

Historical and Cultural Heritage in Tourism Development: The Case of Republic of Tatarstan

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Abstract: This study discusses methodological issues for evaluating the cultural and historical potential and possibilities of its application in development of the tourist industry in Republic of Tatarstan. Need for study historical and culture heritage explained by its importance in the overall structure of recreation and tourism. He advocates a kind of foundation on which are formed and implemented a variety of tourism activities. The study should be comprehensive, given its multifunctional structure including natural, cultural, historical and socio-economic components. It is particularly important to identify the most attractive tourism destinations which can organize a variety of leisure activities, the most complete implementation of the recreational needs. Very important in the structure of the recreational potential of the destinations are cultural, historical and socio-economic components. Cultural-historical component includes variety of functions: cognitive, educational, economic, emphasizing their considerable importance in recreational sector. In this study, we used a territorial (allows to take into account the spatial differentiation of landscape diversity, richness recreation facilities), target (determining the most effective use of the recreational potential of the destinations, in the assessment of the functioning of the whole complex of factors from the standpoint of possible objectives and priorities for its future development), typological (regional groupings, typology, classification), historical (used to study the development of this industry, the nature of the recreational potential of the destinations, identifying problems using it) approaches.

Key words: Tourism, historical and cultural heritage, Republic of Tatarstan, touristic infrastructure, breeding

INTRODUCTION

Republic of Tatarstan is a federal subject of Russia (a republic) located in the Volga Federal District. Its capital is the city of Kazan. The republic borders with Kirov, Ulyanovsk, Samara and Orenburg Regions and with the Mari El, Udmurt and Chuvash Republics as well as with the Republic of Bashkortostan (Fig. 1 and 2).

Tatarstan is situated in the Eastern part of the East European plain at the confluence of two biggest rivers the

Volga and the Kama. Kazan is located 797 km far from Moscow. Approximately four million people live in Tatarstan's 67836 km² area. The Republic of Tatarstan has a rich history, August 30, 2005 Kazan celebrated its 1000th anniversary. This point of intersection of cultures and religions: in Tatarstan is home to over 115 nationalities. Having united 159 countries, 27th World Summer



Fig. 1: The geographical position of the Republic of Tatarstan

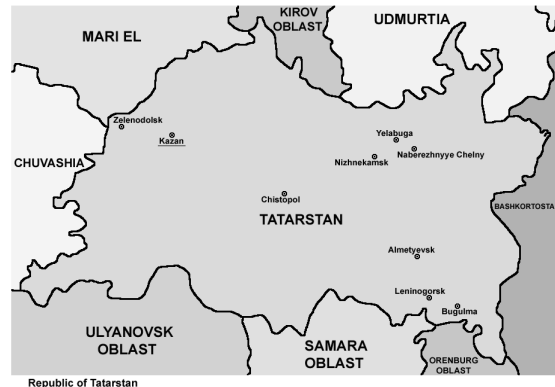


Fig. 2: The geographical position of the Republic of Tatarstan

Table 1: UNESCO World heritage sites in Russia

World heritage objects	Year of inclusion in the list of world heritage	Cultural criteria
Historic Centre of Saint Petersburg and Related Groups of Monuments	1990	1, 2, 4, 6
Kizhi Pogost	1990	1, 4, 5
Architectural Ensemble of the Trinity Sergius Lavra in Sergiev Posad	1993	2, 4
Bolgar Historical and Archaeological Complex	2014	2, 6
Central Sikhote-Alin	2001	10
Church of the Ascension, Kolomenskoye	1994	2
Citadel, Ancient City and Fortress Buildings of Derbent	2003	3, 6
Cultural and Historic Ensemble of the Solovetsky Islands	1992	6
Curonian Spit	2000	5
Ensemble of the Ferrapontov Monastery	2000	1,4
Ensemble of the Novodevichy Convent	2004	1, 4, 6
Golden Mountains of Altai	1998	10
Historic and Architectural Complex of the Kazan Kremlin	2000	2, 3, 4
Historic Monuments of Novgorod and Surroundings	1992	2, 4, 6
Historical Centre of the City of Yaroslavl	2005	2, 4
Kremlin and Red Square, Moscow	1990	1, 2, 4, 6
Lake Baikal	1996	7, 8, 9, 10
Lena Pillars Nature Park	2012	8
Natural System of Wrangel Island Reserve	2004	9, 10
Putorana Plateau	2010	7, 9
Struve Geodetic Arc	2005	2, 4, 6
Uvs Nuur Basin	2003	9, 10
Virgin Komi Forests	1995	7, 9
Volcanoes of Kamchatka	1996, 2001	7, 8, 9, 10
Western Caucasus	1999	9, 10
White Monuments of Vladimir and Suzdal	1992	1, 2, 4



