



Management of Tourist Attractiveness of Regions of Russia (on the Example of the Republic of Tatarstan)

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Abstract

Today, the tourism industry as a highly profitable and dynamically developing business sector is becoming increasingly important in the development of individual regions, thereby contributing to the preservation of the sociocultural potential and authentic values, natural landscapes and ecosystems of individual territories. The tourism industry provides deep integration of public relations, the dynamics of the development of sectors and social mobility. The most important task of the development of the tourism sector of the Russian Federation is the growth of inbound and domestic tourist flow, as this allows us to ensure the influx of financial resources necessary for the growth of the national economy. Indicators of increasing tourist attractiveness are: an increase in the number of tourists coming to a country (region or city) and the length of their stay in the territory; increase in the volume of paid tourist services, hotel services and similar accommodation facilities, etc. Modern management practices of developing the tourist attractiveness of the Russian regions consist in the development, implementation and implementation of the state program "Tourism Development Strategy in the Russian Federation for the period until 2020", which is aimed at preserving and making the most of the natural and climatic resources, maintaining the cultural and historical heritage of the regions, the development of mentality and education of citizens, the development of tourist infrastructure. The Republic of Tatarstan is one of the most effective and successful regions of Russia in the formation and development of the tourism industry. Being an economically prosperous region, Tatarstan is constantly increasing its competitive advantages in the tourism industry through a number of large-scale events to build tourist loyalty, as well as the construction of new demonstration facilities, places and destinations that help attract massive flows of tourists on various types of trips. The action plan developed in the framework of this study is aimed at improving the tourist attractiveness of Tatarstan by building routes for various types of tourism (cultural, educational, business, rural), improving the quality of tourism services in the form of innovative technology "augmented reality" and generally raising awareness potential consumers about tourism products of the republic.

Keywords: tourist attraction, tourism, Republic of Tatarstan, regional development, business tourism, rural tourism.

1 Introduction

Russia has huge potential for the development of the tourism sector (1). However, these opportunities are not being used to a sufficient degree (2). The main reasons for this situation are determined by the unfavorable external geopolitical background, the decline in real incomes in the context of the financial and economic crisis, which at the same time contributes to the actualization of the search for tourist destinations within the state. The continuing interest

in tourist trips within the country allows us to consider this direction one of the most promising regions for economic development. The Republic of Tatarstan as one of the directions of its development has identified the improvement of tourist and recreational resources. The relevance of the research topic is determined by the fact that tourism stimulates the development of other adjacent sectors of the economy: trade, transport, communications, agriculture, the production of consumer goods, etc. Along with high economic potential, tourism plays an important social role, which has a significant impact on employment and the tourist attraction of the region here is a tool conducive to the development of the tourism industry in a certain territory.

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2 Methods

The key methodological approach is a system analysis, which provides an effective study of the elements of the subject of study in their relationship and interdependence. System analysis includes the following groups of methods:

- analytical: analysis of regulatory, legal and methodological literature, regulatory documents related to the subject of the study;
- diagnostic: a synthesis of expert assessments and experience in the aspect of the issue under study;
- forming: the formation of a system and order of organization of tourist attractiveness of the regions of the Russian Federation.

3 Results and Discussion

Considering modern approaches to determining the tourist attractiveness of a region, it can be concluded that it is a multidimensional concept that includes a combination of its objective and subjective characteristics, material and intangible factors that affect the results of tourism activities and determine the position of the region for tourists and tourism entities, including the resource and infrastructure potential of tourism activity and the socio-institutional risks of its implementation participate in the territory (3-8).

In modern conditions, characterized by a constant increase in competition under equal conditions for managing the territories, the brand and the image of the regions are given high priority importance. Place of tourist attraction in the region's management system:

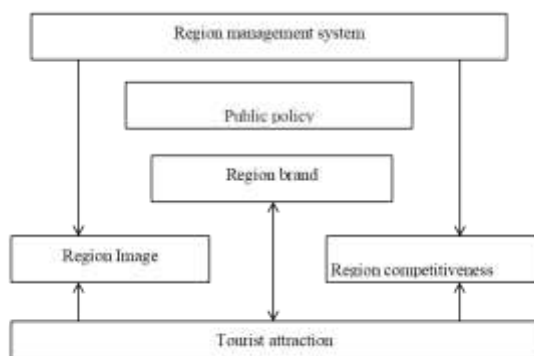


Figure 1: Place of tourist attraction in the region's management system

The state, being the subject of management, should recognize the tourism sector as one of the important sectors of the territory's development, contributing to the formation and establishment of tourism and creating favorable conditions for its development, supporting and ensuring the implementation of socially oriented functions.

