service in different formats, from restaurants at the top point to cafes and fast-food trailers at the bottom of the slopes. Their location within the boundaries of the complexes is extremely appropriate, because it increases the time spent on the slope during the day and provides rest from vigorous activity. But the accommodation service offered by the complex itself is available only in 14 facilities.

The rest either do not offer such a service (as a rule, these are small objects, where it does not make much sense to stay overnight), or they recommend staying in guest houses located nearby, in hotels and apartments in the nearest settlements. Of the additional services associated with off-piste pastime, one can note bath procedures, ice skating and their rental, snowmobile riding (with and without a driver), rental of gazebos with barbecue facilities.

Less common are swimming pools, horseback riding, nightclubs, tennis, paintball, laser tag. Helicopter rides are offered only at the Volchikha Mountain complex, and special simulators for honing skiing techniques are available only at the Ryder Group of Companies.

As a result, the ski service in the Ural Mountains is diverse and geographically dispersed. The relatively short distance of ski resorts from each other makes it possible to organize "ski-tours" for 3-4 days with visits to several ski facilities and minimal health risks.

Nature-based tourism and recreation stimulates the development of various tourist complexes and recreation centres - recreational accommodation facilities. The range of such

enterprises is wide - houses, bases, recreation centres, houses of a hunter, fisherman, tourist specialized accommodation facilities: tourist camps, tourist shelters, tourist villages (holiday villages), mountain shelters, river sites, campsites, glampings, guest houses, etc.

Studying the features of the structure and geography of networks of such objects, many of which are microorganizations, is difficult due to the lack of official statistics. Within the mountainous part of the UER, 400 recreational enterprises were considered in the categories of "hostel", "recreation centre", "guest house" and "rest home", "glamping". The following regularities of their placement were revealed. Camp sites, rest houses, recreation centres and guest houses geographically gravitate:

1) to well-known and popular or large tourist sites (ski resorts, waterfalls, coastal cliffs, stone settlements),

2) to the routes of tourist routes (water active or excursion),

3) to cities and villages, if the company specializes in recreation on weekends and holidays, holding corporate events,

4) to the outskirts of settlements in places with a picturesque natural environment, here the advantage is outdoor recreation, but with the opportunity to enjoy the benefits of the proximity of civilization,

5) to the shores of lakes, ponds, reservoirs.

The highest mountain peaks of the Northern and Southern Urals, where trails are laid and popular routes follow, are served by tourist bases located in the immediate vicinity of the beginning and end of the routes. There are three bases on the Main Uralsky (1415 m) and Kvarkush (1066 m) ridges, 2 bases in the Konzhakovsky mountain junction, 3 bases near the town of Oslyanka (1119 m), in the village. Tyulyuk under the Iremel ridge (1582 m.) - 13 recreation centres and guest houses.

The selected group of enterprises has common features. As a rule, these are facilities with a capacity (25-70 seats) that operate year-round and specialize in serving the flow of active tourists. Along with the main tourist accommodation service, emergency repairs of equipment (snowmobiles, ATVs), tourist escort by an instructor-guide, meals are offered. Often such bases are interest clubs.

Separately, it should be said about the enterprises located near the ski resorts. In these locations, in addition to the accommodation facilities included in the ski resorts themselves, such as Gubakha or Gora Belaya, there are offers on the market in the sector of individual accommodation facilities. Such enterprises are too small to attract their own flow, but they are well integrated into the cluster and diversify the offer in the accommodation segment.

An example is the guest houses located in the village Uralets in the immediate vicinity of the ski complex "Gora Belaya". The houses are distinguished by their original interior design and interesting architecture. As an additional service, a demanded service is offered - a bath rejuvenating tub (a heated all-weather font).

In addition to enterprises with a standard set of services, there are those that stand out due to the presence of a unique offer, for example, the Baronskoye Winter Cottage

base on the river Vagran introduces tourists to the museum of artisanal trade and life and attracts lovers of mineralogy and the history of gold mining.

The second category of recreation centres is geographically focused on recognized tourist routes therefore they are located at the beginning, end or nodal points of tourist routes. So, on the rafting route along the river. Koiva tour operator "The Lost World" organized a base in the village. Kusie-Aleksandrovsky at the beginning of the route and its end - in the village. Ust-Koiva.

