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Факультет физической культуры

АКТУАЛЬНЫЕ ПРОБЛЕМЫ ФИЗИЧЕСКОЙ КУЛЬТУРЫ, СПОРТА, ТУРИЗМА И РЕКРЕАЦИИ

**Материалы IV Всероссийской с международным участием научно-практической
конференции студентов и аспирантов
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А 43 Актуальные проблемы физической культуры, спорта, туризма и рекреации : материалы IV Всероссийской с международным участием научно-практической конференции студентов и аспирантов, г. Томск, 21 апреля 2016 г. / под ред. канд. биол. наук А.В. Кабачковой. – Томск : STT, 2016. – 540 с.

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В сборнике материалов IV Всероссийской с международным участием научно-практической конференции опубликованы результаты научно-исследовательской и методической деятельности студентов и аспирантов высших учебных заведений России, Беларуси, Украины, Казахстана и Узбекистана, посвященной проблемам физической культуры, спорта, туризма и рекреации.

Сборник адресован студентам, аспирантам, преподавателям, тренерам и широкому кругу любителей здорового образа жизни.

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system, digestive system, skin diseases, gynecological diseases, urinary tract diseases. Mud therapy, balneotherapy, hardware physiotherapy, electrophoresis, magnetic therapy with modern treatment methods, ultrasonic inhalations, massage, and exercise therapy are used in this sanatorium. The resort has a number of unique natural healing factors. They are perfectly combined with each other and give a great healing effect. One of them is the high thermal water from wells 4-1, containing biologically active components such as bromine, iodine, hydrogen sulfide, and metasilicicorthoboric acid. It offers mineral baths, to help compensate for the lack of these components in the body and restore their balance. The second factor is sapropel mud of lake Karasevo, rich in organic matter, macro-and micronutrients. Sapropel has anti-inflammatory, immunomodulatory properties, and has beneficial effects on many vital functions of the body. The third important factor in recovery is medical-table mineral water, borehole 2-4, wherein the content of soluble organic matter that gives it a particular therapeutic value. The level of care and nursing home services «Chazhemto» placed him in the rank of the best resorts of Siberia. In addition to water and mud treatments and applications, the treatment provides a variety of massages, including the underwater massage. The resort is provided with medical-diagnostic base. There are equipped rooms, specialists, functional diagnostics, study of manual therapy, hydrocolumns therapy and psychological treatment [2].

Conclusion. The study showed that the sanatorium «Chazhemto» along with «Borisov» has a high potential for the development of recreational and health tourism. For the sanatorium «Chazhemto» to become one of the priorities, it is necessary to solve several problems of socio-economic nature: there are a number of factors adversely affecting attendance of «Chazhemto» compared with the sanatorium «Borisov»:

- Lack of Information Support (information on the website is not updated since 2010, there are difficulties in obtaining permits).
- Lack of funding.
- Lack of advertising.
- The high level of prices for spa services.
- Unformed range of entertainment services.
- The problem of transport accessibility.

With the support of the state, it is possible to provide advertisement to the territory of the sanatorium «Chazhemto», to develop domestic tourism. We need to establish an adequate pricing policy, to concentrate on service, expand the list of additional medical services. After all, at the sanatorium there are unique natural resources, excellent staff and a powerful material and technical base, to be used to full capacity.

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THE RECREATIONAL DEVELOPMENT PROJECT IN THE TOMSK REGION

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In the given article we want to present a project of an organized rural tourism. It includes a programme of tourist services designed for the younger generation, incorporates components of local history, environmental education and traditional forms of Russian recreation.

The program of tourist services and recreational project can be implemented in rural settlements of the Tomsk region with the consolidation of several privately owned farms. This requires additional work with the local population, for the purpose of motivation and insurance of appropriate quality of service.

The project involves primarily the immersion of tourists in the atmosphere of a true Russian village culture, a focused program «digital detox» and the rise of the comfort level of the guests with modern technology [1]. The main competitive advantage of rural tourism is to provide year-round quality tourist services at a reasonable price. Potential competitors are tourist bases and rustic vacation homes of the Tomsk region, which offer a narrow list of services.

Rural tourism is a type of tourism aimed at recreation in rural areas and acquaintance with a leisurely way of life in the village, values, folk culture, applied art, local customs. This type of tourism includes elements of cognitive, active and ecological tourism [3].