The key goal of managing the development of tourist attractiveness of the region is the formation, establishment and development of territorial branding, which is revealed in the formation of its competitive or special advantages over other regions, as well as to increase its image, increase popularity and fame in the eyes of tourist groups. The mechanisms for developing the tourist attractiveness of the

regions are based on four fundamental principles, presented in Figure 2:

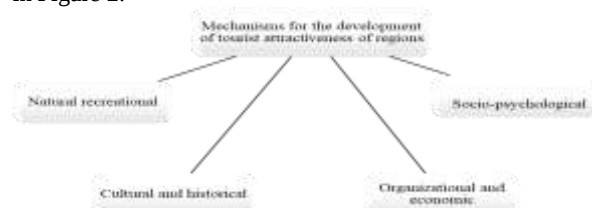


Figure 2: Mechanisms for the development of tourist attractiveness of regions

The development of the tourist attractiveness of the Russian regions includes the areas to which the mechanisms of influence of managerial practices are directed, both from the state and regional commercial enterprises. Varieties of factors are presented in Figure 3:

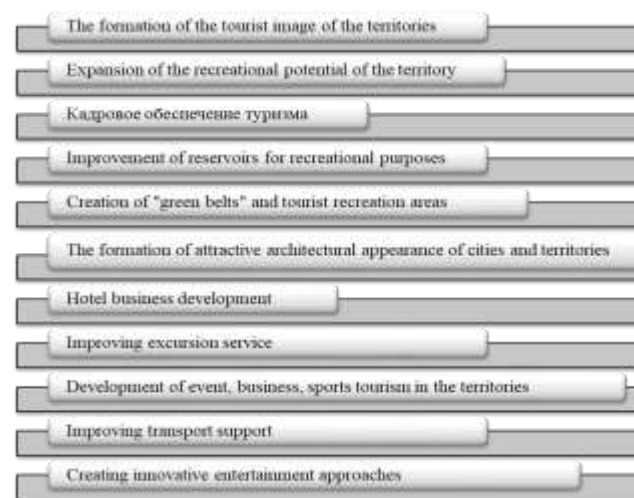


Figure 3: Factors in the development of managerial practices to improve the tourist attractiveness of Russian regions

During the study, the main problems of the development of tourist attractiveness of the Russian regions were identified:

To date, the main problem of the tourist attractiveness of the Russian regions is related to infrastructure. According to data from world organizations, Russia has the following positions in an intercountry comparison:

- 87th place in terms of air transport development level;
- 114th place in terms of affordability of rooms in hotels;
- 84th place in the number of comfortable places in hotels and other places of accommodation;
- 84th place in government spending on the tourism sector;

Consider the dynamics of the average annual growth rate of collective accommodation facilities by federal districts. When analyzing the past 12 years, the highest growth rate is characteristic of the North-Western and Far Eastern federal districts: this is explained by socio-economic and political reasons that allowed creating

favorable investment conditions for the development of the tourism industry in the regions.

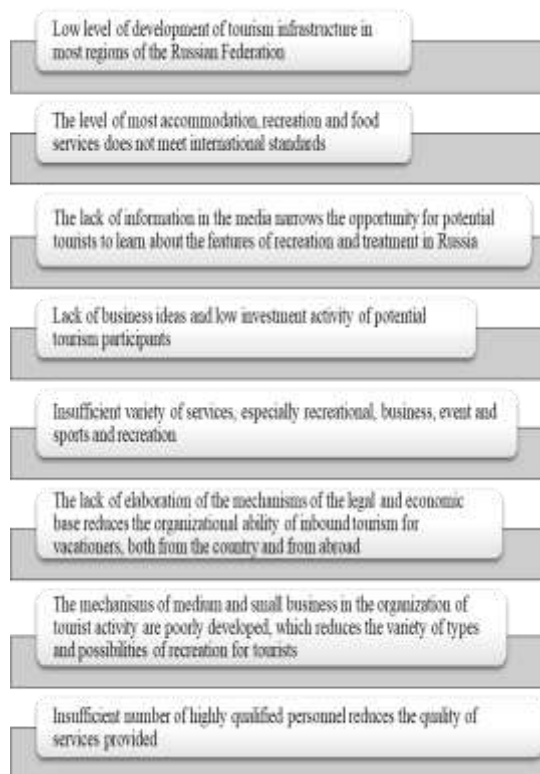


Figure 4: The main problems of the development of tourist attractiveness of Russian regions

