

## Development factors of Kazan region recreation area

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**Abstract.** The article deals with natural and socio-economic prerequisites of Kazan region recreation area development. In recent years this territory has become a place of significant sport and cultural events, such as the 1000<sup>th</sup> anniversary of Kazan, The 2013 Summer Universiade, the forthcoming World Water Sports Championship, The 2018 FIFA World Cup. Nature-recreational potential of the territory as a result of interaction of the human and natural factors have been estimated. Infrastructure, cultural and historical objects were the leading ones among the human factors. Tourist- recreational zoning has been done. Six specialized recreational sub-areas and their distribution area have been identified. Tourism types, recreation and recreational areas development perspectives have been defined. The importance of further development of the area analyzed is highlighted, because of the increased status of Kazan on Russian and the World stage.

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### Introduction

The question about the development of specialized territories, which have the highest concentration of the objects of the touristic and recreational significance, well-developed infrastructure is topical as a result of the shift of the Russian Federation to the market economy model. [1]. Such territories must be aimed not only to respond to the recreational needs of Russian population, but also they must be focused on external demand. Recreational areas design and implementation is a part of Tatarstan regional policy. The organization of different activities, also including the reconstruction of significant historic events are considered to be the encouraging steps in involving visitors and the growth of tourism flow.[2].

The studied region is characterized by diversified economy and stands out as one of the most successful regions in Russia. It is the most populated region of the Republic and its main Migration Center [3-5]. The development of tourism sphere is necessary for creating the opportunities to meet the recreational needs of population, to form and create an attractive image of the Republic. For many municipal entities, the recreation and tourism industry might become a significant source of revenue and the main industry of agriculture development [6].

Kazan region recreation area, which includes six suburban municipal districts under a strong influence of the capital (Kazan city), is considered to be the most effective area to achieve established goals. International experience shows the necessity of targeted planning of the region recreation landscapes around large urban settlements [7].

### Research methodology

Traditionally recreational potential is measured in the process of territory planning of recreation distribution areas and habitats [2]. In assessing recreation area, the data on nature-resource potential and socio-economic conditions is used [8,9].

For the nature-resource component's assessment such measures as a terrain ruggedness, forest cover, the average river network density, density and the number of lakes, the number of Specially Protected Nature Areas (SPNAs) were taken into account.

The socio – economic components for assessing the recreational potential are cultural-historical heritage objects, recreational facilities, sanatoriums, holiday resorts, camps, and the density of the road networks as an indicator of infrastructure territory availability.

Let us take into consideration a group of nature factors. Assessing the recreational potential, a terrain ruggedness allows identification of the main recreation types, which are particular for a special territory. Finally, it gives the information which development direction should be taken on this or that certain territory (especially it is important for development of such types of tourism as skiing, sports tourism, etc.).

The assessment of the weather-climatic conditions establishes the dependence of the meteorological factors' influence on the human condition, thus it gives information about the territory conditions for the human being from the climatic point of view. Taking into account minor amplitudes of meteo parameters on an the area concerned, this indicator has not been used.

The forest cover, the average river network density were taken from a Cartographic material, from Atlas of the Republic of Tatarstan [10]. The forest

cover is a framework of natural environment, which gives an opportunity for tourists to use the territories as recreation, except some SPNAs. The average river network density shows which areas are acceptable to develop water sports.

Density and the number of lakes are very important in assessment of the area coverage from the viewpoint of nature –based tourism, organization and planning of recreation areas. [10]

The SPNAs amount is aimed at keeping information about unspoiled nature within its investigation. The indicator was taken from the State register of specifically protected territories.

Socio-economic indicators were received from cartographic fund [10], fund materials of the Geography and Cartography Department of Kazan University. The cultural heritage sites of Tatarstan identify tourism strategies and directions for municipal areas.

Recreational facilities allow tourists to relax on their territory. The density of the road networks indicator informs the development of the territory and the connection with the other objects [11, 12].

Assessment of the recreational potential was based on the points scoring system. Every district’s recreational potential was determined by ranging of the final values into five groups according to a five-point scale. 1 point means low, 2 points mean low, 3 points mean average, 4 points mean high and 5 points mean very high. Combination of factors and their base characteristics are represented in Table 1.

**The main results**

Quantitative analysis gave an opportunity to do ranking of the factors according to recreation subareas (table 2). The gradations which are parts of Kazan region territory are defined in the following way: from 38 to 42 (the final score is 1), from 43 to 47 (2 points), from 48 to 52 (3 points), from 53 to 57 (4 points), from 58 to 62 (5 points). Only Verkhneuslonsky District is characterized by a very high level of recreational potential (5 points). Zelenodolsky District has a high recreational potential (4 points out of 5). Laishevsky District's average point is 3, Vysokogorsky District has a low recreational potential. The other districts, such as Kamsko – Ustyinsky District and Pestrechinsky District have a very low recreational potential.