Fig. 3: UNESCO world heritage sites in Russia

Universiade brilliantly and successfully started in Kazan in July 2013 and showed the significant rise of university sport specific for both our country and all countries of the world. The higher level of the Universiade organization is obvious along with the athletes' performance comparable to Olympic athletes. Universiade 2013 successfully held in Kazan showed that university sport is developing and getting more popular in our country and all over the world (Rubtsov *et al.*, 2015). The high level of the Universiade organization is obvious. President of the Russian Federation Mr. Vladimir Putin and FISU President Mr.

Claude-Louis Gallien mentioned this fact more than once. Special events (Getz, 2008; Allen *et al.*, 2002; Skoultos and Tsimitakis, 2009) play an important role in socio-economic development of the region but more important for tourism plays cultural and historical heritage. Now Russia is located 26 sites, inscribed on the UNESCO world heritage list (Fig. 3 and Table 1). Two of them are located in the Republic of Tatarstan. One of them is the Historic and Architectural Complex of the Kazan Kremlin (Fig. 4) and one is the Bolgar Historical and Archaeological Complex (Fig. 5).



Fig. 4: Historic and architectural complex of the Kazan Kremlin



Fig. 5: Bolgar historical and archaeological complex

Theoretical overview on motivations for religious tourism: The necessity of recreation potential research is attributable to its significance in whole structure of recreation. It acts as a kind of foundation, on which different types of recreational activities form and come to life. Taking into account multifunctional structure of recreation including native, culture-historical and socio-economic components, the research must be comprehensive in nature. Most important in this research is revelation of the most attractive for the recreational purposes territories, on which organization of different kinds of leisure is possible and could take place the most complete realization of recreative demands. The designation of culture as a factor of great importance for urban development has become a very interesting scientific and research field, mostly in the last three decades, in the USA and Europe (Kong, 2000; Barnett, 2001). Creating a strong cultural industry which would include a variety of activities such as fashion and design, architecture, cultural heritage, local history, entertainment and generally the identity and image of the city in the external environment (Kong, 2000). In most cases, 'culture' has been widely used in various initiatives concerning the reconstruction/revitalisation of cities and especially their development through the use of specific

strategies and methods (Alden and DaRosa, 1996; Carriere and Demaziere, 2002; Grodach, 2002; McCann, 2002; Aalst and Boogaarts, 2002).

MATERIALS AND METHODS

By no means has unimportant significance in structure of recreational potential of territory had culture-historical and socio-economic components. Culture-historical component includes material (encompass the totality of the means of production and other items of value for society in each stage of its development) and non-material parts (the totality of society's achievements in education, science, arts, in organization of public life, in labor and everyday life). They have a number of functions: cognitive, educational, economical, that emphasizes their considerable importance for the recreational sector.

