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ANALYSIS OF THE MODERN CONDITION OF TOURISM IN THE ECONOMY OF THE REPUBLIC OF TATARSTAN

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ABSTRACT

The modern tourism industry, based on the unique natural and cultural potential of the Republic of Tatarstan (RT), is a natural backbone of flexible integration of tourism with system of international trade in tourist services, one of the most dynamically developing and efficient in terms of return on capital invested by the industry, despite its capital intensity. Today, almost all existing types of tourism are represented in Republic of Tatarstan. As part of the development of the tourism cluster in the Republic of Tatarstan., priority directions for the development of tourism were identified, such as business, environmental, cultural and educational, as well as extreme types of tourism. After analyzing the current state of tourism in RT, the authors propose to solve the following questions in order to increase the investment attractiveness of the tourism sector:- to raise the awareness of the international business community on the tourist opportunities of the RT; - take measures to create and develop the tourist and souvenir industry with the use of the capabilities and resources of the Small Business Support Fund and other domestic institutions development; - to develop regional master plans for development of areas most attractive for the development of inbound tourism, tourist infrastructure facilities that meet international standards.

INTRODUCTION

KEY WORDS
personnel training,
evaluation, forecasting,
tourism, system,
economy.

In modern conditions of development of the world economy, tourism is becoming one of the leading and fastest growing industries. According to the World Tourism Organization (UNWTO), tourism is the fourth largest global exporter of goods and services (7.4%), second only to cars, chemicals and fuels [1]. By profitability, this industry ranks third in the world after the oil industry and the automotive industry. The growth of the revitalization of the travel industry was able to extend, even despite a number of factors that adversely affect tourism: local wars, ethnic conflicts, a series of terrorist attacks in different countries, the effects of tsunamis, a prolonged period of tropical storms in the Western Hemisphere, incredibly hot summer months or vice versa, large-scale floods in European countries, etc.

According to the World Trade Organization (WTO), tourism is recognized as the number one global industry [2]. At the beginning of the third millennium, it employed more than 200 million people, half a billion tourists spent on travel more than one-third of a trillion US dollars, which is about 10% of annual consumer spending.

But, unfortunately, today RT, having a rich tourist and recreational potential, is characterized by an insufficient level of tourism development. In 2019, in the Russian Federation, according to the data of Rostourism [3], 4377 tourist organizations and tourist companies function. According to the UNWTO, the Russian Federation is among the ten most visited countries by tourists [4]. The number of foreign citizens who visited the Russian Federation in 2017 compared to 2016 decreased by 0.74%, from 24,571 thousand to 24,390 thousand people [4].

At the same time, the number of outbound tourist trips of Russian citizens to foreign countries for 2017 compared to the same period in 2016 increased by 25.17%, which amounted to 39,629 thousand people (31,659 thousand people in 2016). Currently, the share of tourism in the GDP of the Russian Federation is 1.5%, although in developed countries this figure reaches 10% [4].

In 2016, the flow of tourists to Tatarstan grew by 7% and amounted to 2.9 million people. The number of foreign visitors increased by 6.7% to 250.5 thousand tourists. Most of the foreigners were visited by the representatives of Turkey (13.5 thousand), China (10.2), Germany (6.3), the DPRK (2.7) and India (2.7).

The turnover of services rendered in the field of tourism, taking into account related industries amounted to 19.5 billion rubles. 2.9% more tourists began to use hotel services, sanatorium and health - by 5.6%

In 2018, the flow of tourists to Tatarstan grew by 9.6% compared with 2017 and amounted to 3.4 million people. This was stated by Chairman of the State Committee of Tourism of the Republic of Tatarstan Sergey Ivanov at a meeting of the final board of the department. "Tatarstan is one of the leaders among the regions of the Russian Federation in the field of tourism and shows a steady positive trend in the main indicators of the development of the industry. In 2018, the flow of tourists to the Republic of Tatarstan amounted to 3.4 million people, which is 9.6% more than in 2017 ", Ivanov noted [5].

According to him, the Kazan Kremlin Museum-Reserve was especially popular among tourists. It received almost 3 million visitors, the Bulgarian State Historical and Architectural Museum-Reserve (more than 520 thousand tourists), Sviyazhsk Island (510 thousand). and Yelabuga (505 thousand). The total volume of services rendered in the field of tourism, taking into account related industries (the cost of food,

Received: 14 Aug 2019
Accepted: 17 Sept 2019
Published: 20 Sept 2019

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transportation, shopping) in 2018 should reach 28.3 billion rubles. This is almost 37% more than in 2017 [5].

