

TOURIST ROUTES THROUGH SMALL HISTORIC CITIES OF THE REPUBLIC OF TATARSTAN

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Abstract: The Republic of Tatarstan has a high tourist potential for further development. Currently, economic, political and social reasons caused changes in the tourist market. Interest in domestic tourism increased. Domestic travel begins to prevail over outbound tourism in the structure of the tourist flow in Russia. Also, some growth is seen in inbound tourism. Therefore, current conditions create new opportunities for further development of tourism in the country and the need to create new tourist products. The article deals with possibilities of organizing tourist routes in small historic cities of Tatarstan. The main goal is to create additional tourist attractions in the region. This is achieved by a comprehensive study of tourist resources and current tourism development of

small historical cities of Tatarstan. A new tourist route was developed based on the results of the study. All of this aimed to increase the tourist flow, develop tourism in small historical cities of Tatarstan and reinforce their positions as tourist centers.

Keywords: tourist routes, small cities, historic cities, Tatarstan, tourism development.

INTRODUCTION

Tourism is one of the most dynamic and perspective sectors of the economy. Strategy of Social and Economic Development of the Republic of Tatarstan until 2030 reflects this aspect. Nowadays, much attention is paid to development of the tourist

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infrastructure creation the brand and promotion tourism product of Tatarstan.

The Republic has a high tourist potential for the development of various types of tourism. Among them rich cultural, historical and natural resources, developed infrastructure, ethnic and cultural identity, a large number of activities. However, not all of these resources are used. Despite the number of historic cities, tourist flow is directed to Kazan, that is the main tourist center. The Great Bolgar and Sviyazhsk are also popular.

Current tourism trends create the prerequisites for further increase number of tourist visit the republic. Thus, small historical cities will become tourist centers of Tatarstan. The amount of domestic and inbound trips is increasing. This situation is caused by the economic and political conditions, as well as changes in the tourists'

preferences. This explains the relevance of the development of new tourist routes.

RESULTS AND DISCUSSION

The tourism industry of the Republic of Tatarstan annually shows steady positive development dynamics. The average increase in the tourist flow in the period from 2010 to 2016 is 14.4%.

Tatarstan is on the fifth place in Russia in terms of the number of tourist visits, behind Moscow, St. Petersburg, Krasnodar Area and the Republic of Crimea.

The tourist flow is distributed unevenly among the tourist centers. More than half of the trips are in the city of Kazan. Other popular destinations are the Great Bolgar, Elabuga and the Island-Grad Sviyazhsk (Figure 1)

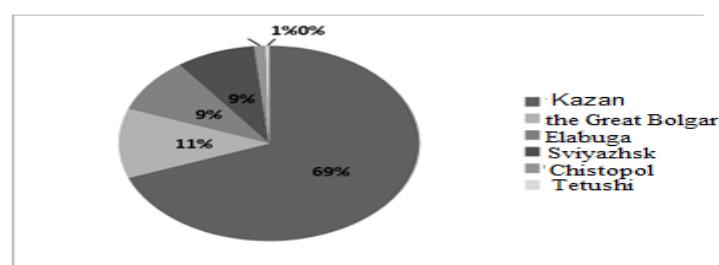


Fig. 1. Visits to the main tourist centers of the Republic of Tatarstan.

Along with the growth of the general tourist flow to the republic, there is a positive dynamic in all above-mentioned centers.

Trips for tourism and recreation prevail in Tatarstan, while business trips (27%) are mainly provided during the autumn. Domestic tourists are the largest part of visitors.

Survey of people visiting the republic showed that:

1. The republic is visited by representatives of different ages, and their ratio varies depending on the season. In the summer, most of tourists are young people up to 25 years old, in the autumn - middle-aged people (26-35 years old), in New Year's holidays - people aged 46-60 years old.
2. About 50% of tourists come to Tatarstan by train.

3. Most of the tourists come to Tatarstan for the first time (about 72%).
4. The average length of the trip is 2-3 days (approximately 60%).
5. Families with children under 16 travels mainly in summer and winter. There are a lot of school groups during the autumn.
6. The average family income of tourists is 20-30 thousand rubles.

Also, most tourists were determined by the points of interest and a cultural program in the choice of destination. In the second place was the cost of travel.

It is necessary to consider the potential impact of external factors on tourism activities. The impact of these factors is presented in the following PEST-analysis (Table 1).