Also, an increased concentration of recreational accommodation objects is noted along the routes when approaching the excursion dominant (roads leading to the natural parks " Olen'i ruch'i", "Bazhovskie mesta", "Permsky" "Park of the Chusovaya River") or to settlements with a rich cultural heritage (around Polevskoy there are 13 objects, Sysert - 14 objects).

The highest concentration of recreational enterprises is observed along the banks of water bodies. There are both enterprises built in the Soviet era and modern facilities. Summer vacation on the shore of a reservoir is a classic form of recreation in the Ural Mountains. In the Middle Urals, as an example, we can cite the coastline of the Verkh-Neyvinsky reservoir (5 objects), Lake Tavatui (20), Lake Baltym (7), Volchikhinsky reservoir on the river Chusovaya (5). In the Southern Urals, on the coast of Lake Uvildy, there are 40 recreation enterprises (not including sanatoriums, children's health camps), on the coast of Lake Turgoyak - 40 objects.

The village of Berdyash in the Karaidelsky district of Bashkortostan, located on the prominent peninsula of the Pavlovsky reservoir of the river Ufa, received a tourist specialization thanks to six tourist bases, including a large guest complex "Usadba u Alberta".

Such enterprises usually provide the following list of services: accommodation, meals (organized or the ability to organize it yourself), bath services (different types of baths, bath vat), entertainment services (paintball, bowling, sports games (tennis, volleyball, mini-football, etc.), a swimming pool, rental of sports equipment and equipment, services for organizing fishing, hunting, instructor services (for snowmobiles, ATVs). It is built mainly creatively according to aesthetically attractive projects. Panoramic glazing is often used for closer contact with the surrounding landscape.

For the construction of glampings, sites on the outskirts of rural settlements are often used. For example, glamping "Tishina" (outskirts of the village of Neivo-Rudyanka), glamping "LadaGlomp" (outskirts of the village of Uralets).

In the structure of recreational accommodation facilities, a large share began to be occupied by individual specialized accommodation facilities (guest houses). If we select in the Mountainous Urals an area with the highest density of recreational accommodation facilities, then this will be the environment of Yekaterinburg (a zone 30-50 km from the Yekaterinburg ring road).

*Industrial tourism.* The theme of the mining civilization creates conditions for the development of an integrated tourist product in industrial tourism, demonstrating the peculiarity of the macroregion as the industrial backbone of Russia. The presence of city-forming enterprises has allowed for decades to form excursion career guidance activities aimed at attracting young people to factories and developing their desire to stay in their native land.

The Ural regions actively participate in programs and conferences that develop industrial tourism, and are Russian leaders in such activities. Due to these reasons, a service is being created that allows conducting high-quality excursions at enterprises.

The development of industrial tourism is a topic of regional research in several areas: in the field of reorganization of old industrial areas (Vlasova, 2017, Luchnikov, 2019), in the promotion of brands and goods (Zhizhileva, 2018), in the analysis of modern tourism (Kirillova, 2022, Timakova, 2022).

If we analyse the tourist offers for industrial tours to the enterprises of the mountainous territories of the Urals, several directions can be distinguished. They are connected precisely with the specialization of the territory. Thus, the leaders of industrial excursions are enterprises of the extractive industry and metallurgy. A large amount of work for the organization of excursion activities was carried out by PJSC "Magnitogorsk Iron and Steel Works". The company is one of the world's largest steel producers and offers to see the process of turning metal into products. Tourists are shown the blast furnace and sheet-rolling shops. The tourist brand "Steel Route" was formed. Route information is posted on the website and in VK. At the same time, the industrial enterprise works not only for organized groups, but also for independent travellers, which is extremely rare.

An open-pit mining method can be seen at the observation deck of the «EVRAZ Kachkanar Mining and Processing Plant» quarry, at the Karagai magnesite quarry of the «Magnezit Group» in Satka, at the graphite quarry of «Taiginsky Mining and Processing Plant» LLC in Kyshtym.

The combination of the historical development of the Urals with modern production can be found on excursions of the oldest enterprises in the region. JSC "Seversky Pipe Plant" in Polevskoy exists since 1735. On its territory, the only blast furnace in Europe, a masterpiece of the Ural industrial architecture of the mid-19th century, remained undismantled. It is in a high degree of preservation and gives a clear idea of the production process of iron smelting in the century before last. JSC "Artinskiy Zavod" in the village. Arti of the Sverdlovsk region show the full cycle of creating a scythe, a fiery heat treatment process, and conduct training in mowing.