The tourist attractiveness of these federal districts can be estimated by assigning a rank to each region, so 5 points is a high tourist attractiveness, 4 points are above average, 3 points are average attractiveness, 2 points are below average, 1 point is low attractiveness. Further, in order to identify the degree of dependence between tourist attractiveness and the number of collective accommodation facilities in the context of federal districts, a correlation analysis was carried out. The coefficient value was 0.993. A positive value states that an increase in one indicator entails an increase in another, i.e. a greater number of collective accommodation facilities indicates the high tourist attractiveness of a particular federal district. Also, the obtained value suggests that the dependence of one indicator on another has a high estimate, since if the indicator is “unity”, this means high dependence, “zero” means the complete absence of dependence. The Republic of Tatarstan is one of the most developed economically and touristy regions of Russia. The share of tourism in the region’s GRP, according to the schedule on the slide, is 6.1%. The tourist attractiveness of the Republic of Tatarstan is constantly increasing its volumes, for example, over the past few years, large-scale and ambitious projects have been implemented that have contributed to attracting the flow of tourists to the region (9, 14-17). New tourist routes and destinations were opened, which are

successfully developing and are associated with rural, environmental, halal tourism, sporting events, gastronomic, medical tourism.

Table 1: Dynamics of the average annual growth rate of collective accommodation facilities by federal districts

Federal District of the Russian Federation	2005 year	2010 year	2015 year	2016 year	2017 year	2017 growth rate to 2005,%
Far Eastern	610	891	956	1025	1151	188,69
Volga	1916	2359	2410	2596	2660	138,83
Northwestern	948	1454	1535	1653	1774	187,13
Siberian	1331	1950	2158	2215	2295	172,43
Ural	837	1303	1335	1395	1402	167,50
Central	1632	2067	2206	2625	2778	170,22
South and North Caucasus	1995	2106	2124	2196	2228	111,68
Total	9269	12130	12724	13705	14288	154,15

Today, the Republic of Tatarstan is one of the most promising tourist centers in Russia. The tourist flow to the republic is growing on average by 8% per year, and by 2019 it is projected to increase to 2 million 450 thousand people. The volume of income of collective accommodation facilities from the services provided for 2018 amounted to 8.7 billion rubles, which is 31.5% more than in the same period in 2017 (10,12,13)

In the course of a study of the problems of the tourism sector in Russia, the fact of low awareness of the local population about the tourism potential of the regions was noted: it applies to tourism in Tatarstan. Potential consumers need to provide all the information related to the tourism services of the republic, including types of tourism, tourism facilities, places of interest, features of tours, locations, cost of tours, etc.

Table 2: The program of the route "Business Tatarstan"

Day of excursion, time	Action plan, objects of visit
1 day:	
08.00-11.00	Meeting of tourists at the railway station with a representative of travel agencies
12.00-16.00	Sightseeing tour of Kazan, Kazan Kremlin
16.30-17.30	Lunch at the city café
18.00-19.00	Check into a hotel
19.00-21.00	Night tour of Kazan
21.00	Free time
2 day:	
07.00-08.00	Breakfast at the hotel. Tourist gathering
08.00-09.30	Drive to Innopolis
09.30-15.00	Tour of Innopolis facilities with lunch in the city café
15.00-18.30	Drive to Elabuga
18.30-18.30	Check into a hotel. Free time
3 day:	
07.00-08.00	Breakfast at the hotel. Tourist gathering
08.00-12.30	Tour of manufacturing enterprises in the city of Elabuga
12.30-13.30	Lunch at the city café
13.30-17.00	Excursion to the SEZ PPT "Alabuga", seminars and trainings
17.00-19.00	Drive to Naberezhnye Chelny
19.00	Check into a hotel. Free time
4 day:	
07.00-08.00	Breakfast at the hotel. Tourist gathering
08.00-12.00	Tour of manufacturing enterprises in Naberezhnye Chelny
12.00-13.00	Drive to Nizhnekamsk
13.00-17.30	Tour of manufacturing enterprises in Nizhnekamsk
17.30-20.00	Conducting seminars and trainings
20.00	Check into a hotel. Free time
5 day:	
07.00-08.00	Breakfast at the hotel. Collection of tourists from hotels
08.00-10.00	A trip to the village. Kama Glades
10.00-15.00	Tour of the manufacturing enterprises of the village. Kamsky Polyany, "Industrial Park Kamsky Polyany"
15.00-17.00	Drive to Kazan
17.00-19.00	Campus Walking Tour
19.00	The end of the program. Transfer to the station or to the city center

