

PRESERVATION OF HISTORICAL AND CULTURAL HERITAGE AS ONE OF THE FACTORS IN THE DEVELOPMENT OF THE TOURISM POTENTIAL OF THE CITY OF KAZAN

A CONSERVAÇÃO DO PATRIMÔNIO HISTÓRICO E CULTURAL COMO UM DOS FATORES DO DESENVOLVIMENTO DO POTENCIAL TURÍSTICO DA CIDADE DE KAZAN

LA CONSERVACIÓN DEL PATRIMONIO HISTÓRICO Y CULTURAL COMO UNO DE LOS FACTORES DEL DESARROLLO DEL POTENCIAL TURÍSTICO DE LA CIUDAD DE KAZÁN

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Abstract. The article examines the influence of the preservation of historical and cultural heritage on the development of the tourism potential of Kazan. Today, the protection of cultural heritage sites is one of the state's priorities. The Republic of Tatarstan is distinguished by a rich cultural heritage. Multiculturalism and multi-confessionalism are traditionally present on this land. The capital of the republic, the city of Kazan, is visited by millions of tourists every year. The authors pay special attention to the most visited tourist sites of the city: the Kazan Kremlin Museum-Reserve, the Old Tatar Settlement, the Kazan Bogoroditsky Monastery and the historical center. In recent years, global work has been carried out in the field of preserving cultural heritage, in particular at these sites, the results of which are now witnessed by residents and tourists of Kazan. In order to promote cultural heritage and attract tourists to the city, museum and cultural centers of Kazan conduct active exhibition, methodological, publishing and other activities. In the historical center of the city, all the necessary infrastructure has been created to receive tourists: hotels, food outlets and places of specialized trade. The cultural heritage of the city and modern tourist realities do not contradict, but harmoniously complement each other.

Keywords: History, Republic of Tatarstan, Kazan, historical and cultural heritage, tourism potential, museums.



Resumo. O artigo analisa a influência da conservação do patrimônio histórico e cultural no desenvolvimento do potencial turístico de Kazan. Atualmente, a proteção dos sítios do patrimônio cultural é uma das prioridades do Estado. A República do Tartaristão destaca-se por seu rico patrimônio cultural. O multiculturalismo e o multiconfessionalismo estão tradicionalmente presentes nesta região. A capital da república, a cidade de Kazan, recebe milhões de turistas todos os anos. Os autores dão atenção especial aos pontos turísticos mais visitados da cidade: o Museu-Reserva do Kremlin de Kazan, o Antigo Assentamento Tártaro, o Mosteiro Bogoroditsky de Kazan e o centro histórico. Nos últimos anos, um trabalho abrangente foi realizado no campo da conservação do patrimônio cultural, particularmente nesses locais, cujos resultados agora podem ser apreciados pelos residentes e turistas de Kazan. Para promover o patrimônio cultural e atrair turistas para a cidade, os museus e centros culturais de Kazan realizam ativamente exposições, atividades metodológicas, editoriais e outras iniciativas. No centro histórico da cidade, toda a infraestrutura necessária para receber turistas foi criada: hotéis, estabelecimentos de restauração e locais de comércio especializado. O patrimônio cultural da cidade e as realidades turísticas modernas não se contradizem, mas se complementam harmoniosamente.

Palavras-chave: História, República do Tartaristão, Kazan, patrimônio histórico e cultural, potencial turístico, museus.

