

CM 16 PRO C2TE S1, Double Dry technology, which allows to keep the facade of the building dry and clean. One of the company's interesting technologies is Fibre Force. The technology is based on the use of microfibers, which provide greater strength and elasticity to the building structure [3].

Zaslavl is a progressive satellite city of Minsk. Its development is one of the priorities of the internal policy of the Republic of Belarus. The planning of the infrastructure of Zaslavl is accompanied by the active introduction of innovations, which will bring the city to a new level.

References

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IS THE SOUTHERN URALS A TOURIST REGION?

Является ли Южный Урал туристическим регионом?

The Southern Urals is a region of Russia, located at the foot of the Ural Mountains, between the East European and West Siberian plains. It includes Chelyabinsk oblast and Orenburg oblast, as well as the Republic of Bashkortostan. Here, on the border of Europe and Asia, Russia's powerful industrial potential is concentrated. Although the Southern Urals is not only an industrial region. The objective of the article is to prove that this is also a region with significant tourist potential.

There are more than 3,170 lakes located here, turning the region into a paradise for water lovers where you can enjoy boating and yachting, fishing, diving or going on exciting rafting trips along mountain rivers. Winter sports enthusiasts will also find plenty of recreational opportunities here. The Southern Urals ranks second in Russia in terms of the number of ski resorts. There are 15 modern ski centers in Chelyabinsk oblast, offering trails of varying difficulty and more than 5,000 sports facilities.

The peculiarity of this region is also in the abundance of mountains, magnificent picturesque nature, a huge number of lakes, rivers, many caves and museums-reserves. The following popular and interesting places to visit in the Southern Urals are worth mentioning.

Arkaim is a unique historical and landscape museum-reserve, which preserves the secrets of ancient civilizations. In 1987, the remains of an ancient settlement were discovered here.

Lake Turgoyak with its clear waters and picturesque landscapes is often called the brother of Lake Baikal. On its territory there is the mysterious island Vera, famous for ancient megalithic structures dating back to the 4th-3rd millennium BC.

Urals Bali is a specific nickname given by the locals to the abandoned kaolin quarry, charming with its beauty. Dense forests surrounding the quarry and the turquoise water filling it create an amazing picture comparable to the landscapes of Bali.

There is also a village in Bashkiria called Russian Switzerland, and this name is official. The landscapes really resemble the views of the Swiss Alps: low green hills, clear lakes, as well as many streams and small rivers.

This is only a small part of the places of tourist interest located in this region considered to be harsh because of its climate. On the website «Wanderer» one can observe a tour «The best in the Southern Urals: trekking + culture» [1], providing an opportunity to learn more about touristic locations of the region.

As a result of the research, we come to the conclusion that the Southern Urals can be considered as a tourist region offering a wide range of travel opportunities. In addition, it is worth noting that the region has significant potential for tourism development. The flow of tourists in the Southern Urals has increased by more than 40 % since 2019. Since the beginning of the current year tourists have made 1.3 million trips across the territory of Chelyabinsk oblast. In the first half of 2024, the growth of industrial tourists in the region amounted to 28 %. The Southern Urals is among the TOP 7 regions with the highest level of industrial tourism development. Taking into account the active promotion of excursion programs and tourist routes, the improvement of transport infrastructure, as well as the protection of natural resources and the environment, this region can become an important tourist center in Russia.

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