

ROLE OF HISTORICAL CITIES IN THE TOURIST BREEDING (CASE STUDY OF REPUBLIC OF TATARSTAN)

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ABSTRACT

The concepts of an image, state, region and cities turned out to be an effective instrument in the tourist industry since it handles these concepts. Tourism has an advantageous multiplier effect and serves as an accelerator of the social-economic development. As the social development is taking place within the territory and the change of the functional status of territories and cities' image is an all-around and continuous process, the evaluation of cities' role in the touristic attraction of the region is an urgent task. This article studies main functional components of a city from the viewpoint of a touristic attraction (presence of recreation resources, ease of travel to the touristic object, presence of foodservice outlets and accommodation means) and their significance in the formation of the touristic brand. Basing on the numerical score the authors calculated an integral index which shows the level of touristic-recreation sphere development of the cities in the Republic of Tatarstan. As the result of the conducted investigation the authors pointed out some problem issues which are connected with the insufficient or limited resource base, unsuccessful system of the tourist services of tourists and visitors. The capital's break-off of the other cities of the Republic according to the main indices forms the feeling of capital hegemony. An even development of the touristic infrastructure in all the cities of the Republic is necessary to create a single regional tourist-recreation field.

Key words *Tourism, the Republic of Tatarstan, urbanization, touristic infrastructure*

INTRODUCTION

Touristic-recreation sphere of the Republic of Tatarstan was formed on the basis of the two main issues: inhomogeneity, spread across the territory of the Republic of Tatarstan - natural-resource recreation and cultural-historical potentials and local inhomogeneity - social-historic-cultural centres of recreation activity (CRA). The latter are the "central places" well-known in the theory of network planning, where the recreation activity is materialized (Shabalina S. A., 2009, pp.263-271; Gabdrakhmanov N. and D. Egorov, 2013, pp. 57; Gabdrakhmanov N.K. and V.A. Rubtsov, 2014, pp.1317-1320). Recreation potential is always complex, versatile and multi-aspect. Natural factors, social-economic and historic-ethnographic factors as well as the factors of set of mind formation in the region, identification of nodal bonds of recreation activity intensity and others take place in the formation of recreation potential. (Gabdrakhmanov N. K. and V. A. Rubtsov, 2012, 145-155; Gabdrakhmanov N.K. and V.A. Rubtsov, 2014, 202-205). In this context one should speak of the geodemographic infrastructure formation in the region (Gabdrakhmanov N. K., 2012, pp.127-128). In this case CRA serve as functional centres that have some mutual relations (Lyosh A., 2007, pp. 663).

Today the city and its processes are quite complicated, contradictory and cannot be studied and explained by only one scientific approach. Being a social structure on the one hand one should use a system approach, and being an objective reality on the other hand one should use an extensional approach. As the result of a joint interpretation one can get an objective image of reality (Linch K., 1982, pp. 328).

In this case a city is an object of a possible touristic-recreation activity. Its study can be presented as a "frame-cloth" model of a city environment by A. E. Gutnov (Gutnov A. E., 1984, pp.256) and a "polar-landscape" model by B. B. Rodoman (Rodoman B. B., 1999, pp.256).

The structure of a recreation space of a city environment is overlapped and formed out of the historic nuclear, one or several radii and several local nuclears which correspond either to the administrative centres of cities or to the touristic objects. Thus, being the main element of the recreation space structure, the historic centre of a city becomes a focus having local centres of recreation infrastructure in a circumferential direction. They can differ in size, set of objects and importance for the city's recreation environment. They stand apart from the others in their significance and can serve as additional sub-centres of the main ones or can be locally significant and stay within these borders (Gabdrakhmanov N.K. and M.V. Rozhko, 2014, pp.792-795).

Now the urbanization percent of the Republic of Tatarstan is 73, consequently, most part of the people is concentrated in cities which become touristic-recreation centres. Most trips are made between cities. This turns the cities into the touristic recreation destinations of different range, fame, significance in the space.

The total of the modern inhabited localities of the Republic of Tatarstan is a frame for the reclamation of the territory, a single regional urbanized region which includes cities, settlements and villages of different size and importance (Gabdrakhmanov N. K. and V. A. Rubtsov, 2011, p.27; Litvinov A. A., V. A. Rubtsov, N. K. Gabdrakhmanov, E. Y. Isaeva, G. R. Akhunzyanova and G. N. Bulatova, 2013, pp.123-130).