Resumen. El artículo analiza la influencia de la conservación del patrimonio histórico y cultural en el desarrollo del potencial turístico de Kazán. Hoy en día, la protección de los sitios del patrimonio cultural es una de las prioridades del estado. La República de Tartaristán se distingue por un rico patrimonio cultural. El multiculturalismo y el multiconfesionalismo están tradicionalmente presentes en esta tierra. La capital de la república, la ciudad de Kazán, es visitada por millones de turistas cada año. Los autores prestan especial atención a los sitios turísticos más visitados de la ciudad: el Museo-Reserva del Kremlin de Kazán, el Antiguo Asentamiento Tártaro, el Monasterio Bogoroditsky de Kazán y el centro histórico. En los últimos años, se ha llevado a cabo un trabajo global en el campo de la conservación del patrimonio cultural, en particular en estos sitios, cuyos resultados ahora son presenciados por los residentes y turistas de Kazán. Para promover el patrimonio cultural y atraer turistas a la ciudad, los museos y centros culturales de Kazán realizan activas actividades expositivas, metodológicas, editoriales y de otro tipo. En el centro histórico de la ciudad se ha creado toda la infraestructura necesaria para recibir a los turistas: hoteles, establecimientos de restauración y lugares de comercio especializado. El patrimonio cultural de la ciudad y las realidades turísticas modernas no se contradicen, sino que se complementan armoniosamente.

Palabras-clave: Historia, República de Tartaristán, Kazán, patrimonio histórico y cultural, potencial turístico, museos.

1. INTRODUCTION

The Republic of Tatarstan is a unique territory with rich economic, historical, cultural and tourism potential. A distinctive feature of the cultural heritage of this region is its multiculturalism and multi-confessionalism.

Today, the protection of cultural heritage sites is one of the state's priorities. The republic has a network of museums and museum-reserves, which play a significant role in the preservation of historical and cultural heritage. But, despite the positive aspects in the protection of cultural heritage, there are problems (unrestored monuments, incorrect exploitation of historical and cultural heritage sites, imperfections of the modern regulatory framework, etc.), the solution of which is possible through the joint activities of the state and public communities.

Culture as mental phenomena with physical embodiment can be considered as a tool to express the cultural text of the society in the form of creating experiences and transferring individual and collective meanings (Zhexenbay et al., 2020; Hexmoor & Maghsoudlou, 2024).

Tourism is also considered as a cultural phenomenon following the changes in the contemporary world, both in the construction and physical organization and in the social-cultural capabilities of the societies according to the ruling culture. In the meantime, the



historical, cultural and tourism potentials, especially in the historical and central areas of cities as attractive centers, have the ability and possibility of dynamism and vitality of urban contexts and can be the field of attracting tourists and developing spatial patterns of tourism, improving the economic, cultural and It provided social construction and development and promotion of local and regional culture and identity in the form of "cultural tourism" (Reznikova et al., 2019; Nainggolan et al., 2024).

With the rapid growth of cultural tourism in the world, tourists have shown increasing interest in the history of cultural heritage. Now cultural heritage and tourism have become a familiar topic for people and they show more curiosity about it day by day. In this regard, policymakers' attention to cultural heritage, in addition to economic, service and advertising issues in tourism, should also be directed to educational and research activities. Therefore, attention and application of values will be very effective in cultural management and intercultural interactions. It is in this situation that tourism can protect cultural heritage and stimulate the revival of local values and cultural patterns that are being destroyed (Singh & Sharma, 2016).

2. LITERATURE REVIEW

Issues of protection and study of historical and cultural heritage sites are among the most pressing in the world, the country and the Republic of Tatarstan today. The importance of these issues is evidenced by past scientific conferences, forums, and seminars devoted to the issue of cultural heritage: International Forum "Saving Humanity as an Imperative for Sustainable Development" (Valeev, 2007a), International Scientific and Practical Conference "UNESCO: Strategy for the Development of Culture, science and education in the context of new humanism" (Valeev, 2007b), All-Russian meeting "Russia in the world cultural heritage" (Salikhov & Khairutdinov 2005), International Forum for the 50th anniversary of the Convention for the Protection of World Cultural and natural heritage (Kulemzin, 2013).

Development of information and communication technology foundations is also one of the basic ways of tourism development in our country. The use of new technologies for the promotion and marketing of tourist attractions makes it possible to facilitate the reservation processes and tourist information, improve the experience of tourists and increase productivity in the tourism industry. This case has been highly welcomed in Kazan in recent years and it is enough for sites active in this field to introduce their services in different languages.