Also, in order to increase the tourist attractiveness of the Republic of Tatarstan, it is necessary to introduce the innovative technology "augmented reality": in the form of recommendations, travel agencies of the republic are invited to apply modern methods of obtaining and providing information in the framework of providing more complete, exciting and high-quality services to tourists. The innovative technology "augmented reality" is the projection of various information: texts, video, graphics, audio material over the screen of a real object in real time. Many tourist operators of the Republic of Tatarstan implement local tourist routes lasting 1-2 days, so it is necessary to develop the Golden Ring route, which includes all the main cultural and historical attractions of Tatarstan and will be 5 days in duration (the cities of Kazan, Elabuga, Ulyanovsk, Tetyushi, Bulgaria, Bilyarsk, Chistopol). Today, the manufacturing industry in the republic is rapidly developing, thanks to innovative approaches, new enterprises with unique types of production are being

created in the region, therefore, in order to increase tourist attractiveness, it is necessary to develop a business tourism route. The program of the route "Business Tatarstan":

The issue of rural tourism development is urgent in the republic, which also leads to the development of an appropriate new route. Today in the Republic of Tatarstan all spheres of agroindustrial and livestock farming types are rapidly developing, unique projects for the region are Yagodnaya Dolina, ostrich farm Tatar Ostrich, Biosphere Fish complex, Maral Farm and other farms. The program of the developed route for rural tourism is presented in table 3.

4 Summary

Thus, it can be stated that the developed action plan aimed at improving the tourist attractiveness of the Republic of Tatarstan is quite feasible in practice and can lead to an improvement in the performance of the tourism sector.

Table 3: Route program for rural tourism

Day of excursion, time	Action plan, objects of visit
1 day:	
08.00-11.00	Meeting of tourists at the railway station with a representative of travel agencies
12.00-16.00	Sightseeing tour of Kazan, Kazan Kremlin
16.30-17.30	Lunch at the city café
18.00-19.00	Check into a hotel
19.00-21.00	Night tour of Kazan
21.00	Free time
2 day:	
07.00-08.00	Breakfast at the hotel. Tourist gathering
08.00-09.30	Trip to s. Big Yaks Zelenodolsky municipal district
09.30-12.00	Guided Valley Tour
12.00-14.00	Picnic
14.00-16.00	Trip to s. Yamashurma Vysokogorsky district,
16.00-19.00	Farm Tour "Tatar Ostrich"
19.00	Accommodation in guest houses. Free time
3 day:	
07.00-08.00	Breakfast. Tourist gathering
08.00-10.00	A trip to the village of Zimnaya Gorka Laishevsky district
10.00-12.00	Tour of the Biosphere Fish Complex
12.00-13.00	Picnic
13.00-16.00	Trip to s. Nurlaty Zelenodolsky district
16.00-19.00	Excursion "Maral Farm"
19.00	Accommodation in guest houses. Free time
4 day:	
07.00-08.00	Breakfast. Tourist gathering
08.00-10.00	Trip to s. Shelang Verkhneuslonsky district
10.00-12.00	Excursion "Farm"
12.00-14.00	Picnic
14.00-16.00	Drive to Kazan
16.00	The end of the program. Transfer to the station or to the city center

5 Conclusions

The action plan developed in the framework of this study to increase the tourist attractiveness of the Republic of Tatarstan:

- Firstly, it contributes to the ongoing development of historical and educational tourism through the introduction of the Golden Ring route development by local travel agencies;
- Secondly, it promotes the development of business tourism through the introduction of the development of the “Business Tatarstan” route by local travel agencies;
- Thirdly, it stimulates the development of rural tourism through the introduction by local travel agencies of the development of the “Farms of Tatarstan” route;
- Fourthly, by developing the section "Tours" on the site "Tourism Service of the Republic of Tatarstan" increases the loyalty, awareness of potential consumers about the tourism opportunities of the republic;
- Fifth, it opens up new horizons for improving the quality of tourism services through the use of augmented reality technology.

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