Table 1: PEST-analysis of tourism development in Tatarstan

Politics	<ol style="list-style-type: none"> 1. Realization of the state program "Development of tourism and hospitality in the Republic of Tatarstan for 2014-2020"; 2. Active actions of public authorities in the development of tourism, tourist infrastructure and promotion tourism product; 3. Establishment of State Committee of the Republic of Tatarstan for Tourism; 4. Closing of several popular international tourist destinations
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	for Russian tourists (Turkey, Egypt); 5. Decline of Russian-Turkish relations; 6. Stable political situation in the region.
Economics	1. Changes in the structure of the tourist market; 2. Increasing demand for domestic tourism; 3. A few tour operators and airlines have finished operations 4. Uncertainty of the exchange rate; 5. The appreciation of the dollar and the euro, the major currencies when calculating on international routes; 6. Increase in inflation; 7. Difficult economic situation, rising costs for basic consumer goods.
Social sphere	1. Major events; 2. Social stability in the region; 3. High mobility of the population; 4. Growth of popularity of domestic tourism; 5. Increase attention to education among the residents, including in the service sector; 6. Changing the preferences and expectations of tourists (interest in visiting new places, the opportunity to learn something new, to gain unique experience, unforgettable emotions and vivid memories, etc.)
Technologies	1. Development of tourist, transport and engineering infrastructure; 2. Construction of high-speed road Moscow-Kazan; 3. Creation, modernization and classification of accommodation facilities.

Table 1 shows that significant changes in the tourism market are taking place because of the redistribution of

tourist flows. These changes are caused by closure of popular destinations and variability of the exchange rate. In this

regard, outbound flow declined, while interest in domestic tourism increased. Moreover, tourist product of Tatarstan is becoming more accessible for foreign tourists. These conditions contribute to growth interest in Tatarstan, tourist flow

and creates prerequisites for creation of a new tourist product.

Analysis strengths and weaknesses of tourism in the Republic of Tatarstan is presented in Table 2.

Table 2: SWOT-analysis of tourism development in Tatarstan

Strengths	Weaknesses
<p>1. Advantageous geographical location;</p> <p>2. Transport accessibility;</p> <p>3. High cultural and historical potential (2 UNESCO sites, 13 historical cities, etc.);</p> <p>4. Ethnic identity, a mix of different cultures (primarily Russian and Tatar)</p> <p>5. Presence of religious objects of various faiths;</p> <p>6. The presence of unique natural objects (Volga-Kama Reserve, etc.);</p> <p>7. Resources for organizing various types of tourism;</p> <p>8. Active developing infrastructure;</p> <p>9. Position and activities of the leadership of the Republic of Tajikistan, aimed at the development of tourism;</p> <p>10. Carrying out various, including international, events;</p> <p>11. National cuisine.</p>	<p>1. Insufficient awareness of Tatarstan as a tourist destination;</p> <p>2. Inadequately developed cruise infrastructure;</p> <p>3. Unsatisfactory competitiveness of the republican tourist product;</p> <p>4. Lack of variety in the tourist product of the republic;</p> <p>5. The unevenness of the involvement of the regions and tourist resources in the tourism industry;</p> <p>6. Seasonality of the tourist flow;</p> <p>7. Lack of preparation of service staff.</p>

Opportunities	Threats
<ol style="list-style-type: none"> 1. The Republic of Tatarstan is a new tourist destination for numerous segments of international and domestic tourism; 2. Increasing interest in unfamiliar and unique areas; 3. Development of ethnic tourism as a capable area; 4. Great opportunities for tourism development in comparison with other subjects of the Russian Federation; 5. Development of new competitive offers; 6. Introduction of a new brand of the Republic of Tatarstan; 7. Growth in the number of host tour operators; 8. Conducting major international events in the coming years 9. Growth of internal flows caused by the economic and political situation. 10. Strengthening of positions in the market and search for new markets 11. Active promotion of the republic, participation in international exhibitions. 12. Participation in combined routes with other regions of Russia (the Three Capitals of Russia, the Red Route) 	<ol style="list-style-type: none"> 1. Insufficient development of tourist infrastructure; 2. The discrepancy between tourist potential and actual resources used; 3. Inadequate development of public-private partnerships in the field of tourism; 4. Difficulty in monitoring the activities of the industry; 5. Weak information exchange between market participants; 6. Low incomes of a large part of the Russian population; 7. Competitiveness from other units of Russia and other countries.