Also, improving the public transportation system and tourism facilities is also one of the other challenges that can be solved to help the development of tourism in Russia. Increasing public transportation facilities, developing the railway network and providing comfortable facilities for tourists are among the measures that help to satisfy tourists and increase their number. Among the other requirements, we can mention the increase of international cooperation and active advertising in global markets, which can greatly help the development of tourism in our country. Attracting international tourists through participation in exhibitions and international tourism events, internet advertising, and using social networks are among the main solutions in this field.

Although the development of tourism in Russia is associated with challenges and problems, it is possible to improve this area by implementing some measures and strategies. Of course, some work has been done, but it is not enough. One of the important challenges of tourism development in Russia is facing regulations and administrative problems. Organizational policies and detailed and complex regulations can hinder the growth of the tourism industry. To solve this problem, there is a need for simplification and transparency in regulations, reforms in tourism policies, and promotion of interaction between the government and the private sector. This alignment will reduce inhibitions and facilitate growth, which is the need of both the



government and the private sector today (Khusnutdinova et al., 2020; Gabdrakhmanov et al., 2016).

Another challenge is the lack of a comprehensive national plan for tourism development. Creating a strategic and coordinated plan for tourism development, according to different regions of the country, can help to better identify and optimize opportunities. This program should include specific goals, solutions and a precise schedule. Lack of attention to the sustainable management of tourism is also one of the other challenges in this field. An increase in the number of tourists without proper management can lead to environmental damage, loss of local quality of life, and loss of connection with local culture. Therefore, using the standards and principles of sustainable tourism management is one of the solutions that can help preserve the environment and social rights.

The problems of historiographic study of the protection of historical and cultural monuments cover a significant number of scientific and research works that examine individual periods and problems. In recent times, the number of works by foreign (Salikhov, 2001; Sitdikov et al., 2015) and domestic (Zorina et al., 2023) researchers devoted to the need to protect historical and cultural monuments has been growing significantly: monographs, textbooks, dissertation research. They address issues of the history of monument protection, the development of the state system of monument protection activities in Russia and its regions, the emergence of public organizations, the development of the legislative foundations of the problem, etc. Among the works of the 21st century.

It is necessary to highlight scientific ones. Works of Barbara (2006), who cover the problem of monument protection in Russia in a multifaceted way. In the Republic of Tatarstan, the problem of protecting and studying cultural heritage is explored in the works of Valeeva (2007a), Dallen (2009), and Shamanaev (2005). A number of publications are devoted to certain aspects of the relationship between cultural heritage and tourism (Gabdrakhmanov, 2016).

3. MATERIALS AND METHODS

To obtain and substantiate conclusions, general scientific methods of cognition were used, in particular, analysis to establish connections between phenomena and processes; theoretical method - comparisons; empirical method - observation, analysis method, descriptive method and generalization method.

The theoretical, methodological and information base of this study was the scientific works of Russian scientists, such as: Stepanchuk et al., (2020), Suslov et al., (2020) and a large number of electronic resources, both Russian and foreign, which is explained data mobility in modern conditions.

4. RESULTS

Namely, a period of sharp intensification of activity, this is how one can characterize the current state of affairs in the field of preservation of cultural heritage in the Republic of Tatarstan in general, and in the city of Kazan in particular. This was preceded by a lot of work, a number of decrees, resolutions and measures taken in this area.

On January 22, 1994, the President of the Republic of Tatarstan M.Sh. Shaimiev signed the Decree "On the creation of the State Historical, Architectural and Art Museum-Reserve "Kazan Kremlin". After this, a new history of the Kazan Kremlin begins. Since that day, full-scale archaeological, restoration and engineering work has been carried out on its territory. As practice shows, during the short time of its existence, the museum-reserve has established itself as the most effective form of preserving and popularizing cultural heritage.

