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SEA BEACHES AND BEACH RECREATION IN RUSSIA

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ABSTRACT

The paper presents the results of a study of the recreational potential of sea beaches located in the Krasnodar Territory (Russia) in the conditions of an actively developing hyperlocal trend of internal tourism. The analysis of the regulatory framework and the evaluation of statistical data made it possible to assess the features of the organization of beach recreation in the studied territory. In the course of the study, the hypothesis about the discrepancy between the actual recreational load and the recreational capacity of organized beaches was refuted. In addition, it was concluded that it was necessary to revise the criteria of recreational capacity in terms of the psychological comfort of vacationers.

Keywords: tourism, recreation, psychological comfort.