

## Tourist and Recreational Positioning of Tatarstan Republic: Cluster Analysis

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**Abstract:** holding the XXVIIth World Summer Universiade in Kazan in 2013, the decision to hold the World Aquatics Championships in 2015, the football World Cup in 2018 raised an event attraction of tourist and recreational complex in the republic of Tatarstan, as evidenced by the statistics and the increasing tourist interest in our republic. However, spatial differentiation is observed within the country, the evaluation of which is the subject of this work.

**Key words:** Tourism cluster • Recreational and tourist complexes • Republic of Tatarstan

### INTRODUCTION

Tourism plays an important role in solving economic and social problems, providing more jobs, the employment growth of the economically active population and increasing the welfare of the nation, has a stimulating effect on the development of many related fields of economic activity. It contributes to the socio-economic development of Tatarstan Republic municipalities. Tatarstan Republic plays a significant role in the development of Russian Federation tourism, showing a stable positive dynamics on the main indicators. The annual increase of tourist flow into the country makes about 14.8% on the average (Figure 1).

Tatarstan is one of the most developed regions of the Volga region in hotel industry and the Federal District leader for a number of basic indicators characterizing the hotel market state: accommodation facilities are in high demand among customers, the Republic is also ahead of its neighbors by hotel numbers. The growth of provided hotel services made 13.8%, the growth of tourist services made 24.8% during 11 months of 2013 compared with the same period of 2012 (Figure 2).

Tourist transport service is performed by air, rail and road transport and also by river fleet (Figure 3). Kazan is a major transport hub.

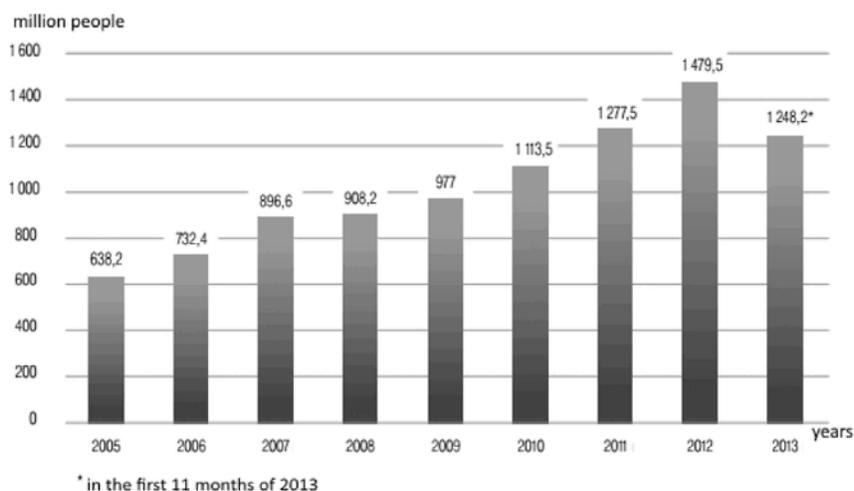


Fig. 1: Tourist flow dynamics in the Republic of Tatarstan [1]

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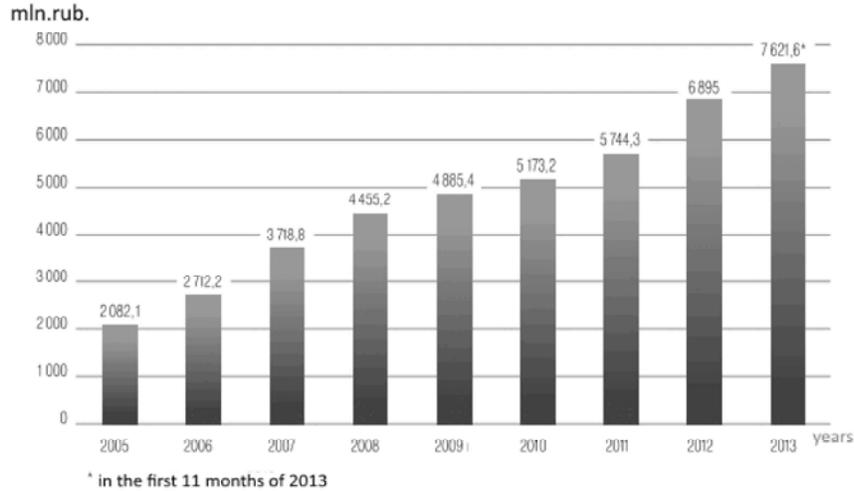