An analysis of tourist flows in Tatarstan shows that mostly foreign tourists visit Kazan. Tourist flow in Kazan in 2018 reached 3 million 200 thousand people, which is 14% higher than the previous year. This is 6 times more than in 2005, when Kazan celebrated its millennium, and 2 times more than in the year of the World Summer Universiade 2013. The capital of the republic has become the fifth city in Russia, the number of tourists in which exceeded 3 million. At 26.5%, there were more tourists from abroad compared with 2017. In 2018, Kazan visited 251 thousand 973 foreigners, mostly guests from China, Colombia, Germany, Iran and the United States.

The number of tourists who spent 4 to 7 days in Kazan increased by 11%. Most travelers (47.7%) still stayed in the city for 2-3 days.

The average annual hotel load increased by 3% and reached 60%. The peak load fell on the days of the FIFA-2018 World Cup matches and amounted to 91.5%. The average percentage of loading hotels and hostels during the championship period was 81%.

The number of hostels has increased in Kazan. If in 2017 10 hostels were opened, last year - 30. Today, the hotel fund of Kazan is represented by 230 accommodation facilities for 8.2 thousand rooms (19 thousand beds), 103 of which are hostels.

The most attractive places to visit for tourists in 2018 were traditionally the hotel-entertainment complex with the Kazan Riviera water park and the Kazan Kremlin, which visited 837 thousand 712 people and almost 2 million 923 thousand people, respectively.

In 2018, the active development of the tourist infrastructure of Kazan continued. Thus, within the framework of the program of installation of tourist navigation in the city, 50 additional objects were installed: 18 music stands, pointers of monuments, 28 information signs of the direction of movement, and 4 maps of the city in Russian, Tatar and English.

The most ambitious and bright events of the tourism calendar were the opening of the tourist season in the format of the quest "Ai Da Kazan!", The festivals "Tasty Kazan", "Gastronomic Map of Russia", "Window to Spain", the festival of military orchestras "Fanfares of Kazan", and winter festival "KyshDaKar-fest" and night cycle fest. It is worth noting that the festival "Delicious Kazan" won the Grand Prix in the final of the Russian Event Awards and became the best gastronomic event in Russia.

MATERIALS AND METHODS

As a research methodology, general scientific methods of cognition were used in the work: dialectical, abstract-logical, statistical, functional and structural-level research methods, methods of system analysis and synthesis.

RESULTS AND DISCUSSION

The situation that has emerged today in the domestic tourism market is characterized by the following factors: the demand for tourist services in Tatarstan is limited by the material resources of citizens, by a small number of recreation centers that provide an adequate level of comfort.

Inconsistency of interests in relations between tour operators of the domestic market and enterprises of the sanatorium-resort complex of the country leads to dissatisfaction of the needs of Tatarstan citizens.

Therefore, it is natural to assume that with the qualitative development of tourism in the Republic of Tatarstan, a certain number of local tourists vacationing now abroad will give preference to Tatarstan tourist destinations, leaving tourism expenses within the Republic of Tatarstan.

It is quite obvious that in the RT there is an integral system of tourism. But there are also significant shortcomings: separate branches of the tourism industry are developing, practically unrelated to each other, each of them has its own shortcomings, shortcomings and at the same time positive aspects.

Creating a developed competitive tourism industry to provide employment, a stable growth of state and population incomes by increasing the volume of inbound and domestic tourism is impossible without appropriate investments.

The main reasons that impede the accelerated development of tourism in Russia and in RT include:

- high prices for all types of services, including transport, hotel and restaurant;
- insufficient development of infrastructure (transport, utilities, condition of roads, considerable distance between settlements, etc.), including considerable physical and moral deterioration of a large number of tourist industry objects, lack of tourist-class hotels, insufficient development of

engineering, transport and social infrastructure in places of tourism, inaccessibility of tourist facilities, low level of service in tourist places, insufficient quantity and quality of service of roadside facilities infrastructure;

- lack of qualified personnel in the field of tourism - including the academic nature of education, some isolation of educational programs from the requirements of the labor market, the needs of production, the expectations of employers, etc;
- inadequate level of regulation of the tourism industry and hotel business in terms of the lack of definition of places of accommodation, as well as standards applicable to certain types of accommodation, the absence of legislation regulating social tourism applicable to workers and employers (lack of a system of tourist certificates) tax incentives for the tourism industry;
- possible obstacles for the development of the tourist business, including the presence of administrative barriers, the availability of state support instruments that require further improvement.

