

Innovative ways of using the tourist potential as the basis of territories development

Zhanna Mingaleva¹, Oleg Bunakov²

¹Perm National Research Polytechnic University, Komsomolsky Av. 29, Perm, 614000, Russia

²Kazan (Volga Region) Federal University, Kremlyovskaya St. 18, Kazan, 420008, Russia

Abstract. The aim of the article is to evaluate the possibilities of development different kinds of tourism in Russia and to ensure social and economic development of certain areas on this basis. We propose an innovative approach to the development of a number of tourist destinations in the Republic of Tatarstan and Perm region by combining the most interesting, perspective and becoming popular types of tourism. As an innovative offer and the main direction of analysis cruise tourism is taken in conjunction with environmental, religious, cultural and historical tourism. The tourism and recreational potential of the research areas, their possible involvement in the formation of the flow of inbound and domestic tourism have been studied. The conditions for the joint projects creation in the field of tourism and their development prospects have been found out.

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Introduction

Today tourism is becoming an increasingly important factor for social and economic development of society, ensuring the flow of money in business sector, local, regional and federal budgets, contributes to the creation of additional jobs and stimulates the self-employed population in general, has positive impact on the level and quality of living in tourist areas. The development of tourism contributes to the preservation of national, historical and cultural traditions of the nations, primarily due to expansion of historic, military and patriotic, cultural and ethical tourism.

Many regions of Russia have great natural and recreational resources, rich historical and cultural values, which can and should be used for the comprehensive development of inbound and domestic tourism.

According to the World Tourism Organization (UNWTO), in 2011 the number of tourists worldwide was 983 million people, in 2012 - 1035 million people, and in 2013 reached 1087 million people, i.e. it is growing steadily despite the economic and political problems in the world [1]. Taking into account the preservation of these trends, as predicted by UNWTO, the number of international tourist trips in 2014 will increase by 4-4.5% (it will reach 1,136 billion people), and in 2020 it will reach 1.5 billion people. In many countries, tourism earnings are the major budget line, the importance of which has increased under the current financial crisis and economic recession. According to the UNWTO, in the period of 1990-2011 revenue from international tourism grew from \$ 264.0 billion to \$ 1030.0 billion. By 2020, revenue from international tourist trips is

expected to grow to \$ 2 trillion [2]. In consideration of the foregoing, it should be noted that Russia must become more actively involved in the global tourism sector, forming a large tourist flows in different regions of the country.

Theoretical part

The increasing importance of tourism in social and economic development of many countries is noted by Russian and foreign researchers for a long time [3-11]. Admitted success of the World Student Games in the Republic of Tatarstan in 2013, the Summit in Vladivostok in 2012, the Winter Olympic Games in Sochi in 2014 and several other major international events, allowed to create high tourist image of these areas, which should be used as fully as possible in the future. This in turn requires a search for new and innovative solutions to empower the use of tourist potential of these and other regions, the development of their tourism resources, attraction of new sources to promote internal and external tourism.

Research methods

The research includes analysis of the statistics of tourism development in Russia and its regions. As research methods, factor and structural analysis, forecasting methods are taken.

Statistical and factual information is taken from the reports of the World Tourism Organization (UNWTO), the materials of the Federal Target Program "Development of domestic and inbound tourism in the Russian Federation (2011-2018)" [12], the reports of the Federal Agency for Tourism of the Ministry of Culture of the Russian Federation [13] and the Russian Union of tourism industry [14], materials and regional support programs for tourism development [15-16].

Development of tourism potential in the Russian regions

Today the tourist potential of Russia is considered high. Among the Russian regions the highest tourist potential traditionally has Moscow and St. Petersburg. According to the rate of development, the Republic of Tatarstan, Krasnodarskiy Kray and several other regions of the country have been joined to these cities. In particular, according to the analysis of the Russian Union of Travel Industry, most popular cities for domestic travel with children in 2013 were St. Petersburg, Moscow, Kazan, Sochi, Anapa, Pskov, Nizhny Novgorod, Kostroma, Yaroslavl and Novgorod [17]. In 2013, the city of Sochi became one of the top three leaders of hotel reservations for leisure and Samara region – one of the three leaders of event tourism [18]. Ulyanovsk became the center of international tourism from China. [19]

Evaluating the prospects of the Russian regions in the development of inbound and domestic tourism is necessary to consider the possibility of specific areas in terms of their existing tourism and recreational potential.