METHODS

In order to evaluate the development possibilities of recreation-touristic management in the cities of the Republic of Tatarstan we used the method of points ranging according to four indicators: 1) presence of a touristic object, 2) ease of travel to the inhabitant locality, 3) presence and class of collective means of accommodation and 4) presence and type of foodservice outlets.

Table 1
DISTRIBUTION OF RECREATION RESOURCES ACCORDING TO THE TYPES OF TOURISM IN THE CITIES OF THE REPUBLIC OF TATARSTAN

serial number	according to the touristic objects	vehicle access	means of accommodation	foodservice	total
Cities					
KAZAN	174	15	60	173	422
NABEREZHNYE CHELNY	93	15	6	51	165
NIZHNEKAMSK	79	10	14	29	132
ALMETYEVSJK	61	9	8	16	94
ZELENODOLSK	113.5	10	2	10	135.5
BUGULMA	40	8	4	12	64
YELABUGA	73	11	2	9	95
LENINOGORSK	35.5	4	3	8	50.5
CHISTOPOL	45	7	2	9	63

ZAINSK	35.5	10	6	-	51.5
AZNAKAEVO	29.5	3	1	-	33.5
NURLAT	42.5	6	2	-	50.5
BAVLY	38	3	1	-	42
MENDELEEVSK	34	7	1	4	46
BUINSK	26.5	7	5	4	42.5
AGRYZ	45	5	1	-	51
MENZELINSK	34.5	5	-	3	42.5
MAMADYSH	52.5	6	2	4	64.5
TETYUSHY	47	7	-	2	56
BOLGAR	45	4	1	3	53
LAISHEVO	85.5	5	-	4	94.5

Value and accessibility of a touristic centre-city depends on its vehicle access. The analysis of the existing traffic network which takes into account motorways, railways, ways to the river routes, proximity to the airport, provides the access to the biggest inhabitant areas of the republic. The analysis of the current traffic network was carried out according to the map of the existing roads. It took into account motorways, railways, ways to the river routes, and proximity to the airport, which provide the access to the biggest inhabitant areas of the republic. Table 2 represents its numerical score with the following points:

- for every beam of road - 1 point;
- for every beam of railway - 1 point;
- for every outlet to the waterways - 3 points;
- for the airport (not far than an hour away) - 3 points.

Table 2
RANGING OF THE VEHICLE ACCESS OF THE INHABITANT AREAS OF THE REPUBLIC OF TATARSTAN

serial number	Motorways	railways	waterways	airports	point
Kazan	5	4	3	3	15
Naberezhnye Chelny	6	3	3	3	15
Yelabuga	5	-	3	3	11
Zainsk	5	2	-	3	10
Zelenodolsk	3	4	3	-	10
Nizhnekamsk	3	1	3	3	10
Almetyevsk	6	3	-	-	9
Bugulma	6	2	-	-	8
Buinsk	5	2	-	-	7
Mendelevsk	2	2	3	-	7
Tetyushy	4	-	3	-	7
Chistopol	4	-	3	-	7
Mamadysh	3	-	3	-	6
Nurlat	4	2	-	-	6
Agryz	2	3	-	-	5
Arsk	3	2	-	-	5
Laishevo	2	-	3	-	5
Menzelinsk	2	-	3	-	5
Leninogorsk	2	2	-	-	4
Aznakaevo	3	-	-	-	3
Bavly	3	-	-	-	3

As we can see from the table the biggest cities such as Kazan, Nizhnekamsk, Naberezhnye Chelny, Zelenodolsk, Elabuga, and Zainsk have good access routes which is important for the organisation of touristic routes that demand minimum travel time. The second group of accessibility includes cities and settlements which are prospective for the touristic activity development: Almet'yevsk, Bugulma, Tetyushy, Chistopol.

An important and necessary indicator of the touristic infrastructure is the existence of food services. Table 3 represents their distribution in the quantitative relations.

