

## The Competitiveness of the Republic of Tatarstan as a Center of Urban Tourism of the Russian Federation

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**Abstract:** The study comprises a set of theoretical and methodological statements and practical suggestions about the development and realization of urban tourism of the Republic of Tatarstan. The study to analyze how the Universiade 2013 influenced to the development of urban tourism in the capital and other ancient cities in Republic of Tatarstan. We investigated urban tourism in Russia and in the Republic of Tatarstan, this is one of the most developed and fast growing sector of the economy. This area is aimed at improving the quality of life of the population, increased life expectancy and disability Russian citizens. And also helps to preserve historical sites of the ancient cities of the Volga region.

**Key words:** Republic of Tatarstan, Kazan, urban tourism, Universiade 2013, tourist infrastructure

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### INTRODUCTION

Kazan is the capital of the Republic of Tatarstan, a city with rich millennial history and unique flavor. About 1.2 million people represent >100 nationalities live here in harmonious coexistence of various cultures, religions and languages.

Kazan is one of the major industrial, financial, scientific, cultural, touristic and sport centers of Russia. It is the biggest city of Volga economic region. Kazan is one of the most attractive cities for tourists in Russia, due to its millennial history and famous Kazan Kremlin and Bolgar state historical and architectural museum reserve which is a UNESCO World Heritage Site (Mudarisov *et al.*, 2015).

The capital of Tatarstan is one of the leaders in various sports including the major team sports. The city became internationally renowned thanks to its Rubin football club, Ak Bars hockey club, Zenit-Kazan and Dynamo volleyball clubs, UNICS basketball club, Dynamo field hockey club and Sintez water polo club.

Millennial Kazan may also rightly be called a young city with the largest university in the country. There are the largest universities in Russia that have about 200 000 students from 67 countries.

Tourism one of the world's global industries. This export service sector. Man earns money where he lives and spends leisure. Unlike other export industries, tourism is not associated with exhaustible resources. It is the eternal economic engine that is not associated with any risk. City tourism-tourism is the future of Russia, a new brand and has a great potential for development in the

Republic of Tatarstan. Tourists visit the city. Acquainted with historical sites, new objects of complex building. Attention is given to the organization of the entire infrastructure. In Tatarstan, such points of attraction became Kazan, the ancient city of Bolgar, Sviyazhsk, Yelabuga, we can also say about Innopolis and smart city (Gareev and Kirshin, 2013). The highlight of urban tourism in the Republic of Tatarstan the combination of cultures of two nations-Tatar and Russian (Gaisin *et al.*, 2015a).

### MATERIALS AND METHODS

Method of research is to study the material for the Universiade 2013, the analysis tourist flows and of statistical data on development of urban tourism in the republic. The material was got in the Ministry of Youth, Sports and Tourism of the Republic of Tatarstan. We have studied the development of urban tourism in the Republic of Tajikistan on two criteria. The first the tourist attraction or interest in, the second urban tourist in infrastructure. Both criteria are the vision for the future development of urban tourism in the region. Each criterion match the figures which are presented in dynamics from 2009-2013.

### RESULTS AND DISCUSSION

Consider the first criterion, this criterion consists of 3 types of indicators. The first describes the attendance of tourist facilities (Fig. 1), the second volume of passenger traffic (Fig. 2), the third implementation of tourist services (Fig. 3).

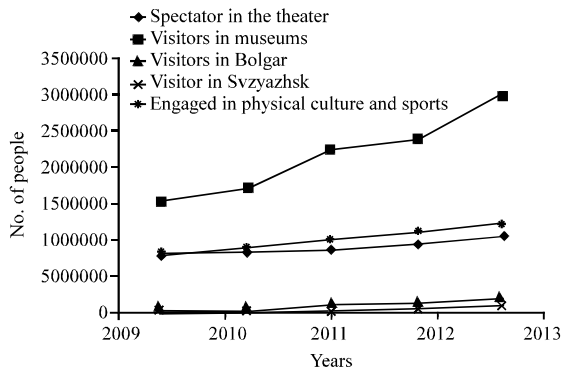


Fig. 1: Tourist flow dynamics in the Republic of Tatarstan

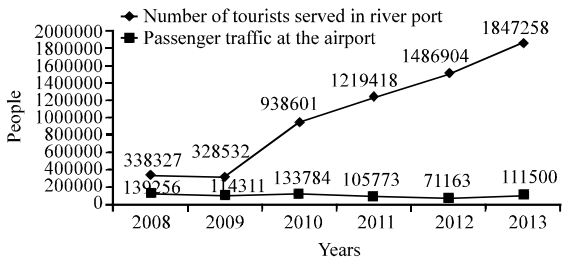


Fig. 2: The amount of serviced tourists in river port and airport passengers of Kazan City

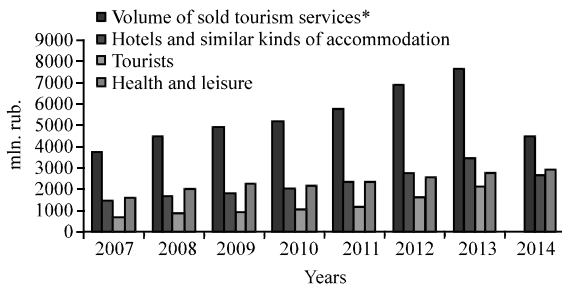


Fig. 3: Tourist services sales volume in the Republic of Tatarstan; \*in the 1st 11 months of 2013

According to the data of the Federal State Statistics Service of the Republic of Tatarstan for 2014, our region was visited by >1 million 759 thousand tourists.

