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## **Historical and Cultural Heritage as a Factor for the Tourist Development of a City**

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**Abstract:**

*The article considers the influence of historical and cultural heritage preservation on the development of the tourist potential of Kazan. Today, the protection of cultural heritage is one of the state priorities.*

*The Republic of Tatarstan is distinguished by a rich cultural heritage. Multicultural and multi-confessional nature are present on this land traditionally. The capital of the republic - the city of Kazan - is visited annually by millions of tourists. The authors pay a special attention to the most visited tourist sites of the city: the museum-reserve "Kazan Kremlin", the Old-Tatar Sloboda, the Kazan Bogoroditsky Monastery and the historical center. In recent years, full-scale works have been carried out in the field of cultural heritage preservation, in particular on designated sites, whose results are now witnessed by the residents and the tourists of Kazan.*

*In order to popularize the cultural heritage and attract the tourists to the city, Kazan museums conduct an active exhibition, methodical, publishing and other activities. All necessary infrastructure for the reception of tourists is created in the historical center of the city: hotels, food and specialized trade places. The cultural heritage of the city and modern tourist realities do not contradict, but complement each other harmoniously.*

**Keywords:** *History, The Republic of Tatarstan, Kazan, Historical and Cultural Heritage, Tourist Potential, Museums.*

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## **1. Introduction**

The Republic of Tatarstan is a unique territory that has a rich economic, historical, cultural and tourist potential. A distinctive feature of the cultural heritage of this region is its multiculturalism and multi-confessionality.

Today, the protection of cultural heritage is one of the priorities of the state. The protection of monuments in the republic takes place for almost three hundred years.

The first attempts in the field of historical and cultural monument preservation and study date back to the reign of Peter I. In May of 1722, during the Azov (Persian) campaign, he visited the territory of the Bolgar (here the Bulgarians - the ancestors of modern Kazan Tatars - adopted Islam in 922). After that, an order was issued to preserve the Bulgarian buildings and transfer the epitaphs of gravestones with Bulgarian and Armenian inscriptions. Since then, more than one century has passed, and there were different periods in the field of cultural heritage preservation - prosperity and decline, stagnation and increased activity.

The problems of cultural heritage preservation are described in the works of foreign (Hoffman 2006; Klamer, Mignosa and Petrova, 2013; McCleary, 2005) and domestic (Valeev, 2007; Kulemzin, 2013) researchers. The monuments of history and culture of Tatarstan are in the center of attention within the works by Valeev (2007), Salikhov (2005), Sitdikov (2015) and Khayrutdinov (2001). Several publications is devoted to various aspects of the relationship between cultural heritage and tourism (Timothy and Nyaupane, 2009; Heritage, 2003).

The purpose of the study is to identify the relationship between the preservation of cultural heritage and the development of the tourism industry in Kazan.

## **2. Methodology**

To obtain and substantiate the theoretical conclusions, general scientific methods of cognition were used, in particular, the analysis, which makes it possible to establish the connection between phenomena and processes; the theoretical method of comparison; the empirical method of observation.

## **3. Results and discussion**

The period of a sharp activation of activities is the possible way to characterize the current in the sphere of cultural heritage preservation in the Republic of Tatarstan in general, and in Kazan. This was preceded by a lot of work, several 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 establishment of the state historical, architectural and art

Museum-Preserve "Kazan Kremlin". After that, a new history of the Kazan Kremlin begins. Since that day, the full-scale archaeological, restoration and engineering works have been carried out on its territory. As practice shows, the museum-reserve has established itself as the most effective form of preservation and popularization of cultural heritage for a short time of its existence.

On November 30, 2000 the historical and architectural complex of the Kazan Kremlin was included in the list of World Cultural and Natural Heritage in Cairns (Australia) during the XXIVth session of the UNESCO World Heritage Committee. The Kazan Kremlin becomes the object of international importance and the first UNESCO object in the Republic of Tatarstan.

Significant works were held in the historical center before the celebration of the 1000th anniversary of Kazan in 2005. During this year the restoration of the Annunciation Cathedral was completed, the Kul Sharif mosque opened its doors for believers and tourists, the face of the historical center changed. The metro and the first stage of the Millennium Bridge begin to work in the city. The Hermitage-Kazan Center (the State Hermitage first office in Russia) is opened in Kazan Kremlin.

A large amount of restoration works was carried out in the Old Tatar Sloboda, which reflects the confessional-national color, expressed in architecture, culture and traditions. The mosques (Mardzhani mosque, Apanaevskaya, Galeevskaya mosque, etc.), the houses (Sh. Marjani house, Shamil's house), manor complexes (Sabitovs' estate, Kushaev's estate), streets (K.Nasyri pedestrian street) were restored on this territory. The architectural monuments of federal, regional and municipal significance are presented here.

Every day the old-Tatar Sloboda is visited by tourists. The mosques are reopened here. There are hotels, restaurants, cafes, souvenir shops and museums in the restored houses and manors. Several museums - the Museum of the Old-Tatar Sloboda, the Chak-Chak Museum, the G. Tukay Museum and the Nasyri Museum are in this part of the city.

Today, individual works are devoted to the history of this part of the city and research and restoration works are continued. Old-Tatar Sloboda has a great tourist potential.

