Transformation of essential approaches to the semantics of the relationship between recreation and tourism

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Abstract. The paper examines the process of transformation of scientific and scientific-organizational approaches to the semantics of the relationship between recreation and tourism. There is no well-established terminological apparatus for the determination of phenomena, processes and relations in the sphere of human life, which are described with such definitions as "recreation", "tourism", "tourist activity", "recreational system", "recreational activity", etc. in everyday communication and in Russian literature. In turn, to manage such a regional economic subsystem as a recreational one, it is important to present its structure and relations between its spatially distributed elements within a certain conceptual framework. The result of the analysis and comparison of the approaches of different groups of scientists and regulations to the definition and content of the concepts of "tourism" and "recreation" was the opportunity to draw several conclusions: recreational activities are a meaningful basis for the development of many types of tourism; separate recreational activities are not tourism; some types of tourism (business, shopping tourism, etc.) are not based on recreational activities; both residents and non-residents of the regional recreational subsystem use its recreational services; the concepts of tourism and recreation and their derivatives are not identical, they intersect and complement each other in the economic dimension.

1 Introduction

A recreational subsystem can be considered as one of the elements of a regional economic system along with others (the production subsystem, tertiary sector subsystem, social subsystem, and others) [1]. At the same time, the recreational subsystem itself at the present stage of development of economic relations has a rather complex structure and includes many interconnected elements of different nature, i.e., it is also a system in which, respectively, there are a controlling subsystem (module) and a controlled subsystem (module), that, in turn, include certain elements. To consider this structure and the relationships that exist between its spatially distributed elements, it is first necessary to

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establish a basic conceptual apparatus and consider the transformation of essential approaches to the semantics of the relationship between recreation and tourism.

This task in itself is quite difficult, since there is no well-established terminological apparatus for the determination of phenomena, processes and relations in the sphere of human life, which are described with such definitions as "recreation", "tourism", "tourist activity", "recreational system", "recreational activity", etc. in everyday communication and in Russian literature.

2 Materials and methods

Many decades ago, the first works on recreation were published in the USSR, which became the scientific and methodological basis and were subsequently developed. President of the Russian International Academy of Tourism, Professor I. Zorin made a significant contribution to the development of approaches to the definition of the term “recreation”. In one of his joint practice-oriented projects with V. Krivosheev ("The program of recreational construction in the USSR"), the two authors considered recreation as a process of expanded reproduction of human vitality in connection with the general crisis of public health and the reduction in the average life expectancy of the population in the USSR. In his later joint works, I. Zorin stated that tourism had become one of the most effective forms of recreation. The paper proposes to consider recreation as a tool for solving the problems of modern society associated with a permanent state of stress, which, in turn, causes most of the chronic diseases. Furthermore, I. Zorin believes that recreation has the ability to make any window of free time recreational, and turn any place into a recreational space. This approach to recreation and recreational activities emphasizes the social significance of these categories, but blurs their boundaries as an object of research.

Professor B. Rodoman expressed a different view on the matter of recreation in one of his works, describing it with a certain set of words, namely: "recovery, recuperation, compensation, entertainment, shake-up, freedom, self-affirmation, development". With this somewhat emotional assessment, the author singles out the main functions of recreation: anti-negative (correcting the shortcomings of everyday life) and positive (ensuring further development of the personality), which, however, also does not allow us to clarify the boundaries and parameters of recreation, neither as an object of research, nor as an object of management.

In foreign scientific literature, the term "recreation" appeared later and was used to describe the recreational cycles resulting from the standardized working day, working week and the practice of annual paid vacations. Accordingly, daily, weekly and annual recreational cycles were formed. Each cycle is characterized by a certain recreational behavior and orientation towards its inherent recreational resources. In turn, recreational resources become the basis for the formation of the tourist potential for tourist regional systems [2]. At the same time, the term “recreation” had a double meaning – it meant activities for the rehabilitation and recuperation of a person and, at the same time, a space where these types of activities are carried out. This approach can, with certain reservations, be perceived as a methodological basis for the formation of recreation as an object of research and management, but it should be noted that it did not contain indications of specific types of activity, which excluded the specificity and uniqueness of its interpretation in practice.

Naturally, in the presented work, it is impossible to review all the published definitions of recreation, and the author considered it expedient to limit herself to the analysis of the most characteristic and differing in approaches to interpretations of this ambiguous term definitions. However, moving on to the definition of the essence of tourism, one can draw a conclusion about the complexity and versatility of this concept. The entire set of definitions
of the term can be divided into two large groups: definitions that are focused on disclosing the conceptual framework, and technical definitions aimed at forming a conceptual apparatus that is applicable from a practical point of view (for statistical, legislative and other purposes) [3]. Here are the most widely used definitions from both groups.

