

# THE HISTORIC CITY OF THE TATARSTAN REPUBLIC AS THE BASIS FOR REGIONAL TOURISM CLUSTER

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## ABSTRACT

*Authors offered a hypothesis that influence of a tourist cluster on regional economy will depend, first of all, on efficiency of its organization and functioning. Layout and spatial (territorial) organization and placement of a cluster objects becomes a key factor. Use of such approach to the territorial organization of a tourist cluster allows solving problems of the tourist cluster spatial and territorial design, as well as optimizing placement of the cluster enterprises. The most numerous group of city settlements in a pattern are small cities. In turn it is the steady category which is also a necessary element of domestic "city frame". In article the city is considered by authors as object of possible tourist and recreational activities, studying it is performed in the model in which the urban environment appears in the form of the "polarized landscape" diagram by B. B. Rodoman. As a result of the conducted research were selected: Prikazansky complex tourist cluster (Arsk, Kazan, Laishevo, Sviyazhsk), Kama tourist cluster (Yelabuga, Mendeleevsk, Menzelinsk, Mamadysh, Chistopol), Zakamsky tourist cluster (Bugulma, Leninogorsk, Almetyevsk), Bulgarian tourist cluster (Bulgar, Tetyusha).*

**Keywords:** *territorial development, historical city, tourism, tourist cluster, Tatarstan Republic.*

## INTRODUCTION

At the present stage of economic development the industry of tourism is one of the most progressively developing services among the trade industries. At the same time, against world political problems (the military conflicts and threat of terrorist danger in a number of states) into the forefront, in exchange to outbound external tourism the internal tourism shall come. The current situation shall give a new impetus to developing regional tourist sector of Russia.

One of basic elements for the Concept of long-term social and economic development in the Russian Federation for the period till 2020 is forming the new centers of social and economic development, including, due to creation of the territorial and production clusters (including tourist), realizing the competitive potential of the territories (2007, accessed may 2016).

Conceptual and methodological bases of cluster approach are reflected in works of such scientists as T. Andersson, I.N. Denisova, S.R. Dreving, K.V. Ekimov, C. Karlsson, T.I. Klimenko, E.V. Kurkudinov, N. A. Larionov, E.I. Mantayev, Y.B. Mindlin, A.V. Naumov, M.Porter, E.V. Fedina, T.V. Tsikhan, etc. (Andersson T., Schwaag-Serger S., Sorvik J., Hansson E.W., 2004; Denisova I.N. , 2009; S.R. Dreving, 2009; Ekimova K.V., Fedina E.V., Naumov A.V.,2010;Karlsson C., 2008; Klimenko T.I., 2011. p.162; Larionova N. A., 2007; Mindlin Y.B., 2009; Mantayeva E.I., Kurkudinova E.V., 2012; Porter Michael E., 2013. P.544; Tsikhan T.V., 2003).

Ample opportunities of applying cluster approach in tourist sector are recognized by many researchers. Features of such approach application in tourism, methodological aspects and the principles of forming tourist clusters are considered in works of a number of researchers: O. V. Belitskaya, A.E. Boyko, O. A. Bunakov, T.I. Dutova, E.G. Karpova, O. D. Kohl, V. I. Kruzhalin, I.S. Miloslavsky, A.V. Mitrofanova, N. V. Nedosvity, M. Novell, S.Nordin, B. Schmitz, T. Spencer, A.A. Ryabtseva, N. K. Gabdrakhmanov etc. (Belitskaya O. V., 2011; Boyko A.E., 2011; Bunakov O. A., 2011; Dutova T.I., 2010; Karpova E.G., 2012; Kohl O. D., 2010; Kruzhalin V. I., 2009; Miloslavsky I.S., 2012; Mitrofanova A.V., 2010; Nedosvity N. V. , 2012; Nordin S., 2006; Ryabtsev A.A., 2012; Gabdrakhmanov N.K., Roshko, Mikhail, 2014, p.267 ; Gabdrakhmanov N.K., 2014, p.393).

The tourist cluster is the group of the interconnected entities of the tourist sphere interacting and complementing each other during creation of a complex tourist product of the territory (Kovalyov Y.P., 2009, p.192) concentrated in a certain territory.

According to A.Y. Alexandrova, an important role in developing the tourist industry today is played by tourist clusters. In this case the cluster is understood as the system of interconnected firms, entities and organizations developing within economic zones in the sphere of vacation and travel (Alexandrov A.Y., 2007, p. 51). However objects in this case determining the vacation spot choice (natural and recreational, historical and cultural, etc.) shall constitute the basis of such cluster.