Fig. 2: Tourist services sales volume in the Republic of Tatarstan. [1]

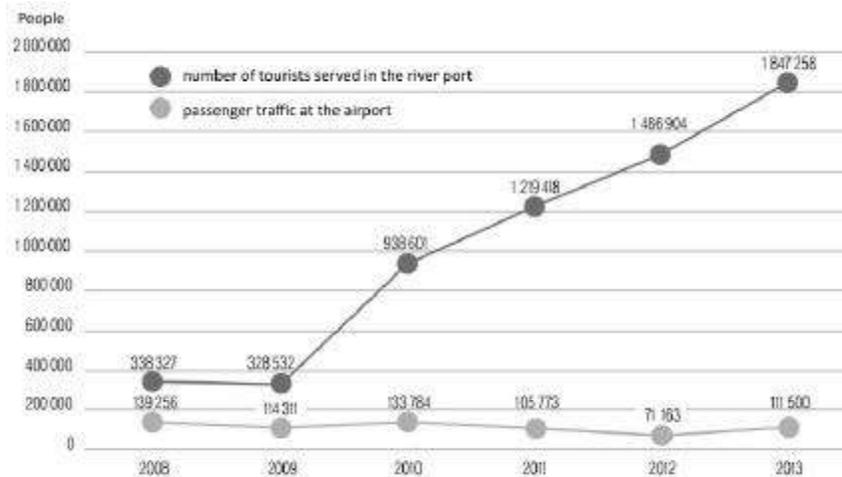


Fig. 3: The amount of serviced tourists in river port and airport passengers of Kazan city [3]

## MATERIALS AND METHODS

The contemporal conditions of globalized market relations provide very promising trends of research and modeling for tourism and recreation activities which may become the cluster approach. Clusters as spatial combinations are formed in market conditions. As a cluster makes a multicomponent formation, the application of his theory to the recreation and tourism study seems worthwhile.

The isolation of tourism and recreation cluster components enables to characterize as functional interaction in general and between elements and the connection between them play a decisive role in the allocation of cluster structural units. In our opinion the selection of the following components is faithful:

- Natural component objects;
- Cultural and historical heritage objects;
- Infrastructural facilities for recreants and tourists servicing;
- Administration authorities;
- Educational institutions of appropriate profile;
- Research and design institutions.

This approach allows identify the most promising tourist and recreation centers which may have a stimulating effect on the development of tourism and recreation in the Republic of Tatarstan (RT). Tourism and recreation sphere of RT has developed on the basis of two main factors: heterogeneity of natural resources, recreational, cultural and historical potentials and local heterogeneity of socio-historical and cultural centers of

recreational activities (CRA) distributed within RT. The last ones represent "central places" well-known in the theory of network planning where recreational activity is performed. Exploring these ideas and positions, the character CRA and their functional linkages distribution may be described by the "two layer" (two-stage) area zoning, where an integral picture of the RP values distribution along territory serves as the basis. This picture is obtained on OTE cut, represented by the administrative areas of the Republic of Tatarstan. CRA are also applied to this situation as functional centers, the relationship between which just make the second layer (stage) of zoning. Thus, we can get a two-layered map of recreational activity features on RT territory.