The figures of Table 2 show that the Republic of Tatarstan has great potential for further development of

tourism in various areas, expansion of the main tourist centers and assortment of tourist products offered by the

republic. The main competitive advantages of the region are the rich cultural and historical heritage, cultural and ethnic uniqueness and an advantageous geographical location.

The Republic of Tatarstan has a great tourist potential for the development of various types of tourism, including cultural-cognitive, ethnic, event, etc. The main factors determining the potential and competitiveness of Tatarstan are:

- 1) Unique cultural and historical heritage;
- 2) Diverse ethnographic composition;
- 3) Advantageous geographical position;
- 4) Rich natural resources;
- 5) The presence of a major tourist center - the city of Kazan.

The territory of the republic has long history, connected with various civilizations and cultures. The cultural and historical heritage defines the identity of Tatarstan. It is one of the factors of the region's attractiveness. Here, the culture, history and way of life of different ethnic groups are interwoven.

Tourism in small historic cities is primarily due to large number of

cultural and historical resources, which are supplemented by ethnic uniqueness and close connection with natural landscapes and objects. In the republic there are about seven thousand objects of cultural, historical, artistic or scientific value, including 1327 are under protection at the federal, republican or local level. In addition, there are 82 objects suitable for ecological tourism: nature reserves, national parks, sanctuaries and nature monuments.

Many small towns and ancient rural settlements are located on the territory of Tatarstan. Main tourist centers (Kazan, Sviyazhsk, Bolgar) combined with these towns form areas of high concentration of cultural, historical and natural sights. Each district of the Republic of Tatarstan has its own characteristics, which differentiates them from each other and allows to form various tour programs form. For example, the traditional life and customs of the Tatar people have been conserved in the Arskiy district. On the contrary, the Laishevsky district is famous for many monuments of Russian culture, and there are villages of Kryashen (baptized Tatars) in the Pestrechinsky district.

Analysis of tourism resources

and tourism trends allows us to identify the main ways of active inclusion of small cities in the development of the tourism market. Based on the received data, we compiled an approximate route and program for the cities of Chistopol, Bilyarsk, Laishevo. These places were chosen because they embody diverse cultural and ethnic features, historical periods. The geographical location, attractiveness of objects of display and tourism potential were also taken in consideration. This tour goes through Kazan, Laishevo, Chistopol, Bilyarsk and ends in Kazan.

It is planned to start and end the route in Kazan, because it is the main

tourist center of the Republic of Tatarstan with high transport accessibility. Tourist flow to Tatarstan concentrates in the city. Thus, it is possible to combine a trip along the route with a visit to Kazan. Because of transport organization, it is possible to organize a visit to the Great Bolgar after the main program.

The duration of the route is 2 days, which resembles to the portrait of a tourist visiting Tatarstan, and allows to combine program with travel to other tourist centers of the republic.

Maintenance program of offered route is show further (Table 3):

Table 3 :Maintenance program of the route

Day 1	<p>9:00 - Departure from Kazan.</p> <p>Stop in Nikolsky vilage. "Here is the Russian spirit ...": familiarity with traditional Russian culture and way of life, meeting with the folklore ensemble "Karavon".</p> <p>Stop in Tashkirmen vilage: acquaintance with the culture and life of the Kryashen (baptized Tatars), the performance of the Kryashen ensemble "Surakke", a visit to the church in the name of St. Guria (1895).</p> <p>Stop in Sokury vilage. "Welcome to place of Derzhavin": a sightseeing tour, which includes visit to Stella Derzhavin, a rare monument of wooden architecture - the Intercession Church (1895), the One-Table Church.</p> <p>12:00 - Arrival in Laishevo.</p> <p>12:00 - 13:00 Lunch</p>
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	<p>13:00 - Tour of Laishevo "In the XVIII century": Familiarity with the originality of the Russian village of the XVIII century: Theatrical meeting and play with the Catherine II, G.R. Derzhavin and other characters, an excursion to the museum of the Laishevsky region named after GR. Derzhavin.</p> <p>15:00 - Departure to Chistopol.</p> <p>16:00 - City tour of Chistopol "Glorious merchant city and heroes of the past century": acquaintance with the architectural appearance of the provincial merchant city, inspection of the House of Melnikov, Nikolsky Cathedral, Skaryatinsky Garden, etc.</p> <p>17:00 - Accommodation at the hotel. Dinner. Free time</p>
Day 2	<p>10:00 - Breakfast.</p> <p>11:00 - Continuation of the excursion program in Chistopol: a visit to the Museum of the city and the Memorial Museum of Pasternak.</p> <p>13:00 - Lunch.</p> <p>14:00 - Departure to Bilyarsk.</p> <p>15:00 - Interactive theatrical tour of the Bilyar. Museum-Reserve "The Great City": meeting with the ancient people, acquaintance with the culture and life of the ancient capital of the Volga Bulgaria, the history of its rise, flowering and falling.</p> <p>Excursion "The Secret of the Holy Key": a visit to the source of the "Holy Key" - a holy place for representatives of the three religions, with a story about its origin and surrounding legends.</p> <p>17:00 - Departure to Kazan</p>