The modern tourist cluster is capable to solve a number of important problems (Polyanskikh E.A., 2012, p.66) among which:

1. priority development of internal and entrance tourism in the territory;
2. creation and development of a highly effective and competitive tourist complex in the territory of the region;
3. demonstration of historical, cultural and spiritual heritage of the Russian people;
4. forming system of state regulation for tourist activities;
5. supporting development of different entrepreneurship types (medium and small) in the tourist sphere;
6. development of marketing strategy for promoting tourist products and creating favorable image of the region as tourist region;
7. attraction of non-budgetary sources for reconstruction and new construction of tourist objects;
8. creation of modern system for preparation, retraining and advanced training of tourist personnel;
9. creation of investment platforms bound to sell mechanisms of public-private partnership and development of small and medium tourist business.

It is obvious that influence of a tourist cluster on regional economy will depend, first of all, on efficiency of its organization and functioning. Layout and the spatial (territorial) organization and placement of a cluster objects becomes a key factor. According to the classical provisions formulated by E.Y. Kolbovsky (Shvets Y.Y., 2011), design of tourist and recreational systems in regions is based on separation of different composition, functional and planning elements among which composition types are created:

*areas - regions of tourist, recreational and sanatorium resources concentration;*  
*cores – functional, economic and town-planning centers of regions and zones;*  
*axes - landscape and route corridors connecting areas and cores in a uniform territorial frame;*  
*loci - dot elements of functional and planning structure connected to separate monuments, camp sites, rest houses, settlements.*

Use of such approach to the territorial organization of a tourist cluster allows to solve problems of spatial and territorial design, as well as optimization of the cluster enterprises placement (Rubtzov, V.A., Gabdrakhmanov N.K., Delabarr, O.A., Pratchenko, O.V., 2015, p. 681; Rubtsov, V.A., Gabdrakhmanov N.K., Mustafin, M.R., Arzhantseva, N.V., 2015, p. 781). In addition to classical provisions of E.Y. Kolbovskogov to recreation and tourism economy there was made a row of attempts to consider structure of a tourist cluster and other factors. For example, I.S. Miloslavsky offered model of a tourist cluster in which five levels are selected:

1. the central element of model - tourist resources as incentive of tourist interest;
2. tourist firms;
3. food, leisure, placement, transport (it is obvious, as basic elements of a tourist product);
4. trade, engineering infrastructure, financial institutions and medical attendance;
5. Economic sociocultural, political and environment.

Representation as a crucial element of a tourist cluster is indisputable – tourist resources as they stimulate tourist interest induce to make the decision on a trip. However an attempt to unite in models the equivalent view points of the entity and factors, in our opinion, is not completely correct.

O. D. Kohl in the conceptual scheme of tourist cluster selects the following elements:

1. Core (root) of a cluster — the attractors providing the high level of a tourist destination competitiveness;
2. The suppliers of tourist services providing services of an appropriate quality level (collective and individual means of placement, catering establishment, excursion bureaus, etc.);
3. The business environment — represents set of the external factors influencing activities of tourist services suppliers and providing competitiveness level in the tourist market.

As benefit of such approach, in our opinion, allocation of core (root) of a cluster by which attractors are understood acts. This formulation profitably differs from considering tourist resources as cluster core. As practice shows, the tourist cluster can use not the most known and numerous resources located in the territory as key tourist resources. For example, the transit highway can act as an attractor whereas in the territory of the nearby municipality considerable cultural and historical sights are concentrated which, thereby, remain almost not demanded by visitors of a cluster.

In general, it should be noted that approaches to defining structure of a tourist cluster by various authors are rather similar, the main difference is connected with extent of separate groups of elements disaggregation in a tourist cluster.

## METHODS

In developing the concept of territorial development for tourist clusters defining the potential of the territories in which these clusters will be created is extremely important. In case of a cluster policy implementation and detection of the region capacity for creating the pilot local tourist clusters carrying out the deep analysis of the regional economy competitiveness in the following directions is necessary? This includes: the analysis of the current situation and perspectives of professional educational institutions development taking into account needs of regional economy for training and premises of creating pilot local tourist clusters; the analysis of the existing infrastructure of the scientific, research and development organizations operating in the region, experience of interaction with economic entities and perspectives of their development; the analysis of municipalities opportunities in the region to form in their territory

conditions for development of pilot local tourist clusters; the final analysis of pilot local tourist clusters from the view point of their potential participants, opportunities and development restrictions composition.

The small cities are the most numerous group of city settlements in the pattern now. It is the steady category which is also necessary element of a domestic "city frame" (Yemelyanova N. A., Saraykina S. V., 2014, p. 97).

The small and medium size cities, unlike the large cities, saved the historical and ethnographic originality. They will bear the stamp of history, reflect specifics of environmental terrain.

Parameters of the small cities space are relevant. The modern small city could be a district in the past, unimportant settlement or big cult center having eventually lost its value (Rodoman B. B., 2002, p. 336). Unlike rather recently formed small cities (industrial, resort, scientific centers, etc.), the small historical city is a special community type in which the national historical and cultural capacity, which can be staticized in the present, mostly remained. As many scientists and experts fairly mark, the small cities are the transition link from city culture, from its considerable professional component, to traditional rural culture. Feature of the small city development is that it is connected to the rural periphery by strong bonds. Also important feature of small center is close interaction with wildlife, unlike almost completely artificial environment of the modern megalopolis. Thirdly, the social organization of life in the small city is characterized by such parameters of a cultural chronotope as slow life pace and regularity of daily occurrence, the close acquaintance of inhabitants with each other, more imbued with feeling, than judiciousness, relations of citizens. In this regard the social information subsiding for many years in the environment of the small city (traditions, customs, myths, folklore, etc.) remains longer and is always in demand (Rubtsov V.A., Baybakov E.I., 2015, p.21).