Republic of Tatarstan has rich historical-cultural heritage. Different nations live in Republic with different historical heritage and cultural traditions. Combination of, at least, three types of cultural interconnections (Turkic, Slavic-Russian and Finno-Ugric) and two religions (Islam and Christianity) determine uniqueness of these places, cultural identity and historical values. There are a lot of monuments of religious and civil architecture, museums, theatres, memorial places, connected to the leaders of Russian and Tatar culture, on this territory. There are also crafts and arts centers. To culture-historical resources appertains only those culture-historical objects that could be researched by means of scientific methods and be estimated as having a social significance and that could be used in modern technical and material facilities for the satisfaction of recreational needs of some dozens of people within a certain time. They could be divided in two subgroups: material and non material. Historical sites, among which are:

- Historical monuments; buildings, constructions, memorable places and objects related to the most important historical events
- Archaeological monuments; sites of ancient settlements, burial mounds, ancient burial places and other
- Monuments of urban planning and architecture; architectural ensembles and complexes, constructions of civil, military and religious architecture
- Monuments of arts; monumental works, fine art, crafts and other types of art
- Documentary monuments; acts of government, films and photographs, phonograms, ancient manuscripts, archives and other

Table 2: Classification of rates by type of culture and historical resources

Classifications	Objects	Point
Historical monuments	Culture preserve	5
	Museums of local history	4
	Memorial museums	3
	City and villages museums	2
	Other	1
Monuments of church architecture	Monasteries	5
	Sacred springs	4
	Mosques/churches	2
	National parks	1
Historical monuments	Archeological complexes	5
	Groups of monuments	4
	Sites of ancient settlements	3
	Ancient settlements	3
	Burial grounds	2
	Archeological sites	2
	Cemeteries, gravestones	1
	Treasures	1
	Theatres	5
Monuments of art	Picture galleries	4
	Exhibit rooms	4
	National arts and crafts	5
Ethnographical and religious holidays	Folk festivals	4
	National arts and crafts	5
Objects of sports and adventure leisure	Ice palaces	5
	Sport complexes	4
	Stadiums	3
	Hockey and ice bases	2
	Hunting and fishing houses	1
	Cultural events	International conferences, conventions, festivals, congresses, competitions
	All-Russian conferences, conventions, festivals, Congresses, competitions	3
	Inter-regional and regional conferences, conventions, festivals, congresses, competitions	1

- Culture; historical events, among which are: ethnographic and religious holidays; political, science and business events and forums; folk crafts

As initial information was data from newly made inventory of historical and cultural monuments, archeological monuments, religious places, national parks and sacred springs, also from ethnographical resources with corresponding meanings.

One of the most difficult objects to determine and to formalize in such research is the problem of objects correlating. In this case methodology for expert analysis of objects importance and factor analysis was used. As a result for each object was given each own numeral score which provided the basis for differentiation of rates (Table 2).

RESULTS AND DISCUSSION

The lowest rate should have such objects as archeological sites, burial grounds (without gravestones) and treasures. Undoubtedly such objects has historical and scientific value but they are almost useless as a place of tourist attraction (1 point). Much more interesting for outside observers would be cemeteries and burial

grounds with gravestones, groups of monuments and groups of burial mounds clear traces of history. However, such objects should be used in complex with much more serious expositions because they do not have sufficient attractiveness to make constant stream of tourists for themselves (2-3 points). Assessment of museum attractiveness should be performed from two points of view: historical and cultural. Based on considerations of historical value and excursionist attractiveness, museums should have stable 3 points. However, we should point such big and significant objects as Museum of Fine Arts and National Museum which exceed average museums from all points of view and undoubtedly, give stable steam of excursionists over a long period of time. Such special cases should estimate in 4-4.5 points.

Beyond all doubts, we should single out Bulgar (Fig. 5), Bilyar (Fig. 6), Elabuga (Fig. 7) and Sviyajsk Museums (Fig. 8) and Kazan Kremlin (Fig. 4) (5 points). Objects of such types have exceptional historical value, and in case of architecture preservation have high potential of tourist attraction, especially international tourists. For example, average European or American citizen have very poor knowledge about Asian history.

Bulgar museum is the only place in Russia where monuments from Golden Horde period were preserved.