The main characteristics of this route include:

1. The length of the route: 400 km (including transfers Kazan - Laishevo, Bilyarsk - Kazan);
2. Duration of the trip: 2 days;

3. Number of tourists in the group:
 10 - 20 people;

4. Route type: sightseeing, bus.
- The purpose of the route is cultural and cognitive tourism, acquaintance with the culture and history of the Republic of

Tatarstan.

The route let tourists get to know different periods of Tatarstan development, plunge into its ethnic and cultural identity, the atmosphere of the past and experience its history. The use

of interactive and theatrical programs allows to immerse tourists into the described events, leave unforgettable memories of the trip.

The route map is shown in Figure 2.



Fig. 2. Map of the route.

The target segments of the developed tourist product are high school students, young people and middle-aged people. Segment determined by the specifics of the route.

The cost of a tour reflects all the costs of its organization and maintenance. It is calculated as the sum of fixed and variable costs per unit of tourist product.

The cost of the developed route includes:

- Transport service along the route;

- Excursion service according to the program;
- Accommodation (1 night);
- Catering according to the program;
- Entry payments.

Variable costs in the organization of this route include the accommodation of tourists in Chistopol, catering and admission pays.

To constant costs can consist of transport and excursion services.

The cost of accommodation is calculated by multiplying the cost of

accommodation for a group of tourists for one night for the number of overnights. This indicator is calculated by the following formula:

$$R_{ac.} = R_{ac/d} * N_n, \text{ где}$$

$R_{ac/d}$ - the cost of accommodation per day;

N_n - number of overnights.

The itinerary contains one overnight stay during the trip to Chistopol. Accommodation is expected in the hotel "Chistopol", the cost of accommodation is 1100 rubles per person per night in a double standard room. The maximum tourist group is 20 people.

$$R_{pr.} = 1100 * 20 * 1 = 22000 \text{ rub.}$$

The cost of catering is determined by the following formula:

$$R_c = R_{c/d} * T * N_{gr}, \text{ где}$$

$R_{c/d}$ - cost of catering per person per day;

T - duration of the tour;

N_{gr} - number of people in the group.

The program includes 1 breakfast, 2 lunches and 1 dinner. In this case, breakfast is not taken into account when calculating the cost of meals, as it is included in the room price. The average check in the cafe in the visited cities is 300 rubles per person, so

$$R_c = 900 * 20 = 18000 \text{ rub.}$$

Cost of transfer depend on the type of vehicle rental conditions, the duration of its use or the length of the route (depending on the type of rental fee: hourly or metered).

Since the route involves long-distance travel, the bus is rented for the duration of the trip along the route. It is assumed that inland transportation by this route is served by the transport company "TAT-BUS". The cost of renting a bus for 20 places is 24 rubles / km for intercity trips.

Thus, the cost of rent for the organization of this route will be:

$$24 * 450 = 10800 \text{ rub.}$$

The cost of transport services for one tourist can be calculated by the following formula:

$$R_{tr/p} = R_{tr} / N_{gr}, \text{ где}$$

R_{tr} - cost of transport rent;

N_{gr} - number of tourists in the group.

In our case, $R_{tr/p} = 10800 / 20 = 540$ rub.

The cost of excursion services includes admission fees and the work of the guide and is calculated as the sum of the cost of all excursion services.

The following excursion services are included in the service program:

Fixed costs:

Guide services - 300 rubles per hour. *
 16 hours = 4800 rubles.

Folklore program in with.
 Nikolsky and with. Tashkirmen - 500
 rubles.

Interactive program in Laishevo
 - 350 rubles.

Interactive tour of the Bilyar
 Museum Reserve - 500 rubles

Variable costs:

The Museum of the Laishevsky
 Region named after GR. Derzhavin - 80
 rubles per person

Museum of the county town -
 60 rubles per person.