The results of zoning are represented on the map “Recreational potential of Kazan region” (Fig. 1)

Let us give a thorough look at the main subareas of Kazan region recreational area and its touristic and recreational habitats, which are formed or are reasonable to be formed over the coming decades.

1. Verkhneuslonsky recreation subarea with high concentration of tourism and recreation facilities in

various fields with development prospects of objects and territories network for family and short-term recreational activities.

This is also a territory of luxury vacation based on Kazan Ski Resort with the involvement of cultural-educational objects and territories (Makaryev Monastery, Sviyazhsk Island, a monument of federal importance).

**Table 1. Natural resource and socio - economic indicators of Kazan region**

Recreational subareas	District's total area km <sup>2</sup>	A terrain ruggedness	Forest cover, %	The average river network density km/km <sup>2</sup>	Lakes		SPNAs, units				Recreation objects, units			The density of the road networks per 1000 sq. km.				
					Lakes density/ per 1 sq. km	The number of lakes	Total amount of SPNAs	Hydrological	Geological	Flora and Zoological	Cultural-historical heritage objects, units	Sanatoriums	Holiday resorts	Camps	Total, km	Paved roads, km	Transition pavement, km	Ground surface, km
Verkhneuslonsky District	1303	178	18	0,4	0,1	252	18	4	10	4	70	6	4	5	229	194	27	9
Vysokogorsky District	1667	165	18	0,4	0,1	276	9	6	1	2	58	1	1	9	240	216	16	9
Zelenodolsky District	1402	131	19	0,3	0,2	476	12	4	4	4	97	3	0	5	273	239	25	10
Kamsko Ustyinsky District	1199	133	14	0,3	0,1	48	12	3	7	2	88	0	0	2	227	182	21	25
Laishevsky District	2169	101	15	0,2	0,2	585	16	13	0	3	207	2	2	13	172	153	13	6
Pestrechinsky District	1361	104	14	0,4	0,2	288	5	2	0	3	39	0	0	2	219	195	12	13

**Table 2. Ranking of the factors according to recreation subareas**

Recreational subareas	District's total area	A terrain ruggedness	Forest cover	The average river network density	Lakes		SPNAs				Recreation objects			The density of the road networks per			The summary score		
					Lakes density	The number of lakes	Total amount of SPNAs	Hydrological	Geological	Flora and Zoological	Cultural-historical heritage objects	Sanatoriums	Holiday resorts	Camps	Total	Paved roads, km		Transition pavement, km	Ground surface, km
Verkhneuslonsky District	1	4	4	4	2	2	5	1	5	5	1	5	5	2	3	3	5	1	5
Vysokogorsky District	3	4	4	5	2	3	2	2	1	1	1	1	2	4	4	4	2	1	2
Zelenodolsky District	2	3	5	2	5	4	3	1	2	5	2	3	1	2	5	5	1	4	
Kamsko-Ustyinsky District	1	4	1	3	1	3	3	1	4	1	2	1	1	1	3	2	3	5	1
Laishevsky District	5	2	2	1	5	4	5	5	1	3	5	2	3	5	1	1	1	1	3
Pestrechinsky District	1	3	1	4	5	5	1	1	1	3	1	1	1	4	3	3	1	2	1

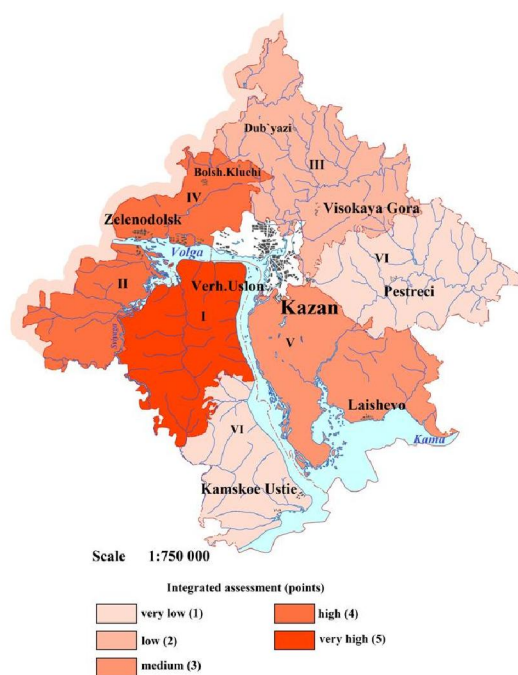
The perspective directions of recreational activities in a given territory are cultural-educational, pilgrimage, sport, fishing and ecological tourism.