According to experts, Tatarstan's competitive advantage lies in its unique culture (cultural tourism), its rich natural potential (ecological tourism), increased business activity (business tourism), and the opportunity to engage in active leisure activities, such as sports and adventure (extreme) tourism.

Indicative experience of the development of tourist centers in Italy, USA, United Arab Emirates and Turkey. At the heart of the development of the tourism industry in these countries was the formation of the infrastructure of the tourism industry, transport and services.

The basis of the tourism infrastructure of world tourist centers is modern hotels, theaters, entertainment centers. Also an important role in the development of these tourist centers played a rich historical and cultural heritage and climatic conditions. The effective development of the tourism industry in these regions has been facilitated by the state's support for entrepreneurial business initiatives, as well as public-private partnerships in the development of tourism infrastructure. Also one of the priority activities for all areas is the development of social tourism, which provides opportunities to meet the needs of tourist services within the country for certain categories of the population, including elderly citizens and people with disabilities. In partnership with the private sector and industry associations, it is necessary to step up efforts to promote incentive tourism and introduce a mechanism for encouraging workers with recreation vouchers. Measures for the development of social tourism will include economic incentives for organizers of social tourism and benefits for its participants in the provision and receipt of tourist services, the creation, reconstruction and operation of social tourism facilities.

Sustainable development of the economy of Tatarstan, the implementation of a set of measures for industrial-innovative development contribute to the active attraction of foreign capital. Therefore, there are all the prerequisites for attracting foreign and domestic investment in the development of the tourism industry, forming a high level of tourism management in order to ensure clear coordination of actions of regional levels of government, promote the development of private initiatives; the creation of the information space of the industry, the development of an effective system for promoting the Tatarstan tourism product to foreign and domestic markets; adoption of the necessary regulatory acts on investment and taxation. These are the main directions of the cluster development of tourism, planned for implementation in the framework of the developed regional master plans.

Tourism infrastructure. The reformation of social and economic life carried out in the Republic of Tatarstan has not yet fully affected tourism and its infrastructure. Due to the weak material base of tourism, Tatarstan loses millions of dollars annually, which makes it necessary to attract capital investments in the tourism sector, as well as funds from domestic and foreign investors [6, 7].

One of the reasons for the underdevelopment of the infrastructure of the tourism industry in Tatarstan is that, at the regional level, it was not targeted as a branch of the economy. No attention was paid to integrated forecasting, long-term planning, the territorial organization of tourism and non-state tourist structures. A factor hindering the development of the industry is also the non-recognition of tourism activities a priority on the part of local governments, despite the fact that most of the revenue from tourism goes to the local budget.

The domestic tourist market in most developed countries in the tourism plan brings from 30 to 50 percent of the total income from tourism [8].

In this regard, Tatarstan has good prospects. At the same time, it should be noted that today domestic tourism is mostly spontaneous, unorganized. The exception is the activities of a few resorts, resorts and tourist centers. Due to the lack of a proper understanding of the development of this type of tourism, the state budget does not receive a huge amount, the infrastructure continues to collapse, and serious damage is caused to the ecological state of natural, cultural and historical monuments.

The most important component of the tourist product is transport.

Analysis of tourist activities showed that tourists arriving from abroad in the cities of Kazan, Nizhnekamsk, Naberezhnye Chelny have business visit goals (business tourism) and prefer to stay in hotels that provide quality service and a full range of services.

The further development of a network of hotels of international level in large cities - business centers of the Republic of Tatarstan will depend on business tourism.

One of the most serious limiting factors in the birth of the tourist business in the Republic of Tatarstan was the low material resources of the tourism industry. The main reason for the provision of low-quality tourist product in regional centers to foreign visitors was and remains the lack of hotels of the appropriate class, boarding houses, homes and recreation centers, as well as spa facilities, which are characterized by a high degree of moral and physical deterioration.

In the field of air transport. At the present stage of its development

The transport complex of the republic is characterized by a satisfactory condition of fixed assets, but insufficiently developed infrastructure and technologies. As a means of transporting tourists to Tatarstan, the main role is played by air service. Therefore, an extremely important issue is the development and strengthening of positions in the market of the national air carrier.