Memorial Museum of Bl.
 Pasternak - 60 rubles per person.

Bilyar State Historical-
 Archeological and Natural Museum-
 Reserve - 100 rubles per person

Therefore, Rex. = 12150 rubles.

Additional costs are also the payment of meals and accommodation for the guide accompanying the group, in this case they are equal: Rr.gr = 900 + 1400 = 2300 rubles. This type of expenditure refers to fixed costs.

The total cost price of the tour route is calculated as the sum of the cost of the services included in it:

$S = Rnp. + Rd. + Rapid. + Rex. + Rr.gr,$
 where:

S - cost of the tour route;
 Rtr - cost of transport service;
 Rac - cost of accommodation;
 Rcat - cost of catering;
 Rex. - the cost of sightseeing;
 Rr.gr - costs for the team leader.
 $S = 10800 + 22000 + 18000 + 12150 + 2300 = 65250$ rubles.

Per one person. = $65250/20 = 3262.5$ rubles.

The price of a tourist product is calculated in most cases using the "costs plus profit" method. On average, 10 - 25% of profits are pawned.

Take the commission for this route 15%. Then:

$P = Sp + 15\%$, where
 S - the cost price per person;
 P - vacation price of the permit.
 $P = 3262.5 + 15\% \sim 3750$ rubles.

In the future, when implementing this route, it is possible to vary the price using the profitability coefficient established depending on the demand for the tourist product, the season, etc. In this case, the price is determined by the formula

$P = S * K$, where:
 K - established coefficient of profitability.

Given the size of all costs and the planned rate of profit, we determine

the critical point of profitability - the minimum number of tourists that cover all costs. Zero profitability at the level of the tour is determined by the formula:

$$K_0 = A / (P - B), \text{ where:}$$

A - the size of fixed costs;

B - the size of variable costs;

K₀ - number of items to ensure zero profitability.

$$A = 4800 + 500 + 500 + 350 + 10800 + 2300 = 19250$$

$$B = 1100 + 900 + 60 + 60 + 80 + 100 = 2300$$

$$K_0 = 19250 / (3750 - 2300) = 13.28 \sim 14$$

Thus, to cover the cost of organizing the route at this price, you need to recruit 14 people in the group.

In our opinion, the most optimal option is the organization of service on the route for groups of 20 people. In this case, we not only receive the greatest profit, but the price of a voucher for a tourist is profitable against the background of other offers, which becomes one of the competitive advantages. However, it must be remembered that in this case the route will pay off only if a group of more than 14 people is collected, so the control phase in the implementation of the route is of great importance.

Conclusion

The Republic of Tatarstan has a high tourist potential for the further development of various types of tourism. The main attractive factors are a rich cultural and historical heritage, cultural identity, caused by the joint residence of various ethnic and religious groups, wide opportunities for engaging in various activities during their stay in the republic.

Currently, there is a change in the tourist market, caused by economic, political and social reasons. Increased interest in domestic tourism, respectively, in the structure of the tourist flow of domestic travel across Russia begin to prevail over exit, also observed growth and entry flow. This provision creates new opportunities for further development of tourism in the country and the need to create new tourist products.

When organizing the route, the territorial organization and the correspondence of the subject of the trip, the ratio of the volume of services rendered, are of great importance.

The trends observed in the development of world tourism, suggest that the modern tourist seeks to get

acquainted with the lifestyle in the visited region, gain new experience and new knowledge, create unforgettable memories. There is an increasing interest in new directions that have not been used before in mass tourism, unique cultures and natural places, the desire not only to see but also to experience the way of life of the people on their own experience.

When organizing the route, not only existing tourist resources are used, but also specially created additional attractive resources (thematic parks, festivals and shows, etc.). At present, the degree of involvement of tourists starts to have a big impact on the attractiveness of tourist products, direct participation becomes one of the ways to perceive tourist resources, so the role of animation in tourism (animation tours, interactive events, quest tours, etc.) increases.

Based on the results of the analysis of tourism and tourism resources of the Republic of Tatarstan, we developed a two-day tourist route through small historical cities of Tatarstan. The route united the cities of Laishevo, Chistopol and Bilyarsk, as well as the villages of Nikolskoe, Tashkirmen and Sokury. The route allows you to get acquainted with the peculiarity of the Republic of Tatarstan,

which is reflected in the combination of cultures of several ethnic groups and objects of different eras.

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