There are a great number of recreational objects (holiday homes, recreation camp, “green stations”), the centers for medical and health tourism, ecological, and adventure (horse riding) tourism. There is a network of gliding and ski tourism centers along the bank of the Sviyaga river and along the western border of Verkhneuslonsky District. The main types of tourism here are adventure, sport tourism and short-term recreation activities.

2. Staro – Kazanskaya recreational subarea has the Republic importance and it is located in the far north-east part of Kazan region. In general, Kamaeva village and Old Kazan (“*Iske Kazan*”) State Historical and Cultural Museum-Reserve with sub – center in Kurkachi village (a parachute center) function as the center of recreation activities in this subarea and in the recreational system of Vysokogorsky District.

The establishment of the excursion and tourist networks, such as Ethnographic Park, Parachuting tourist base and service objects, such as cafes, guest houses is proposed for attracting tourists to the territory of this subarea and providing high – quality tourism services.

3. High-mountainous recreation subarea has the Republic importance. It is characterized by having natural (Forest park area of Kazan, the Kazanka river, the SPNA “Blue Lakes”) as well as historical-cultural objects of recreation and tourism (Semiozersky Monastery, the Regional Museum) with good infrastructure development (a network of children’s and youth health camps, sanatoriums, Dubai Tourism Guest House, a number of Sport Centers, including Universiade objects, an extensive network of service objects).



**Fig. 1. Recreational potential of Kazan region**

There are a lot of localities with well-preserved colour of traditions, of the Tatar (Aldermysh village). Ski training resort “Kaskad” functions in Dubyazy village.

The established system of objects, the direct participation of Kazan, its transit location on Federal motor-road Moscow- Yekaterinburg (Motor-road Saint Petersburg – China is also possible) and its location on projected high – speed rail lines in the direction of Ural define the functional purpose of the recreational area. Its function is to be the place of mass holidays for residents and guests of the Republic’s capital with perspectives to develop ethnographic, cultural-educational, pilgrimage, event, business, ecological tourism types, preserving medical- health, child, sport, sport-entertainment strategies of recreation activities.

4. Zelenodolskaya recreational sub-area with its historical and cultural objects, with natural complexes, such as Orthodox and Muslim religious properties, the Raifa Bogoroditsky Monastery, Kayum Nasyri Architectural and Ethnographic Museum, restored Astronomical observatory named after V. P. Engelhardt at Kazan (Volga region) Federal University and other objects, Raifa part of Volzhsko – Kamsky reserve, the reserve’s arboretum, the Volga river’s water area, the complex of Volga terraces and bays etc. The network of recreation centers is quite well developed (“Vasilievsky” sanatorium, “Delfin” sanatorium).

5. Laishevskaya recreational subarea implements the needs of tourists and recreants in different types of recreation and tourism, such as cultural and educational, excursional tourism, sporting and entertainment, festival tourism. The rural settlement Derzhavino meets excursional, cultural and educational needs of tourists, which are closely connected with literary role of G.R. Derzhavin. There is a concentration of archeological and architectural monuments on the bank of Kama, near the locality Imenkovo. Medical and health, sport and adventure kinds of recreation are well developed on Volga terraces, which are covered by pinewood forest on dune sands within the district Borovoe Matyushino in close proximity to Kazan.

6. Pestrechinsky and Kamsko – Ustyinsky recreation subareas of the republican importance play an important role in different types of recreation and tourism to meet the needs of tourists and recreants. They are cultural-educational, excursional, ethnographic, event, sporting and entertainment, adventure (horse riding sport, hunting and fishing), health, rural, short-term types of tourism and others. They have a very low potential because of the remoteness and poor service development.

## Conclusion

Subareas identified show the heterogeneity of Kazan recreation area. At first, this fact is connected with cultural, historic and socio-economic

reasons. Events on area-based development have to take into consideration specific features of the areas. The results could be used in creating of regional programs and projects of development of the territories investigated, aimed at its strengthening of competitiveness. The possible directions of recreation activities are educational, health, sport, agricultural and other tourism and recreation types.

### Summary

The investigation showed the fact that Kazan region has a high potential in terms of tourist-recreation development. Its functioning is closely connected with natural physical – geographical and socio-economic factors.

The most perspective areas for further development and planning are the areas and subareas, which have the objects of historical-cultural heritage, well-developed transport infrastructure with a relatively small remote location from the city and aesthetically appealing natural landscape.

The territory location around Kazan city creates additional advantages in planning events of Russian and International levels and it supports development of offered tourist products diversity and strengthens the attractiveness of the region.

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