One of the important aspects of comfort of rural tourism is hygiene. We suggest that hot water will be provided using secure connected water heaters. Sewerage and sanitation are possible with the use of cesspools. The bath complexes are a must [2].

The owner of the property will provide all the necessary accommodation to visitors. For accommodation, the tourists must fill out a guest form and be familiar with the house territory. Food (the board for the visitors) is organized by the owner of a rural guest house and will be included in the price. Basically, some of the necessary products will be grown by the owner of a rural guest house himself, and the missing ones will be purchased from the local people without intermediaries. The estimated cost of accommodation (with meals) for one person on the project program will be from 1200 rubles per day. The price includes a complete package of services. The price of accommodation services in rural guest house includes: costs for the implementation of service programs (workshops, events), the cost of raw materials, maintenance of utilities, costs for the implementation and promotion of services, profit, taxes.

Approximate program of tourist services recreation project:

Day 1

- 12.00 – The arrival in the village, accommodation in guest houses
- 14.00 – Lunch (dishes of Russian cuisine, natural products)
- 15.00 – The safety briefing and behavior rules
- 16.00 – The tour of the village (walk through the village, familiarizing with local customs, sights)
- 17.00 – Familiarization with the plan for the next few days
- 19.00 – Dinner
- 20.30 – Visit to a Russian bathhouse

Day 2

- 8.30 – Wakening
- 9.00 – Breakfast
- 10.30 – Tour of the stables (lecture on the care and feeding of horses, horse-riding fundamentals)
- 14.00 – Lunch
- 15.00 – Master-class on making of Souvenirs, folk amulet
- 17.00 – Rest at the river beach
- 19.00 – Diner
- 21.00 – Evening campfire (songs, communication, history)

Day 3

- 8.30 – Wakening
- 9.00 – Breakfast
- 10.30 – Master class in horsemanship
- 12.00 – Practical lessons in horsemanship
- 14.00 – lunch
- 15.00 – excursion to the apiary
- 17.00 – Familiarity with beekeeping. Tasting different varieties of honey
- 19.00 – diner
- 20.00 – Recital – participation in customs and rituals, the opportunity to play folk instruments

Day 4

- 8.30 – wakening
- 9.00 – breakfast
- 11.00 – Overnight hike (estimated setting up camp near the river or lake)
- 13.00 – Installation of a camp, cooking dinner over a campfire, fishing, picking berries and mushrooms, having bath in a tent, bathing in the river, competition for the best sandy figure
- 20.00 – Evening songs around the campfire

Day 5

- 9.00 – Cooking Breakfast
- 12.00 – Return to village
- 14.00 – Lunch
- 15.00 – The rest
- 16.00 – Participation in the evening milking of the cows
- 17.00 – Master class in pottery and reading. (Sculpting pottery, baking
- 19.00 – Diner

Day 6

- 8.30 – Waking
- 9.00 – Breakfast
- 11.00 – Caring for animals – feeding calves, milking cows, goats, tasting of fresh milk
- 13.00 – Horse riding, practical exercises (walk on horseback through the village)
- 15.00 – Lunch
- 16.30 – Hike in the forest (gathering herbs, berries, mushrooms)
- 18.00 – Master class on cooking national dishes
- 19.30 – Diner
- 20.00 – Self-heating of the bath «on-black» under the supervision of bath attendants

Day 7

- 8.30 – Waking
- 9.00 – Breakfast
- 11.00 – Horse riding
- 14.00 – Walk to the river on the boat
- 15.00 – Lunch
- 20.00 – Evening campfire with songs and dances, tasting of drinks

The menu includes only organic products grown by the owners of the house the fish, home baked bread, drinks from fresh berries.

The presented project takes into account all processes identified in the research, technology approaches and results of the survey. The program is aimed primarily at young people. It allows studying local history, and includes components of environmental education, the traditional form of the Russian recreation. The program of tourist services, takes into account the interests in accordance with the purposes of the journey.

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A HEALTHY LIFESTYLE

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This article discusses the issues concerning a healthy lifestyle. The article discusses proper nutrition, exercise and other components of a healthy lifestyle.

Про здоровый образ жизни написано огромное множество статей и это очень хорошо. В современном мире вы даже не надеетесь прожить долгую счастливую жизнь без болезней. Поэтому в первую очередь забота о своем здоровье и соблюдение здорового образа жизни поможет преодолеть все трудности на своем жизненном пути. Но даже думайте, что путь к здоровому образу жизни будет прост. Чтобы добиться результата вам придется приложить