One of the main factors influencing the development of international tourism is passenger air travel. Most tourists prefer in terms of service and reliability of services of foreign carriers, which entails a reduction in passenger traffic on flights operated by domestic carriers. Moreover, the high cost of air tickets increases the cost of tourism products in Tatarstan and, accordingly, reduces its competitiveness in the international market.

Currently, Tatarstan has airports that have access to international air transportation in the cities of Kazan and Nizhnekamsk.

Air transport in the Republic of Tatarstan is represented by the activities of five enterprises engaged in air transportation: - YuVT AERO, carrying out regional air transportation from the airports of the Republic of Tatarstan - airlines "Tulpar Air", "Tulpar Express", "Kazan Aviation Enterprise" and "Aviaservis" operating in the segment "Business Aviation". Clients of airlines are state and public organizations, large and medium business of the Republic of Tatarstan and the Russian Federation [9].

Each of the three agglomerations formed in the Republic of Tatarstan (Kazan, Kama, Almetyevsk) has the presence of its own airport complex. The Kazan International Airport is located on the territory of the Laishevsky municipal district of the Republic of Tatarstan, 28 km south-east of Kazan. Regular and charter flights are carried out from the airport to the cities of Russia, to the near and far abroad. Currently, Kazan International Airport is a multifunctional airport complex with great potential, well-equipped technically. The work of the airport is highly appreciated by leading experts, repeatedly making Kazan Airport one of the leaders in the global airport industry [9].

International Airport "Begishevo", located 21 km from the city of Nizhnekamsk and 24 km from the city of Naberezhnye Chelny. To date, work continues on the reconstruction of the Begishevo airport complex, the implementation of which began in 2010 and is envisaged until 2021. Measures to modernize the airport "Begishevo" are reflected in the Strategy of Social and Economic Development of the Republic of Tatarstan until 2030 and are of particular relevance due to the intensive development of industrial production in the Kamsky innovative territorial production cluster [9].

Bugulma Airport is the "air gate" of the oil southeast of Tatarstan. The airport is located 7 km from the city of Bugulma. From the airport there are regular and charter flights to the regions of Russia.

According to the Ministry of Transport and Road Management of the Republic of Tatarstan, in 2018, the airports of the Republic of Tatarstan served (on arrival and departure) 3,961.9 thousand people, which is 21.3% more than the same period last year (2017 - 3,265, 2 thousand people). An additional factor stimulating the development of the industry is the participation of the Republic of Tatarstan in the implementation of federal programs to subsidize regional air travel. In 2018, the Republic of Tatarstan took part in the co-financing of 23 routes under the program of subsidizing air travel in the Russian Federation (from Kazan to Orenburg, Samara, Penza, Perm, Nizhny Novgorod, Nizhnevartovsk, Surgut, Novy Urengoy, Tomsk, Voronezh, Barnaul, Yaroslavl, Kaliningrad, Makhachkala, from Nizhnekamsk to Nizhny Novgorod, Yekaterinburg, Mineralnye Vody, Krasnodar, Rostov-on-Don, from Bugulma to Nizhnevartovsk, Surgut, Novy Urengoy, Noyabrsk). Regular flights at special fares made it possible to ensure the availability of regional air transport for the population, strengthen air traffic between the cities of the Republic of Tatarstan and other regions of Russia, and provide new opportunities for development and interaction [9].

In the field of railway transport. In recent years, rail transport is a popular means of transportation for the majority of the population of the republic because of the more affordable ticket prices.

On the territory of Tatarstan pass 132 routes of passenger trains of their own formation. Including in the commuter train run on 69 routes; in local traffic - 49. Also, 17 passenger transit trains run through the territory of the Republic of Tatarstan.

Railway passenger transport of the Republic of Tatarstan is represented by the activity of the suburban company JSC Commonwealth. According to the results of work in 2018, 6.43 million passengers were sent

by suburban rail transport, which is 105.7% compared to last year (6.08 million passengers in 2017), including 295.026 thousand citizens of preferential categories and 632.470 thousand students and schoolchildren. In 2018, for the convenience of passengers, a transfer was made to the daily run of the suburban train Izhevsk - Nizhnekamsk. In early December, the new route Sviyazhsk - Bois - Sviyazhsk was opened. Together with JSC Russian Railways, work was done to improve the quality of public services provided by rail. A new high platform was built at Sviyazhsk station. In the framework of the execution of orders of the President of the Republic of Tatarstan R.N. Minnikhanov, following the results of working visits to the Republic of Belarus and Uzbekistan, together with the Federal Passenger Company JSC, a direct railway connection was organized in Kazan-Minsk and Kazan-Tashkent directions. In December 2018, the movement of accelerated daily trains from Kazan to Samara was organized. Currently, the Ministry of Transport and Road Management of the Republic of Tatarstan is working on the issue of opening a direct train from Kazan to Simferopol.