Considering the city as an object of possible tourist and recreational activity, studying the model in which the urban environment appears in the form of "the polarized landscape" scheme by B. B. Rodoman (Rubtsov, V.A., Gabdrakhmanov N.K., Mustafin, M.R., Arzhantseva, N.V., Trofimov, A.M. 2015, p. 673) is possible.

At the local level the structure of an urban environment recreational space is formed of the historical core, one or several radiuses and several local cores corresponding to administrative centers of the cities, or tourist objects. Thus, the historical core of the city forms the attention focus around which local cores of recreational infrastructure are built. The cities and territories adjoining them act as local formations where the combination of various functions leads to synergetic effect.

## RESULTS

We will consider the general principles of creating a regional tourist cluster of the Tatarstan Republic based on the historical cities.

The Tatarstan Republic has essential development potential in the plain of tourism based on the small and medium size historical cities. Also, as well as across all Russia, degree of development and representation of the small and medium size historical cities of the republic as tourist product is various. At the same time among perspective such cities as Bulgar, Bugulma, Yelabuga, Zainsk, Laishevo, Mamadysh, Mendeleevsk, Menzelinsk, Sviyazhsk, Tetyusha, Chistopol should be noted. Especially it is necessary to distinguish three from the listed cities – Bulgar, Yelabuga, Sviyazhsk. These the cities are most widely presented at the market of tourist services as the historical and cultural product .

## CONCLUSIONS

In our opinion, the regional tourist sector of the Tatarstan Republic shall be constructed by the poly-centric principle (Gabdrakhmanov N.K., Vladimir, Rubtzov; Marat, Mustafin, 2014, p. 247) with allocation of several clusters.

1. Prikazansky complex tourist cluster (Arsk, Kazan, Laishevo, Sviyazhsk). Kazan forms the main historical core of a cluster with its rich historical and cultural complex and well developed infrastructure. Arsk, Laishevo and Sviyazhsk have the subordinate position. In the infrastructure plain these cities lag behind Kazan and create subclusters. For example, Sviyazhsk, being unique historical object, has no sufficient means of logging which restricts its use a little. However the relative closeness to Kazan allows to use its infrastructure in case of the trips organization. In addition adjacent rural settlements can be used for the organization of rural tourism.
2. Prikamskiy tourist cluster (Yelabuga, Mendeleevsk, Menzelinsk, Mamadysh, Chistopol). An indisputable core of the Kama cluster is the city of Yelabuga with well developed infrastructure and a big variety of historical and cultural objects for tourists to see. On the basis of Mendeleevsk, Menzelinsk, Mamadysh and Chistopol it is necessary to create subclusters.
3. Zakamskiy tourist cluster (Bugulma, Leninogorsk, Almetyevsk). Specifics of economic development of the region (oil production) define also quite narrow specialization with tourist sector – industrial tourism. This cluster can be interesting in respect of acquaintance with history of oil production and mastering of oil fields.
4. Bulgarian tourist cluster (Bulgar, Tetyusha). The main historical core creates Bulgar which is the most northern monument of medieval Muslim architecture in a pattern, a unique and single sample of the bolgaro-Tatar architecture of the middle of the 13-14th centuries. This cluster specializes, mainly, in cultural, cognitive and pilgrim tourism.

**Table 1**  
**SPECIALIZATION OF TOURIST CLUSTERS OF THE TATARSTAN REPUBLIC**

| CLUSTER                     | ESTABLISHING ADDITIONAL TYPES OF TOURISM  |
|-----------------------------|---|
| Prikazansky complex cluster | cultural and informative, event, business tourism, cruise, ethnic, pilgrim, ecological, rural |
| Prekama cluster             | recreation, cultural and informative, event, cruise, fishing, hunting, rural                  |
| Zakamsky cluster            | Industrial, recreation  |
| Bulgarian cluster           | cultural and informative, pilgrim, cruise, event, ethnic, fishing, rural                      |

## SUMMARY

In the conclusion it is necessary note that the Russian small and medium size cities are unique. In them there is a lot to show to foreign guests and compatriots. In case of the high-quality marketing policy creating tourist image in the near future will allow to create the tourist center in this territory. In turn it will promote attraction of tourist flows into the regions, and, as a result, create new workplaces, enrichment of local population culture, make stimulating impact on a number of economic indicators, etc.

## ACKNOWLEDGMENTS

The publication is prepared with financial supports of RGNF and the Government of the Tatarstan Republic. Project No. 15-11-16010.

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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