On November 30, 2000 in Cairns (Australia) at the meeting of the XXIV. Session of the UNESCO World Heritage Committee, the historical and architectural complex of the Kazan



Kremlin was included in the List of World Cultural and Natural Heritage. The Kazan Kremlin becomes an object of world significance and the first UNESCO site in the Republic.

Significant work in the historical center was carried out before the celebration of the 1000th anniversary of Kazan in 2005. This year, the restoration of the Annunciation Cathedral was completed, the Kul Sharif Mosque opened its doors to believers and tourists, and the appearance of the historical center changed. The metro and the first stage of the Millennium Bridge begin operating in the city. The Hermitage-Kazan Center (the first representative office of the State Hermitage in Russia) opens in the Kazan Kremlin.

A large amount of restoration work was carried out in the old Tatar settlement, which reflects the religious and national flavor expressed in architecture, culture and traditions. In this area, mosques (Mardzhani Mosque, Apanaevskaya, Galeevskaya Mosques, etc.), houses (Sh. Mardzhani House, Shamil House), estate complexes (Sabitovs' estate, Kushaev's estate), streets (K. Nasyri pedestrian street) have been restored. Architectural monuments of federal, regional and municipal significance are presented here.

5. DISCUSSIONS

Tourists visit the Old Tatar settlement every day. Mosques have reopened here. The restored houses and estates house hotels, restaurants, cafes, souvenir shops and museums. There are several museums in this part of the city - the Museum of the Old Tatar Settlement, the Chak-Chak Museum, the G. Tukai Museum, and the K. Nasyri Museum.

Today, separate works are devoted to the history of this part of the city, and research and restoration work continues to be carried out. Staro-Tatarskaya Sloboda has great tourism potential.

The place of pilgrimage in the city is the Kazan Mother of God Monastery, built on the site where it was found in the 16th century. Kazan Icon of the Mother of God. After the destructive period of Soviet power for the monastery, restoration work began on the territory of the monastery complex, which continues today. On November 4, 2015, the President of the Republic of Tatarstan R.N. Minnikhanov signed a decree "On the creation of the Bulgarian Islamic Academy and the reconstruction of the Cathedral of the Kazan Icon of the Mother of God." On July 21, 2015, with the participation of Patriarch Kirill of Moscow and All Rus', a capsule was laid into the foundation of the reconstructed Kazan Cathedral, destroyed in the 1930s.

The Kazan Kremlin, the Old Tatar Settlement, and the Kazan Bogoroditsky Monastery make up the historical center of Kazan - the "core" of the city. It also includes Bauman, Kremlevskaya, Gorky, Karl Marx streets, Freedom Square and Black Lake Park, Lyatskoy Garden, Kaban Lake and much more.

As Valeev R.M. notes. "And we remember the city, first of all, for the appearance of its historical center." Today we are witnessing how the historical center has been transformed.

All existing cultural heritage sites make today the Republic of Tatarstan one of the leading regions of the Russian Federation in the field of tourism, which shows reliable positive dynamics in economic indicators of tourism development. This becomes possible thanks to the coexistence of cultural heritage sites and the tourism industry. It is important that they do not contradict each other, but complement each other.

Since 2014, state administration in the field of tourism has been carried out by the State Committee of the Republic of Tatarstan for Tourism. The work is carried out by the Tourism Development Center of the Republic of Tatarstan, travel companies, the tourist information center of Kazan, the excursion department of the Kazan Kremlin Museum-Reserve and city museums.

The active growth of the tourist flow is shown by the main tourist attractions in the historical



center. International level events - the 2013 Universiade, the 2015 World Aquatics Championships, the 2017 Confederations Cup - allowed not only to attract tourists to the events themselves, but also to make Kazan a recognizable and attractive city.