Fig. 6: Bilyar



Fig. 7: Elabuga



Fig. 8: Sviyajsk museums

High level of preservation allowed to establish open-air museum in Bulgar that has a rich exposition. Bilyar Museum is a little less attractive for tourists because of low level of preservation of archeological and historical elements but it has great value as an object of



Fig. 9: Raifa Bogoroditsky Monastery

pilgrimage tourism. There are sacred spring and places of ancient pagan worshipping on its territory. Elabuga Museum local site of ancient settlement is not as significant as settlement in Bulgar. However, it has very good location characteristics. Sviyajsk Museum is a unique monastery complex that preserved architecture from Ivan the cruel times. In particular, here is situated the only existing in Volga region wooden church, dated from 16th century and also survived into our days fresco and wall paintings.

A special place is given to the archeological monuments which is caused by the need to preserve and to use historical-cultural heritage of Tatar nation and other nations, who lives in Tatarstan. There are about 300 archeological monuments of different level of preservation and value in republic. Most monuments situated in Aktanysh district (22), however, there is no such kind of monuments in seven districts of Tatarstan. All of them were singled out in groups with high and low ratings correspondingly.

In group with rating below average were included 16 districts, most of which situated in Eastern Trans Kama and in Northern-most and South-West outskirts. In group with average availability of archeological monuments were included 15 districts, most of which situated in Volga river valley.

Only 3 districts have rating above average. It is Arsk, Alekseevsk and Zelenodolsk districts; they have a highest number of historical gravestones and graveyards with burial places from middle ages. All of this is very attractive for tourists who want to get acquainted with the history of the region.

One of the types is typical for the nine districts of Tatarstan that allows us to rate them as monofunctional and less attractable. All other districts have more noticeable resources for developing educational, archeological and excursion types of tourism.

Objects of pilgrimage tourism evaluated in 5 points are: the Raifa Bogoroditsky Monastery (Fig. 9) is situated

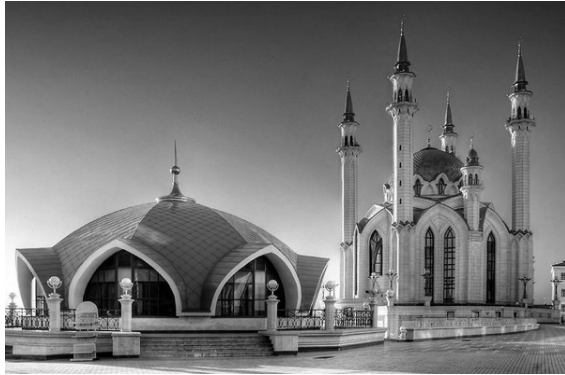


Fig. 10: Kul Sharif Mosque

in preserved area and represents monuments of architecture and history. Kul Sharif mosque (Fig. 10) is one of the biggest cathedral mosques in Europe, it could take inside almost 3000 people. Sviyajsk preserved area is a unique complex of monasteries which represents architecture from Ivan the cruel period. Bulgar Museum also could be defined as an object of pilgrimage tourism because of Bulgar period mosque that is situated on its territory. Holy Cross Church in Bogoroditsky Monastery after returning the Kazan Icon of the Mother of God from Vatican this church became more attractive for tourists and pilgrims. Bilyar-sacred spring and places of ancient pagan worshipping.

Other religious objects and sanctuaries have less attractiveness in the eyes of potential tourists, that's why we should give them 2 points. Republic is a region where two most common religions in the world Christianity and Islam, meet. Territory is very attractive from the point of view of a policonfessional region. Six regions with the highest number of churches, mosques and monasteries that have both local and multiregional (all-Russian) significance, made special group with maximum points. Kazan which performs functions of capital, concentrates significant opportunities and religious values. The city has confession administrations and most important places of worship.

Among the regions with high points we can single out Alekseevsk, Arsk, Verchneuslonsk, Elabuga, Zelenodolsk and Laishevo districts. Group of districts with the above average rates made 9 regions which situated in areas of concentration of RT population. As a general rule they situated in mostly acclimated in historical and technological sense areas. Middle value of such rate for absolute numerous localities is 14. Group of regions with points less than average made 13 districts, where places of worship has only local significance and some of them are in a dilapidated condition. The only

district that has no places of worship, Aznacaevo district, was located in a group with low potential for development of pilgrimage tourism.