JSC «EVRAZ Nizhny Tagil Iron and Steel Works» talks about the history of metallurgy in the Urals and Akinfia Demidov. Tourists are shown the spectacular process of the birth of metal from iron smelting to the manufacture of the final product - a railway wheel, and they are given the opportunity to imagine themselves in the image of a real metallurgist (overalls, personal protective equipment, a metallurgist's lunch). Industrial and historical excursions are interesting at JSC «Chusovoy Metallurgical Plant», at LLC «Zlatoust Arms Plant». Industrial themes formed the basis of national tourist routes, in the Sverdlovsk region - this is the "Demidov route", in the Chelyabinsk region - "Chelyabinsk: even meteorites fly to us."

The opportunity is more and more demanded - to make a souvenir with your own hands. Many enterprises develop programs of master classes. «Porcelain Sysert» LLC teaches Ural brushstroke painting on porcelain, «Tavolozhskaya Ceramica» offers master classes on the potter's wheel and casting, the Nizhny Tagil Center of Nizhny Tagil painting paints famous trays together with tourists, «AiR Company» LLC in Zlatoust conducts game programs and master classes in working with metal.

Industrial tourism covers not only operating enterprises, but also abandoned facilities (Zyrianova and Safaryan, 2021). Of particular interest are the worked-out quarries, which gradually filled with groundwater – «Golubyye ozera» in limestone mining near Aleksandrovsk, "Ural Bali" in a former kaolin quarry near Kyshtym. They attract tourists with the bright colour of the water as a result of the dissolution of minerals in it. Also of interest are historical hydraulic structures, both operating, for example, the Shirokovskaya HPP near the city of Gubakha, and non-functioning HPP Porogi in the Satka region.

The increased popularity of active tourism in the post-pandemic period, combined with the educational component of the route and the growing interest in the production of do-it-yourself products in the form of master classes, brings industrial tourism in the Ural Mountains to a new, more massive level. Industrial enterprises are gradually showing "signs of openness" of their production for sightseers. An appropriate service is being created at corporate museums and public relations departments. There comes an understanding of the needs of tourists in high-quality service on the production route, in the application of new technologies. Thus, services on a production tour are gradually moving from the field of career guidance to the field of commercial tourism, becoming more understandable, safe, possible and interesting.

*Event tourism.* In the last decade, especially after the pandemic, there has been a surge in visiting mountainous areas in order to participate in event events. At the same time, the Urals has an advantage over many other mountainous regions in terms of accessibility to mountainous locations, the relative technical simplicity of overcoming mountain obstacles, and the variety of access routes. Event tourism is a multidimensional type of tourism, depending on the theme of the holiday, festival, competition. The issues of event tourism in the Urals are considered mainly in the aspect of diversifying the tourist offer and analyzing the current state (Vedernikov, 2017; Ketov, 2022; Firsova, 2017). Let's try to identify its most popular subspecies in the Ural region.

Event tourism is developing on the basis of the traditions of the Soviet tourist development of the Ural Mountains as a region of sports tourism. The worldwide passion for marathons today manifests itself in the Urals in the form of overcoming classic routes for hiking in a high-speed way. On the basis of them, mass ascents to Mount Konzhakovsky stone (1569 m) are carried out - the «Konzhak marathon», and the «TransUral ultramarathon» along the watershed sections of the Ural Mountains. The calendar of sports events in the Urals for 2023 contains 140 events, of which 30% are held in mountainous areas. For example, the all-Russian ski marathon «Asia - Europe – Asia» in Novouralsk, the race on the «Hard run hill» springboard in Nizhny Tagil, the «Turgoyak-Taganai ultramarathon» in Zlatoust and Miass.

The presence of several dozens of ski slopes with a developed infrastructure serves not only as a venue for sports competitions, but also as popular venues for holding popular public events, such as the New Year, Shrovetide. Ski complexes develop programs for the all-season use of their own infrastructure, hold various races and music festivals. Examples are the ATV and motorcycle race «Moto Kvadro Fest» and the Ilmen bard song festival at the «Solnechnaya Dolina» ski resort in the Chelyabinsk region.