Table 3
DISTRIBUTION OF FOOD SERVICES IN THE CITIES OF THE REPUBLIC

	restaurants	cafés	total	points
Kazan	118	55	173	5
Naberezhnye Chelny	26	25	51	3
Nizhnekamsk	14	15	29	2
Almet'yevsk	10	6	16	2
Bugulma	6	6	12	2
Zelenodolsk	4	6	10	2
Yelabuga	2	7	9	1
Chistopol	2	7	9	1
Leninogorsk	2	6	8	1
Laishevo		4	4	1
Mamadysh		4	4	1
Buinsk	2	2	4	1
Mendeleevsk	2	2	4	1
Bulgary		3	3	1
Menzelinsk		3	3	1
Arsk	2	1	3	1
Tetyushy		2	2	1

Tourism and recreation development depends on the level of organisation of hotel industry. The best variant is the use of landmarks and buildings. This does not violate historic environment and provides the opportunity for implementation of different innovations aimed at comfortable accommodating of tourists. In the small cities a lot of attention should be paid to the creation of small hotels, such as ones in Elabuga and Bilyarsk.

Table 4
PRESENCE OF MEANS OF ACCOMMODATION IN THE CITIES OF THE REPUBLIC OF TATARSTAN

	Hotels					no category	motel	hostels	other hotel-type organisations	total	points
	5 stars	4 stars	3 stars	2 stars	1 star						
Kazan	5	4	15	4		26	3	2	1	60	5
Nizhnekamsk			6			4		4		14	2
Almet'yevsk						5	3			8	1
Naberezhnye Chelny						4		2		6	1
Zainsk						4		2		6	1

Buinsk					2	3			5	1
Bugulma					4				4	1
Leninogorsk					3				3	1
Chistopol					2				2	1
Nurlat					2				2	1
Mamadysh					2				2	1
Zelenodolsk					1		1		2	1
Yelabuga					2				2	1
Mendeleevsk					1				1	1
Bavly					1				1	1
Arsk					1				1	1
Aznakaevo					1				1	1
Agryz					1				1	1
Tetyushy									0	0
Menzelinsk									0	0
Laishevo									0	0

The use of the numeric score method for the analysis and definition of the level of touristic-recreation sphere development of the cities in the Republic of Tatarstan allowed us to draw the following conclusion.

Table 5
FINAL INTEGRAL INDICES OF THE CITIES OF THE REPUBLIC OF TATARSTAN

serial number	according to the touristic objects	vehicle access	means of accommodation	foodservice	total
KAZAN	174	15	60	173	422
NABEREZHNYE CHELNY	93	15	6	51	165
ZELENODOLSK	113.5	10	2	10	135.5
NIZHNEKAMSK	79	10	14	29	132
ARSK	89	5	1	3	98
YELABUGA	73	11	2	9	95
LAISHEVO	85.5	5	-	4	94.5
ALMETYEVSJK	61	9	8	16	94
MAMADYSH	52.5	6	2	4	64.5
BUGULMA	40	8	4	12	64
CHISTOPOL	45	7	2	9	63
TETYUSHY	47	7	-	2	56
ZAINSK	35.5	10	6	-	51.5
AGRYZ	45	5	1	-	51
NURLAT	42.5	6	2	-	50.5
LENINOGORSK	35.5	4	3	8	50.5
MENDELEEVSK	34	7	1	4	46
MENZELINSK	34.5	5	-	3	42.5
BUINSK	26.5	7	5	4	42.5
BAVLY	38	3	1	-	42
AZNAKAEVO	29.5	3	1	-	33.5

BODY

As a rule, each city contains a lot of geographic images which are different in their genesis, content and structure. They are formed both by the social and professional groups and by the separate personalities in the process of their purposeful activity. Geographic image of a city is the system of the ordered interconnected concepts of space and space structures of some city, as well as a system of signs and symbols which most vividly represents the city.

Geographic images of cities can be simple and complex, mono-typic and poly-typic. Simple mono-typic images are characteristic for the young cities which have no long history of their development. Within the republic these are the young industrial cities in the South-East, such as Aznakaevo, Bavly, and Zainsk. The formation of a simple image of these cities is being carried out on the background of the dynamic cultural and civilization processes. Bigger formations, such as Nizhnekamsk, Almetievsk, and Leninogorsk have a bit different scheme of the image development. Here the positioning of the city within the bigger image system (in our case industrial) takes place.

There are poly-typical images in small and medium cities such as Bugulma, Elabuga, Chistopol, Mamadysh, Tetyushy, Bolgar, and Laishevo. These cities have quite stable, static images which slightly change in the course of a long time. One of the reasons for such a situation is a cultural stability within the framework of the broader image-geographic systems.

Non-developed information-advertising services are the factors which prevent the tourism development in small historic cities. Often small historic cities have no detailed guides or the existing information is very insufficient. The solving of this problem is the close collaboration with regional organisations. The local historians lay very important role in preservation and opening of new objects. They restore the historical recollection of a place, its image, form the concept of its uniqueness, determine its value and uniqueness from the position of significance for the place and do not compare it with the world values. Often local historians prepare historical objects for touristic use by developing the excursion programmes and routes, making maps etc.