As a result of a research of availability of culture-historical objects on a territory of Tatarstan Republic we could single out districts for which having every, one or none of the types is typical. Undoubtedly high resources for recreation and tourism development has Zelenodolsk district that situated close by Kazan the capital of republic. Population of more than million people needs objects of leisure, treatment and comfort, deprived of industrial pollution, landscapes. All of this is typical to the full extent to Zelenodolsk district, situated in half an hour ride from Kazan. According to the results of a research this district was in the group with high values every time.

Favorable prerequisite has Elabuga, Verkhneuslonsk, Nizhneamsk, Arsk, Laishevo, Visokogorsk and Alekseevsk districts. They are included in the group with high or above average values of single rates. Territorially they could be divided in two groups: districts situated close by the republic's industrial centers but themselves do not have such (Verkhneuslonsk, Arsk, Laishevo, Visokogorsk, Alekseevsk districts) and districts with highly developed industry and population concentration and accordingly with high needs in leisure and recreation (Elabuga, Nizhneamsk districts).

In third category were included districts that are attractive by only one indicator. This is Actanysh district with its numerous archeological monuments, Tukaev district with its sport facilities, Baltasy and Kama-Ustye with its ecological objects, Chistopol and Pestretsy districts with its excursion objects.

Assessing the attractiveness of RT territory for different kinds of leisure and tourism from the points of quantitative and qualitative positions of richness in culture-historical, archeological, ecological and sports objects, its spreading and diversity, we could single out districts with favorable opportunities for developing the tourist industry. Generally, it is regions situated in republic's big river valleys and territories adjoining industrially developed centers Northwest, Northeast and Southeast of Tatarstan Republic.

Calculation of the final integral indicator as complex culture historical potential, occurred in the same manner as calculation of indicators of nature-recreation potential. In section of administrative entities was made a table of objects that have attractiveness of existing and potential recreation definitions. They were given points according to the Table 2 and then final point assigning qualitative characteristics was calculated. Interval boundary: low 11.5-30.0, below average-30.1-48.7, average 48.8-67.3, above average 67.4-85.9, high 86 and more.

CONCLUSION

Assessment of integral culture-historical recreational potential allowed us to reveal the number of spatial patterns. We could separate out 4 districts with the highest integral values-Verkhneuslonsk, Zelenodolsk, Arsk and Tukaevo and two biggest cities Kazan and Naberezhnye Chelny. All districts and cities could be distinguished by its rich history and inevitably by big number of monuments from different historical periods. Position of Arsk district in this group explains by its long history of development which reflected in numerous places of worship. Wide opportunities for recreation and tourism development have districts situated nearby Kazan, capital of Tatarstan.

Eight districts formed group with high points. Most of them located on the banks of Volga and Kama rivers which is connected to the history of its colonization and increases its recreational attractiveness with big number of culture-historical objects. Visokogorsk, Laishevo and Alekseevsk districts are situated in the Northern part of republic and form independent local areas of concentration. Mamadysh and Elabuga districts form group on right bank of Kama river with level of attractiveness above average and is inferior only to leaders in sports facilities Nizhnekamsk, Zainsk and Almet'evsk districts.

Group with average values was formed from 10 districts, situated between districts with high points (some kind of buffer area between them). The largest group (20 districts) with values below average situated in Fore-Volga and Trans Kama regions. These districts don't have variety of attractive culture-historical objects which could be explained by its peripheral location, late colonization of these territories, located far from big rivers. Utazinsk district has the lowest integral point in Southwest of republic and characterizes by the absence of all valued indicators, excluded one (it has church and mosque of local significance). Development of recreation and tourism and overall socio-economic development of the territory are closely linked. In this way region became an environment where recreational activities unfold and socio-economic conditions define processes of development and formation. Creation of inventory of historical and cultural objects, its correlation with natural conditions and resources will allow us to define recreational and tourism attractiveness of region that is essential to the region's tourist-recreational complex.

The current state and development trends of tourist-recreational complex in Republic of Tatarstan graphically demonstrate positive trends of this development.

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