The place of pilgrimage in the city is the Kazan Bogoroditsky Monastery, built on the site of the Kazan Icon of the Mother of God acquisition in the 16th century. After the destructive period of the Soviet regime for the monastery, the restoration works were started on the territory of the monastery complex, which continue today. On November 4, 2015, the President of the Republic of Tatarstan R.N. Minnikhanov signed the decree "On the establishment of the Bulgarian Islamic Academy and the reconstruction of the Kazan Cathedral of the Mother of God Icon". On July 21, 2015, with the participation of the Patriarch of Moscow and All Russia, Cyril, the

capsule was laid in the foundation of the recreated Kazan Cathedral, destroyed in 1930-ies.

The Kazan Kremlin, the Old Tatar Sloboda, the Kazan Bogoroditsky Monastery constitute the historical center of Kazan - the "core" of the city. It also includes Bauman, Kremlevskaya, Gorky, Karl Marx street, Liberty Square and the Black Lake Park, Lyatskoy Garden, the Lake Kaban and much more. As was noted by Valeev, 2007 *"And the city is remembered to us, first of all, by the appearance of a historically developed center"*. Today we witness the transformation of the historical center.

All designated objects of cultural heritage make the Republic of Tatarstan one of the leaders among the regions of Russian Federation in the sphere of tourism, which shows stable positive dynamics in the main indicators of the tourism industry development. This becomes possible through the harmonious coexistence of cultural heritage sites and the tourism industry. It is important that they do not contradict, but complement each other.

The state management in the sphere of tourism has been carried out by the State Committee of the Republic of Tatarstan on Tourism since 2014. The work is carried out by the Tourism Development Center of the Republic of Tatarstan, the travel agencies, the tourist and information center of Kazan, the excursion department of the "Kazan Kremlin" Museum and the museums of the city.

An active growth of the tourist flow shows the main objects of the tourist show at the historical center. International events - the Universiade of 2013, the World Championship in Water Sports 2015, the Cup of Confederations 2017 - allowed not only to attract tourists to the events, but also to make Kazan a recognizable and an attractive city.

To popularize the cultural heritage, the city museums conduct an active exhibition, methodological and publishing activities. Thus, there are seven museums on the territory of the museum-reserve "Kazan Kremlin": The Museum of Tatarstan Statehood history, the "Hermitage-Kazan" Center, the Museum of Islamic Culture, the Museum of Natural History of Tatarstan, the Museum of the Cannon Courtyard, the Manege Exhibition Hall and the Annunciation Cathedral Museum. Getting to the museum, tourists can watch an exposition, and visit the master classes, quests and interactive programs offered by the museums ("In Search of the Treasure" - the "Hermitage-Kazan" Center, the "Art of Arabic Calligraphy" and the "Painting on Glass" - the Museum of Islamic Culture).

The organization of mass events such as the International action "The night at the Museum" and the All-Russian action "Night of the Arts", the International Festival of sacred music "The music of Faith" and the festival of military brass bands

"Fanfares of Kazan" and many other museum events, festivals, holidays, attract the residents and the guests of the city on the territory of the Kazan Kremlin.

Other museums of the city, such as the National Museum of the Republic of Tatarstan and its branches (the museum by E.A. Boratynsky, the museum by S.Saidashev, the museum-apartment by M. Jalil, the literary-memorial museum by A.M. Gorky, the house-museum named after Lenin and others), the museums of the Kazan Federal University (the Museum of the History of Kazan University, Ethnographic Museum, Botanical Museum, Geological Museum named after A.A. Shtukenberg and others) perform a lot of work for a tourist flow attraction. Most of these museums are located in historical and cultural sites.

The museums and the tourist firms of Kazan take part in international festivals to promote the cultural heritage and attract tourists to our city annually (Intermuseum, Moscow) and exhibitions ("Intourmarket", MITT, "Rest" - Moscow, "Summer" - Yekaterinburg, "Tourism and Travel" - Almaty, Kazakhstan, Matka Nordic Travel Fair - Helsinki, Finland, etc.). Domestic and foreign media, which come to the republic every year tell 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. The territory of the city has hotels, food stations and the places for specialized trade.

#### **4. Conclusion**

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

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

The average period of tourist stay in Kazan and Tatarstan increases. The majority of tourists spend in Kazan from three to five days. The objects of international importance (UNESCO sites) - the Kazan Kremlin, the Ancient Bulgarian, the island-city Sviyazhsk are included in every tourist program. Today the issue arises about the development of a more intense multi-day tour. The following cities have become the points of attraction for tourists in recent years: Elabuga, Chistopol, Tetyushi.

Kazan receives more than two million tourists annually. Today, the restored monuments of history and culture are opened to city residents and tourists. There are

museums, art galleries and exhibition halls, theaters, hotels, canteens and the places for trade. Even though a large number of restoration works are carried out annually in the city on cultural heritage sites, many architectural monuments in the historical center still wait for their turn (the building of the Noble Assembly Hotel).

Thus, the preservation of cultural heritage is one of the main factors for the development of the city tourist potential. But first of all, the preservation of monuments of history and culture is the preservation of the city and its history.

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