3 Results

The first group includes definitions that have become traditional, formulated by W. Hunziker and N. Leiper. Thus, Walter Hunziker considered tourism as those types of interactions that are observed among traveling people until they become permanent residents of a given territory. However, it is important to consider that these travelers should not engage in any paid activity [4]. Neil Leiper refines this definition in terms of time limits and specification of travel characteristics. The author proposes to consider the journey as controlled and lasting at least one day [5].

In the second group, one can highlight the definition formulated by the World Tourism Organization (WTO), which considers tourism as an industry. This approach emphasizes the role of activities that are aimed at the production of tourism-specific products – these products must satisfy one or both of the proposed criteria:

– the expenses for the product should account for a significant share of total travel spending;
– tourism spending on a product should account for a significant share of the supply of a product in the economy. This criterion implies that the supply of a tourism-specific product would cease to exist in significant quantities in the absence of tourists [6].

This approach, on the one hand, assumes that for each specific territory the set of tourism products and activities may be different. On the other hand, this is an attempt to determine the contribution of tourism to the economy of the territory for each specific case. However, from a technical point of view, the application of this approach in practice is inevitably accompanied by many difficulties, since the tool for the formation of international statistics for assessing the economic role of tourism within the framework of this approach, according to WTO experts, can be the Tourism Satellite Account (TSA), which is based on the need for meticulous collection of a large amount of information, and then a detailed analysis of all the aspects of the demand for goods and services that in the economy can be associated with tourism. After collecting and processing the information that meets the requirements, the data are summarized in ten tables, presented in a logical and sequential order. An additional complexity is associated with the fact that with this approach, when constructing a TSA, each country or territory must take into account its individual characteristics, as a result of which TSAs that are developed both at the national level, reflecting indicators related to tourism throughout the country, and at the regional level, evaluating the development of tourism in a particular territory, may turn out to be disparate and unsuitable for comparative analysis, which, in turn, significantly reduces their applicability for building local management systems. As for the Russian practice of using statistical accounting, one can make an affirmative conclusion that the list of economically significant indicators is several times smaller than, for example, in European countries [7].

Colin Michael Hall's definition is also appropriate for this group. The author understands tourism as an economic phenomenon of modern society, which is associated with travel from one geographical point to another by groups of tourists or individual travelers, who change their mental state during the trip [8]. At first glance, with such a definition, the author singles out a recreational component that provides a change in the mental state of a tourist. However, this is not entirely true, because recreation, interpreted as recovery, rest or recuperation, may not be the purpose of the trip, and, therefore, not be
the reason for the change in the mental state of the tourist, at least not the only one possible or main one.

From the point of view of the development of the history of approaches to the definition of the concept of "tourism" in the Russian school of thought, one can highlight the work of professors V. Preobrazhensky and V. Kvartalnov, who, anticipating the appearance of such approaches in the WTO documents, were the first ones to identify the key contradiction of tourism associated with the social orientation on the one hand, and with the economic effects on the other.

Another practice-oriented definition of tourism is given in the Federal Law "On the Fundamentals of Tourism Activities". In the document, tourism is defined as temporary departures (travels) of citizens of the Russian Federation, foreign citizens and stateless persons from a permanent place of residence for therapeutic and health-improving, recreational, educational, sports, professional and business and other purposes without engaging in activities related to obtaining income from sources in the country or place of temporary residence.

Thus, making a small digression, one should pay attention to the following circumstance – although, of course, the normative legal act is not a scientific publication, if we proceed from the definition of tourism given in it, then we can conclude that its authors do not correlate therapeutic and health-improving and sports activities, which once again testifies to the ambiguous nature of the term “recreation”.

Therefore, having considered the approaches presented, we can conclude that today in the scientific community there are no well-established definitions of the concepts of "recreation" and "tourism", nor a clear understanding of the relationship and connection between them. However, a discrepancy between approaches does not always mean fundamental contradictions. Often they are associated with the scientific goals and objectives of specific works and the interdisciplinarity of both the described phenomena themselves and the research devoted to their study. In order to bring greater clarity to the relationship of these concepts from the standpoint of the presented work, it is advisable to clarify their content in terms of listing the types of activities and products inherent in tourism and recreation. Such well-established lists also do not exist; however, it is possible to highlight some works that have received the greatest recognition and distribution.