In order to promote the cultural heritage, the city's museums conduct active exhibition, methodological and publishing activities. So on the territory of the Kazan Kremlin museum-reserve. There are seven museums: the Museum of the History of Statehood of Tatarstan, the Hermitage-Kazan Center, the Museum of Islamic Culture, the Museum of Natural History of Tatarstan, the Museum of the Cannon Yard, the Manege Exhibition Hall, and the Museum of the Annunciation Cathedral. When entering the museum, guests of the Republic may not only to view the exhibition, but also to attend master classes, quests and interactive programs offered by museums ("In Search of Treasure" - Hermitage-Kazan Center, "The Art of Arabic Calligraphy" and "Glass Painting" - Museum of Islamic Culture.).

Carrying out public events, such as the International event "Night at the Museum" and the All-Russian event "Night of the Arts", the International festival of sacred music "Music of Faith" and the festival of military brass bands "Fanfare of Kazan" and many other museum events, festivals, holidays, attract the territory of the Kazan Kremlin for residents and guests of the city.

Other museums of the city are also doing a lot of work to attract and increase the tourist flow - the National Museum of the Republic of Tatarstan and its branches (E.A. Boratynsky Museum, S. Saidashev Museum, M. Jalil Apartment Museum, A.M. Gorky Literary and Memorial Museum, Lenin House Museum and others), museums of the Kazan Federal University (Museum of the History of Kazan University, Ethnographic Museum, Botanical Museum, Geological Museum named after A.A. Stukenberg and others). Most of these museums are located in historical and cultural monuments.

Museums and travel companies of Kazan, to popularize the cultural heritage and attract tourists to our city, annually take part in international festivals (Intermuseum, Moscow) and exhibitions (Intourmarket, MITT, Rest - Moscow, summer - Ekaterinburg, "Tourism and Travel" - Almaty, Kazakhstan, Matka Nordic Travel Fair - Helsinki, Finland, etc.). Domestic and foreign media, which come to the republic every year, talk about Tatarstan.

In recent years, all the necessary infrastructure has been created for a comfortable stay of tourists in the city. Tourists come by air, water, rail and road transport. There are hotels in the city, food outlets and places for specialized trade.

6. CONCLUSION

The total tourist flow in the republic is growing every year. The annual growth rate of tourist flow in Tatarstan is on average 13.5%, the growth rate of sales of tourism services is 17.0%. The number of foreign citizens who arrived in the Republic of Tatarstan in 2016 increased by 6.7% compared to 2015. Most of all Tatarstan is visited by representatives of Turkey, China, Germany, North Korea, and India.

For the republic, and especially for Kazan, tourism is becoming not just a social sphere, but also a significant economic sector. Today tourism accounts for a little more than 1% of the economy of Tatarstan.

The average stay of tourists in Kazan and Tatarstan is increasing. Most tourists spend three to five days in Kazan. Objects of international importance (UNESCO sites) – the Kazan Kremlin, Ancient Bolgar, the island town of Sviyazhsk – are included in every tourist program. Today the question arises about creating a more intense multi-day tour. In recent years, the following cities have become points of attraction for tourists: Elabuga, Chistopol, Tetyushi.

Kazan annually receives more than two million tourists. Today, the restored historical and cultural monuments are open to city residents and tourists. They house museums, art galleries



and exhibition halls, theaters, hotels, food outlets and places for trade. Despite the fact that every year a large amount of restoration work is carried out in the city at cultural heritage sites, many architectural monuments in the historical center are still waiting for their turn (the building of the Hotel of the Noble Assembly).

Thus, the protection of cultural heritage is one of the main factors for the development of the city's tourism potential. But first of all, the protection of historical and cultural monuments is the preservation of the city and its history.

The practice of protecting monuments existing in the world indicates that cultural heritage is not only a resource for the spiritual development of a person, but also an important factor in the stable economic and social development of the country, an effective means for the education and upbringing of younger generations. The rescued fund of historical and cultural monuments is a subject of interest on the part of travelers, pilgrims, and guests of the republic. A new tourism infrastructure is emerging, which creates new jobs, and there is a need for new specialists (architects, restorers, museum specialists, etc.). All this not only forms a positive reputation, makes Kazan and the republic more recognizable, but also affects the economic, technological, intellectual and scientific resources of the region.

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