After the performance of evaluation and analysis of RT recreational potential and the obtaining of spatial availability characteristic the typology of RT municipal regions with the definition of the taxonomic rank (first, second and third) was performed. The third level with the lowest rating indicators will be recreational and tourist areas of local importance (RTA). The second level is presented by recreational and tourist areas (RTA) of regional value which have as common so as specific features. The first level is presented by recreational and tourist complexes (RTC) of federal and possible international importance, the presence and development of which has a large regional importance.

## **RESULTS**

According to the final total RTP index of natural and recreational, cultural and historical resources and the level of socio-economic development, presented in municipality, the Republic was given 10 recreational and tourist districts [2].

Three districts (Zelenodolsky, Elabuzhsky and Spassky) are of federal importance for the development of recreation and tourism and belong to the first hierarchical level. The lack of common borders and remote position from each other allows consider them as independent and self-sufficient recreation centers. This is due to the availability of unique recreational resources.

The second hierarchical level is presented by Prikazansky and Arsky RTR. The first area consists of three municipalities (Laishevsky, Vysokogorsky and Verkhneuslonsky) the total area of which makes 5139.3 km<sup>2</sup>. This emerging recreational complex, the functional specialization which is cognitive one for the local population oriented for active leisure time during weekend.

The third hierarchical (zonal) level is presented by 5 includes territories. The Kama region includes four district (with the area of 8010 km<sup>2</sup>). It's a young recreational system is of therapeutic and recreational nature. The resort of national importance (Bakirovo) and the regional network of "Tatneft" OJSC favor the formation of the area, serving the needs of industrial cities. Tukaevsky and Nizhnekamsk regions may become not only Republican ones but also the federal development centre of therapeutic and environmental trends.

The Volga area combines six districts (Kaybitsky, Kama-Ustynsky, Apastovsky, Tetushsky, Buinsky, Drozhzhanovsky) with the total area of 453.2 km<sup>2</sup>. The recreational potential is low one. The group of regions is generally unpromising for the development of recreation and tourism industry, except for Tetyushsky area in which separate territories are possible for local short rest development. This will require the creation of summer camps and recreation bases.

The Kama region includes eight municipal districts with the total area of 11 222.3 km<sup>2</sup>. The values of the individual capacities are typically average and below the average. The level of infrastructure development is an average one. The territory is characterized by the combination of relatively intact natural conditions in developed economy. There are some prerequisites for the organization of some recreational activities (especially field-hunting).

Zakamskaya zone consists of 7 regions with the total area of 12 049.3 km<sup>2</sup>. This is mainly the territory of rural settlements. The zone value may be defined as the "backup" for population recreation not only of nearby industrial areas, but also for the population of more remote areas.

The eastern zone is presented by 11 regions with the total area of 16 831,2 km<sup>2</sup>. The total recreational space of territory is weakly explored (Zainsky, Bugulminsky, Menzelinsky areas) or not explored at all. It's permissible to assume that this group will form the recreational areas around cities and regional centers for a short rest of the local population.

Thus, the main centers of generating and receiving tourist flows are socio- economically developed areas with a high proportion of infrastructure. Peripheral areas have hindered accessibility and the lack of comfortable accommodations.

The Republic of Tatarstan has high tourism and recreational potential. Its territories are presented by unique natural and recreational resources, objects of national, cultural and historical heritage. Important

economic, sports and cultural events are held here where special place belongs to the capital of the Republic - the city of Kazan. Many municipal and urban districts also provide a wide range of facilities, promising in terms of tourist interest.

As priority types of tourism, developing in the country, one may name such types as health, cultural, educational, event, business tourism, cruise, environmental tourism and pilgrimage. The promising forms of tourism are ethnic, fishing and hunting tourism, adventure tourism, rural and social tourism. These types of tourist market segments require specific and comprehensive approach applied in tourist market development by taking into account the demands made by different social groups.

Given the stated above we may conclude the presence of the actual and reasonable necessity of activating the role of government in addressing the priorities for the development of tourist and recreational complex of the Republic of Tatarstan, the creation of a competitive tourism market and increase the level and quality of life.

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