The peculiarity of Russia in comparison with many other countries (primarily in Europe), is that a significant portion of its tourism potential consists of the natural landscape, including national and natural parks, natural monuments, nature reserves, eco-friendly facilities. They are the basis of such an increasingly popular tourism types as ecological, recreational, health, sports tourism. Other excellent prospects for development in the Russian forms of tourism are cultural, educational, historical, cruise, pilgrimage (religious), nostalgic, military and patriotic, ethical, urban (factory), extreme tourism.

In this regard, one of the most promising directions of tourism development in Russia may be consolidation of the efforts of several regions to promote specific types of tourist services. For example, river cruise tourism on the territory of the Republic of Tatarstan, Permskiy Kray.

The Kama River is common waterway for the Republic of Tatarstan and Permskiy Kray and unlike most of the rivers of the European part of Russia it is a navigable river throughout the navigation season. The beginning of tour itineraries can be organized in Kazan. At the same time, recreational cruise tourism can be combined with visits to various cultural, historical, religious, natural landscapes and other tourist facilities. For example, tourists interested in Orthodox shrines will be attracted by the possibility of visiting Orthodox monastery in the Republic of Tatarstan (Holy Dormition, Raif, Mother of God, etc.), and in Permskiy Kray - Belogorskiy monastery "Northern Athos", which is one of the most unique places in Russia.

For those who like unique natural sites in Permskiy Kray Kungurskaya ice cave, Stone Town, Valley of Falls, Stone Ermak and other natural objects will be interesting. The Republic of Tatarstan has more than 80 eco-tourism sites, Permskiy Kray has no less. They include reserves, national parks and natural monuments.

River cruises can be successfully combined with sightseeing programs of historical and cultural directions. For those interested in the history of Russia and its regions, its architecture and art of building, national traditions and holidays, Kazan citadel, an old part of Kazan, constructions on Sviyazhsk island, which preserved temples such as the oldest wooden Trinity Church (1551), Assumption Cathedral, etc., as well as the ancient city of Bulgar, which is a sacred place for people of Tatarstan and Muslims around the world, will be interesting in the Republic of Tatarstan [20]. In Permskiy Kray tourists from all over the world are attracted by the Museum of Wooden Architecture "Hohlovka", museum of political repressions "Perm-36" and a number of other cultural and historical sites.

The peculiarity of both regions is their multinationality, diversity of religions, traditions and cultures. The Republic of Tatarstan is the center of Tatar world. Kazan is one of the largest centers of Islamic civilization. The country hosts the annual World Congress of Tatars. Kul-Sharif Mosque, Marjani, the city of Bulgars are objects of pilgrimage tourism. There is tolerant attitude towards other peoples and religions in the republic. Tatarstan has more than 300 Muslim and Orthodox monuments of history and culture. On the other hand, Tatars constitute second-largest nationality living in Permskiy Kray. The region has the Tatar folk theater, more than 100 educational institutions in the Tatar language, it publishes newspapers, produces television and radio programs. In the Republic of Tatarstan as well as in Permskiy Kray there are unique traditions of peaceful coexistence between the two great cultures which should be used to attract tourists.

Also both regions make suggestions about the need for active promotion of Tatar holiday Sabantuy and other national festivals as tourist events in Russia and abroad. This can form the basis of new tourist routes and offers.

Conclusion

Tourism sphere is currently one of the stable and dynamically developing sectors of the world economy. Inflow of tourists increases revenue of not only the tourism industry enterprises, but also related industries such as catering, transportation, building, crafts, communications, etc.

A number of Russian regions already have conditions for active development of tourism at the

international level, i.e. good geographical position, high tourist and recreational potential, the presence of unique natural features, good transport accessibility, rich history, the diversity of traditions, cultures and customs. This creates opportunities for the development of various new types of tourism, complementing traditional one: cruise, recreational, cultural, educational, ethical, urban, nostalgic, extreme tourism, festivals, military and historical reconstruction, other events [21-22]. These tourism directions are now becoming increasingly popular and, according to experts, are very interesting for visitors from Europe, China and other countries.

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Corresponding Author:

Dr. Mingaleva Zhanna
Perm National Research Polytechnic University
Komsomolsky Av. 29, Perm, 614000, Russia

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