Low level or absence of a specialised management in the cultural authorities of small cities, museums, open-air museums do not contribute to the increase of touristic flow [14]. One can use museum specimen in the city's interior (railway stations, hotels, theatres, restaurants, educational establishments). This will increase informational content of people and develop a careful approach to the city arrangement.

REPORT

The most important problem of preservation of cultural and natural heritage complex of historical settlements is an uncertainty of the concept of "historical city". Today according to the law of the Russian Federation this status gives no specific rights or obligations for the historical settlements comparing to the other administrative-territorial entities. Actually, there are no specific economic and social conditions for regeneration or business management when declaring the city a historical one. One of the factors for achieving success is the involvement of the whole diversity of the heritage into the sphere of tourism, orientation not only to the foreign tourists but also to the local ones: the preservation of the access to the heritage for the general public, special attention to the children's and youth travel, development of the regional movement. Close connection of the tourism with the cultural-cognitive motives has always been a characteristic feature of Russia. An important issue on the way of cultural tourism development is the intensification of the existing touristic routes and creation of the new ones:

- historical roads on the territory of Tatarstan, which once connected this place with other countries and regions of Russia (cities of Bolgar, Elabuga, Mamadysh);

- history of local literature is also of special attention. Visiting places of events described in the literature is one of the most attractive types of tourism and excursions. Attraction of these places contributes to the building of monuments and creating of museums of literature heroes (cities of Elabuga and Laishevo).

- archaeological objects have great potential for development of the cognitive tourism which is now poorly developed. This can be explained by the passive form of presentation when one suggests only watching. One of the variants for tourists' attraction is the participation in archaeological excavations (cities of Elabuga, Bolgar, Laishevo).

- nostalgic tourism - visiting of forefathers' places (manors of the nobility, cities and villages, cemeteries, burial sites) by the representatives of different diasporas, former citizens of Russia and others (cities of Bolgar, Elabuga, Mamadysh).

- ethnographic tourism - acquaintance with the life of representatives of different ethnographic and religious groups (cities of Elabuga, Laishevo, Bolgar, Mamdysh);

Cultural and historic heritage is a specific and very important economic resource of the region, it can and it must become the basis for the branch of specialization, one of the prospective directions for the implementation of social policy and development of the local economy, an important spiritual factor. The most demonstrative and positive example is the experience of Elabuga region and the city of Elabuga.

Dynamic changing and complicating geographic images can be observed in the cities of Kazan and Naberezhnye Chelny.

Kazan is ahead of any other city of the region in indices of touristic industry development. Under the conditions of the modern computerisation of the society and improvement of communication the positioning on the modern stage gives to the city the features of the western culture while preserving its local eastern colouring. Vehicle accessibility, more or less developed hotel industry, attractive cultural and archaeological image of the city, positive mental ethnocultural and religious culture create a favourable image of the touristic centre of the region.

Naberezhnye Chelny. Here we can observe the forming touristic agglomeration. The city is surrounded by Elabuga and Nizhnekamsk. In this case the cities complement each other's functions. The function of the touristic attraction is performed by Elabuga and infrastructure touristic functions can be performed by the industrial cities of Nizhnekamsk and Naberezhnye Chelny.

CONCLUSION

The concepts of an image, state, region and cities turned out to be an effective instrument in the tourist industry since it handles these concepts. Tourism has an advantageous multiplier effect and serves as an accelerator of the social-economic development (Mitin I. I., 2003, pp: 112-117).

The development of the society takes place within the territory. The change of the functional status of the territory and cities' image is an all-around and continuous process. The problem of tourism development in the cities of the Republic of Tatarstan is connected with the insufficient or limited resource base, unsuccessful system of the tourist services of tourists and visitors. In fact, Kazan's break-off of other cities according to the most main indices (quantity and quality of collective accommodation means, trade and traffic service, food services and others) is not a deceptive impression of the capital hegemony. An even development of the touristic infrastructure in all the cities of the Republic despite their quality requirements is necessary to create a single regional tourist-recreation field.

In order to do it it is necessary to develop local programmes of tourism development as an integral part of the complex programmes of social-economic development of not only municipal entities, but also their possible including into republic or federal programmes, which can lead to the formation of the touristic system.

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