The kinds of recreational activities are formed as a typology according to the functional criterion of elementary recreational activities. However, the list of recreational activities is extensive; according to experts, it is constantly increasing, amounting to several tens of thousands of units. In Russia, the most widespread classification of types of recreational activities is the one proposed by I. Zorin and V. Kvartalnov (Table 1), based on the results of the finalization of the classification proposed earlier by professors N. Mironenko and I. Tverdokhlebov, in terms of clarifying the essence and decomposition of therapeutic, health-improving and educational types of recreational activities.

Analysis of the list of types of recreational activities allows us to conclude that some of the recreational activities that form it can become the basis for the organization and development of a particular type of tourism, while others, although they can be included in tourist products, cannot be the basis for the formation of an independent type of tourism.

This conclusion, to a certain extent, contradicts the judgments about the relationship between tourism and recreation that recreation is always primary, and tourism is a derivative of it. Some experts believe that tourism should rely on previously provided recreational opportunities, which, in turn, should correspond to the recreational needs of citizens. To make sure that this is not always the case, we will analyze the most common classifications of types of tourism according to the most significant, from the point of view of this study, criterion – the purposes of travel.
The most widespread in the Russian school of thought was the classification proposed by the president of the National Academy of Tourism M. Birzhakov in 2002, who identified several levels of classification. According to the goals of tourism, the author distinguishes health-improving, recreational, educational, religious, business, and physical culture and sports types. At the present stage, Russian researchers identify such new types of tourism and recreation as farmstead tourism, hobby tourism, fitness tourism, agrotourism, adventure tourism [9], hygge and rural tourism [10], gastronomic [3] and other types of tourism. The peculiarities of the current stage of tourism development make it necessary to discuss and study aspects such as overtourism [11], responsible tourism [12] and sustainable tourism [13].

Table 1. Types of recreational activities and examples of basic recreational activities.

| Types of recreational activities | Examples of basic recreational activities |
|----------------------------------|------------------------------------------|
| Climatotherapy                   | Sunbathing, airbaths, sleeping outside, terrenkur (health path; treatment through walking in nature) |
| Balneological                    | Internal and external use of mineral waters, mud therapy |
| Active games indoors             | Dancing, amusement rides, general physical activity |
| Hydrotherapeutic procedures      | Swimming in the pool, showering, bathing |
| Non-active games                 | Billiards, quiet amusement rides |
| Physical activities in water     | Swimming, rowing, water skiing, hydrocycling, sailing, platform diving, etc. |
| Fishing, hunting                 | Fishing, hunting |
| Passive indoor activities        | Reading, television, cinema, conversation, passive games, lectures, theater, collecting, etc. |
| Sports tourism                   | Trekking, cycling, mountain hiking, skiing |
| Sightseeing                      | Walking and bus excursions |
| Sports games and exercises       | Hockey, football, skiing, speed skating, volleyball, swimming, sports games |
| Amateur outdoor activities       | Gardening and horticulture, beekeeping, herbarium collection, etc. |
| Walking                          | Walking in the forest, picking mushrooms, berries, etc. |

A similar conclusion can be drawn from the analysis of the WTO recommendations, which is constantly doing serious work in the field of improving the classification of types of tourism, which currently divides all types of tourism into two groups according to the purposes of the trip: business and personal, which, in turn, is further subdivided into several categories:

– leisure, rest and recreation;
– visiting relatives and friends;
– education and training;
– therapeutic and medical tourism;
– religious and pilgrim tourism;
– shopping tourism;
– transit tourism;
– for other purposes.

As is clear from the classification above, not even all types of personal tourism are strictly linked to the implementation of elements of recreational activities, not to mention business tourism.
In addition, attention should be paid to the WTO recommendations, in accordance with which 12 types of tourism activities are distinguished, based on which tourism products are formed:

– accommodation services;
– catering services;
– services of railway transport;
– services of car transport;
– services of water transport;
– services of air transport;
– transport rental;
– services of travel agencies and booking services;
– sports and recreation activities;
– retail trade of tourist goods typical for the region;
– organization of events typical for the region [6].

It is obvious that not all of the listed types of tourist activities are an integral attribute of many types of recreational activities.

4 Discussion

At the end of the study of the relationship between the terms “recreation” and “tourism”, it makes sense to perform a semantic express analysis of the current regulatory framework.