Cultural events are represented by several directions: national traditions, music and theatre festivals, gastronomy. Ethnic event events are held in the mountains and foothills

in all regions of the Urals, they allow you to understand the national characteristics of the inhabitants, preserve traditions, develop crafts (the Bashkir Horse festival in the Baimak-sky district). At the interregional level, the Authentic Ural Cuisine (AUC) brand is being developed, represented by festivals in the regional centres of the region. Residents and guests can taste a set of three dishes at a fixed price based on products growing in the Urals wild plants and traditional dishes in the best restaurants.

The Urals are expressive with rocky landscapes. Stone rocks become natural scenes and scenery for theatrical performances, for example, the festival «Secrets of Mount Cross» in Gubakha uses the crest of the Rudyansky Spoy ridge (471 m.) As a podium for spectators. Local cuisine attracts visitors with its authenticity, environmental friendliness of the material and interesting presentation. In Krasnovishersk, you can try mushroom ears and wild berries at the Blueberry and Blueberry Pie Festival, in the Burzyansky district you can taste Bashkir bortov honey, in Orsk you can taste liver pies at the «Orsky Pie festival».

Business events, especially of a high level, require the availability of appropriate infrastructure - congress and exhibition spaces and four- and five-star hotels. Therefore, in the mountainous part of the Urals, it is possible to single out the MICE leader of the macroregion - Yekaterinburg, which specializes in holding world-class events on the basis of the «Yekaterinburg EXPO».

Despite the fact that the goals of the article almost did not go beyond the geographical description, as it seems to us, of a new object in a new contour, some results were determined.

## **Conclusion**

The article applies a new approach to the study of tourist service objects through the specific structure of tourism. The study area is the Ural Mountains within the UER. A number of service areas operate stably in the Ural Mountains, retaining the potential accumulated in the past, compressing the network of facilities (sanatorium and resort recreation), a number of areas have rapidly moved forward and are expanding in accordance with a strongly growing market (mountain skiing and nature and health recreation), a number of areas are only paving their way with pioneering projects (industrial tourism).

The sanatorium-resort complex is extensive and varied in composition. The largest health resorts are located in the mountains of the Southern Urals and traditionally provide high-level services, are in steady demand and offer a full range of medical and recreational procedures. Recreational services for the inhabitants of the region are still provided by small health resorts and dispensaries at enterprises.

Ski recreation is a growing industry in the Ural Mountains. Despite the fact that in the UER this activity is now widely spread in the flat areas, the largest ski resorts with a developed hotel industry, the widest range of recreational offers, and, accordingly, with the largest number of visitors are located in the mountains. In the mountainous part of the Urals, there are 41 ski resorts, the largest of which are located in the Chelyabinsk region and the Republic of Bashkortostan. The ski service in the Urals is diverse, the relatively small distance of the ski resorts from each other makes it possible to organize "ski-tours" for 3-4 days with visits to several ski facilities and minimal health risks.

The nature of the mountainous Urals is picturesque and is traditionally used by residents and guests of the region for recreation and exploration. The network of recreational

facilities in the form of collective and individual accommodation facilities (recreation centers, camp sites, rest houses, guest houses) is growing rapidly. Today there are more than 400 such objects, geographically they gravitate to popular natural or large infrastructure tourist sites, to the lines of water tourist rafting or well-established excursion routes, to the picturesque outskirts of cities and villages, and, especially, to the shores of lakes, ponds, reservoirs.

Industrial tourism is one of the most promising in the Ural Mountains, due to the industrial nature of the territory, mining history and culture, mining landscapes, while developing selectively with some striking achievements. Basically, this activity is manifested in the work of corporate museums.

Event tourism is carried out on the existing infrastructure and is developed at the international, national and regional levels. At the same time, international and national events are expressed mainly by business events, and most sports, music and ethnic holidays are focused on the inhabitants of the region.

As a result, having considered the tourist service for five types of tourism in the Mountainous Urals, we can conclude that a number of types of tourism form their own service system and are clearly localized in space (health and recreational, ski, nature-based tourism). Industrial and event tourism are based on a multifunctional infrastructure; no obvious patterns have been identified in the spread of these types of tourism. Their study in the framework of the proposed approach requires further reflection.

Conflicts of Interest: The authors declare no conflict of interest.

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