Water transport. The maintenance of waterways in the Republic of Tatarstan is entrusted to the Kazan region of waterways and navigation and the Nizhnekamsk region of waterways and navigation. The Republic of Tatarstan is connected to the international network of waterways by the Volga and Kama rivers. From Kazan waterways pass: - in a southerly direction - through the city of Volgograd, Astrakhan, Rostov-on-Don (the Caspian, Azov and Black Seas); - in the western direction - to the city of Nizhny Novgorod, Moscow, St. Petersburg and the north-western regions of Russia with access to the Baltic Sea; - in the east direction - to the city of Ufa and the city of Perm. There is a possibility of a direct exit from the Kazan port to the ports of the r. Danube river-sea class vessels. Passenger transportation in suburban traffic on water transport in the republic is carried out by two companies: JSC Shipping Company Tatflot and LLC Naberezhnye Chelny Production Association of Nonmetallic Materials.

According to the results of work in 2018, water passenger transport in the suburban traffic carried 326.7 thousand passengers, of which 73.4 thousand people are a preferential category of passengers.

Automobile transport. In recent years, motor transport has been actively used for tourist purposes, since, in accordance with a decree of the Government of the Republic of Tatarstan, the list of public roads of republican significance includes roads leading to large tourist sites and representing the greatest interest in terms of further tourism development. Also, road transport is used to organize excursion routes. However, its development depends entirely on the condition of the roads and the availability of proper maintenance of tourist vehicles [10]. To date, 150 inter-municipal regular transport routes are serviced in the republic, which employ 579 buses.

Automobile transport of the Republic of Tatarstan is represented by the activities of 43 carriers of various forms of ownership, including 15 major road transport enterprises of the Republic of Tatarstan.

For 2018, motor transport enterprises of the republic transported 216.3 million passengers on regular routes, which is similar to last year; passenger traffic on public buses on regular routes in 2018 was 1,379.5 million passenger kilometers, which is 0.08% more than in 2017. Thus, for the development of a tourism infrastructure capable of ensuring a steady influx of tourists, taking into account the specifics of the national tourist product, it is necessary:

- development of transport and road infrastructure for general use and to meet tourist needs;
- development of related infrastructure: water, electricity, sewage and solid waste disposal systems, telecommunications in existing and potential tourist areas;
- the creation of tourist complexes, ethnographic museums and recreation areas;
- restoration and museification of historical, cultural and ethnographic monuments;
- development of projects and construction of tourist facilities, including medium and small accommodation facilities, with a view to ensuring year-round use [10].

Thus, the main directions and measures for the development of tourism in Russia and the Republic of Tatarstan will be: 1. Increasing the availability and improving consumer properties of tourist products through the use of package tours, cooperation with Russian Railways and an increase in charter flights; 2. Development of infrastructure due to the implementation of FTP; 3. Diversification of tourist offers due to the development of tourist routes; 4. Improving the quality of tourist service through training, certification and certification of tourist personnel; 5. Increasing market transparency by maintaining registers and changes in legislation; 6. Raising the awareness of tourists through the introduction of the national tourist portal Russia. Travel.

CONCLUSIONS

Today we are obliged to build all the necessary infrastructure of the modern tourist industry. If we want tourists to come to us, we must urgently reconsider many approaches in this direction: from the cost and terms of visa processing to the construction of large tourist centers for recreation and entertainment. In the development of tourism should be interested in many government departments and regional executive bodies, as tourism covers a huge range of services and production in various industries. A lot depends on the initiative of local authorities, on their understanding that tourism can be a source of prosperity for the region. In addition, for the creation of powerful tourist centers capital investments are needed, both from the state and from domestic and foreign investors. Therefore, we must create the necessary conditions for

the early emergence of a developed tourist complex that meets all international standards and requirements.

CONFLICT OF INTEREST

There is no conflict of interest.

ACKNOWLEDGEMENTS

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

FINANCIAL DISCLOSURE

None.

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