Currently, according to the State Committee of the Republic of Tatarstan Tourism, the number of tourists coming to Tatarstan, continues to grow. In the first half of 2015, the flow of tourists in the Bolgar State Historical and Architectural Museum and Preserve has increased by 51% in comparison with to the same period in 2014 city was visited by 154 thousand people. Over the past year came to 280 thousand people.

The number of visitors to the Svzyazhsk Architectural and Arts Museum, increased by 58.5% to 112 thousand. The same is observed positive dynamics of attendance and other attractions. Thus, the number of tourists

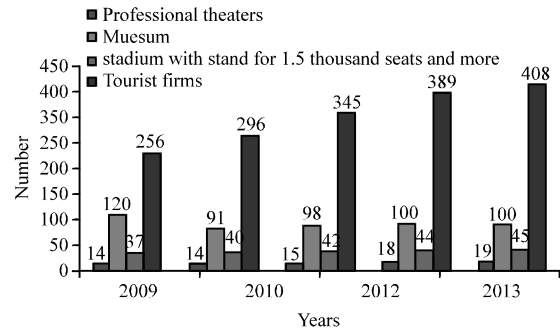


Fig. 4: The dynamics of urban tourism infrastructure

who visited the museum-reserve “Kazan Kremlin” has increased by 33% (almost 873 thousand visitors). In 2014, the Kazan Kremlin attended by 1.4 million guests (Gaisin *et al.*, 2015b).

Consider the second criterion. The dynamics of urban tourism infrastructure shows that at 2014 year, the country registered and operates >600 travel companies, including 42 tour operators that work on the development of domestic tourism. Each year the country celebrated the growth of paid services in the field of tourism industry (Fig. 4). The number of sports stadiums and theaters has increased and the number of museums has declined. But in this case, at the same time increased popularity (Fig. 1).

Due to major events held in the country, we are witnessing the rapid development of the hotel sector. Now in Tatarstan operates 355 collective accommodation facilities with a total of >35 thousand seats. About >80 % hotel room stock falls on the city of Kazan (Gareev and Kirshin, 2013; Parr, 2014).

A lot of work to create modern transport, road and hotel infrastructure, powerful tourist centers-Bolgar and Svzyazhsk, the restoration of the historic center of the city of Kazan (Mishakin *et al.*, 2015).

After the reconstruction of the Kazan International Airport has become one of the most modern transport hubs in the Republic. In the preparation for the Universiade the airfield was renovated and the new terminal was put into operation which allowed to increase the airport capacity to 2.4 million passengers per year (Wyrwich, 2012). The airport is located in 26 km to the South-East of the city. At present, the airport handles around 1 million passengers per year of which 11% are tourists.

The railway branch to the Kazan International Airport provides intermodal functionality of the airport system, it connects the city center to the terminal building and provides the fast transfer of the guests. The railway transport hubs is also a major passenger point where you

can make a change to another kind of the public transport. The travel time from the airport to the railway station takes up to 20 min. The railway station operates 36 pairs of long-distance trains including 13 local ones and also commuter trains. With over 8 million passengers a year, Kazan's railway station is Tatarstan's busiest railway station in terms of passenger throughput. The trains from Siberia, Far East, Volga Region, Central Russia pass through the Kazan Railway Station. All means of public transport are available nearby, except for the underground railway (Melnik and Mustafina, 2013). Bus service connects Kazan with all the cities of the Republic of Tatarstan and with neighboring regions. Intercity buses depart from Kazan Bus Terminal to neighboring republics as well as to Kazakhstan and Azerbaijan.

The river port operates passenger ships, both of regular international cruise lines and local connections to Kamskoe Ustye, Tetyushi, Bolgary, Pechischi, Sviyazhsk. The passenger throughput in summer reaches nearly 6000 people a day. Besides, the river port offers non-regular leisure cruises, pleasure boat tours and tourist trips (Rafaelevich, 2014).

The modern transport system of Kazan represents an extensive network of routes of buses, trolleybuses, trams and subway lines. Held in Kazan Bus tour City Sightseeing Kazan including 10 bus stops.

### **CONCLUSION**

Kazan became the "cultural capital" of Russia, there are often unique cultural events. In Tatarstan developed strategy of socio-economic development of the Republic of Tatarstan until 2030, adopted a program of "Development of tourism and hospitality in the Republic" of Tatarstan for 2014-2020, the country has held the 3rd International Tourism Forum "Benchmarks of the future", presents tourist potential of Kazan in the specialized exhibition World Travel Market-2015 in the UK capital, together with St. Petersburg and Moscow. Currently, the Republic of Tatarstan held a variety of unique cultural

events including a whole range of festivals in drama, cinematography, classical and modern music, ballet and fine arts. Kazan twice visited the Cirque du Soleil.

All this researchers is aimed at creating a favorable tourist image and promotion of the republic in the international tourist markets.

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