The fundamental document that establishes the legal basis for the implementation of tourist activities is, as already mentioned, the Federal Law "On the Fundamentals of Tourist Activities in the Russian Federation" dated November 24, 1996 No. 132-FZ, in which the word “recreation” is not mentioned at all, and the cognate word “recreational” – only twice as part of the phrase "recreational purposes", used, among others, as a description of one of the purposes of travel of citizens (tourists), along with, for example, professional and business and other purposes. Thus, the law considers the achievement of recreational goals as one of the directions of tourism.

The word “recreation” or its cognates, in addition to the mentioned law, are found in three federal laws:

– in the Land Code of the Russian Federation, Article 98 of which regulates the use of recreational lands, limiting it exclusively to the organization of recreation, tourism, health and fitness and sports activities of citizens;
– in the Forest Code of the Russian Federation, Article 41 of which provides for the possibility of and regulates the use of forests for the implementation of recreational activities also for the purpose of organizing recreation, tourism, health and fitness and sports activities;
– in the Federal Law "On Special Economic Zones in the Russian Federation" dated July 22, 2005 No. 116-FZ, Article 4 of which provides for the possibility of tourist and recreational special economic zones.

The norms of these articles of the Land and Forestry Codes of the Russian Federation admit only one interpretation – the organization of tourism is one of the goals of carrying out recreational activities.

Of greatest interest could be the legal structure contained in the Federal Law "On Special Economic Zones in the Russian Federation", Article 10 of which treats tourist and recreational activities as the activities of legal entities, individual entrepreneurs in the construction, reconstruction, operation of tourist industry facilities, facilities intended for sanatorium treatment, medical rehabilitation and recreation of citizens, as well as tourist activities and activities for the development of deposits of mineral water and other natural medicinal resources, including activities for sanatorium treatment and prevention of
diseases, medical rehabilitation, organization of recreation of citizens, industrial bottling of mineral waters. Alas, it is obvious that such an interpretation has nothing to do with the scientific understanding of the categories of tourist, recreational, tourist-recreational or recreational-tourist activity. However, the authors of the law did not claim the scientific rigor of the definition, correctly indicating that it is used exclusively "for the purposes of this Federal Law".

Finally, the last document that can be used to analyze the legal basis for the use of the terms "recreation", "tourism" and their derivatives is the Russian Classification of Economic Activities (OKVED), approved by the order of the Federal Agency for Technical Regulation and Metrology of January 31, 2014 No. 14-st.

In OKVED, there is generally no mention of recreational activities and recreation as such. Words with the root "recre-" are found twice only in the description of the type of activity 91.04.4 "Activities of natural parks", which includes the preservation of recreational resources and the maintenance of the ecological balance in the conditions of recreational use of the territories of natural parks.

There are many references to tourism in OKVED, but tourism and tourism activities are not singled out as an independent type of activity. Specific types of services provided to tourists are included, along with similar services provided to other groups of the population, in a variety of activities, such as "Activities for the provision of temporary accommodation", "Activities of catering establishments", "Insurance" and others. This approach, in principle, is consistent with the aforementioned WTO approach to the classification of tourism activities. In the same way as in the WTO classifier, in OKVED one type of activity of a purely tourist orientation is highlighted – 79.1 "Activities of travel agencies and tour operators".

5 Conclusion

Thus, a somewhat self-contradictory conclusion can be drawn – although the "industry specific" law "On the Fundamentals of Tourist Activity in the Russian Federation" contains not only an indication of the existence of independent tourist activity, but also gives its definition, the by-law OKVED does not distinguish this activity as a separate type; the definition of recreational activities in federal legislation is generally absent, and at the same time, if some laws consider the achievement of recreational goals as one of the directions of tourism, then other ones proceed from the fact that the organization of tourism is one of the goals of carrying out recreational activities.

The result of the analysis and comparison of the approaches of different groups of scientists and regulatory acts to the definition and content of the concepts of "tourism" and "recreation" was the opportunity to draw several conclusions that are significant for this work:

– recreational activities are a meaningful basis for the development of many types of tourism;
– separate recreational activities are not tourism;
– some types of tourism (business, shopping tourism, etc.) are not based on recreational activities;
– both residents and non-residents of the regional recreational subsystem use its recreational services;
– the concepts of tourism and recreation and their derivatives are not identical, they intersect and complement each other in the economic dimension.

The conclusions made require clarification in the content of the concept of a recreational system, since the composition, structure, spatial organization and other parameters of a regional recreational system are determined by its purpose and the
distribution of functionality between the subsystems of the regional economic system. The results of the study were obtained in the framework of the state task of the Karelian Research Centre of the Russian Academy of Sciences.

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