

## Regional Management System of the Tourist and Recreational Facilities on the Example of the Republic of Tatarstan

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### Abstract

The tourism industry related to the innovative sector of the economy, with the effective use of the tourist potential of the territory, will increase the return and contribute to the development of the Russian social and economic system. The Government of the Republic of Tatarstan takes active part in the development of the tourism industry, introducing new mechanisms for managing tourist and recreational facilities at the regional level. The correct system of organization of a tourist and recreational facilities by regional management bodies, taking into account the nature and social and economic specialization of the region, will positively affect its welfare, which consists of three key components significant from the point of view of developing the regional economy as an open socio-economic system and representing a set of business structures, the population and state bodies. The paper deals with the approaches to the formation and functioning of the management system of the tourist and recreational facilities of the region, based on the experience of the Republic of Tatarstan, where it is represented as a combination of budget, economic and household components. The paper presents ways to increase the revenues of the republican budget by the example of the Republic of Tatarstan as a result of the introduction of measures for the interaction of budgetary, economic and household structures, by improving the system of regional management and interaction of the elements of the tourist and recreational facilities.

**Keywords:** Russian federation; Republic of tatarstan; Regional administration; Tourist and recreational facilities; Tourism; Kazan; Sviyazhsk; UNESCO.



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### 1. Introduction

The national economic system in the vast majority of Russian regions is represented in the form of raw materials industries, which are centers of attraction of labor, financial, technical, technological and information resources. One of the most promising branches of the non-primary sector is the tourism and hospitality industry, which accounts for up to 12% of Russian goods turnover by services.

The Russian Federation is unique in its territorial features in the form of disparities in natural and climatic and socio-economic terms, as it is located in ten time zones, practically in all natural areas and has a huge territorial isolation. The presence of these factors determines that for the Russian Federation applying the system of state management at the macro level is ineffective, and it is advisable to delegate authority in organizing and managing processes at the regional level (Abinova, 2010).

Today, a great contribution is made to the study of approaches to the effective development of the management system of tourist and recreational facilities at the level of the subject of the federation, where a great emphasis is placed on the interaction of the state with business structures and households in the area of organization of activities in the non-productive sphere, namely, in the provision of services (Galimov and Galimova, 2017).

### 2. Methods

The research is based on the use of the theory of system and economic analysis, general scientific methods of cognition through induction and deduction, and quantitative and qualitative analysis.

### 3. Results and Discussions

It would be preferable to implement the management of tourist and recreational facilities primarily at the meso-level, which does not contradict the existing strategic policy documents regulating the development of the tourism and recreation industry in the Russian Federation. Moreover, the organization of activities at the regional level will contribute to the solution of current problems, subject to regional peculiarities, both in natural and socio-economic terms.

The object of the tourism management system is a tourist and recreational facilities located in the region where.

phenomena and processes related to the vital activity of the population occur. Experts in regional science and heads of subjects of the Federation understand regions as the subjects of the Russian Federation and identify their following features:

- unity and integrity of the region;
- management in the form of political-administrative control bodies;
- the complexity of the economy, expressed in its community and unity;
- specialization and entry to the market of demanded products;

availability of labor in the industrial and non-productive sectors, corresponding to the level of education and qualifications (Kotliarov, 1978; Эйдельман, 1962).

As the basis of the formation of the economic category of the "tourist and recreational facilities, we can only talk about tourism specialization of the national economy. Tourist and recreational facilities is a part of the general economic complex of the region, which is a combination of non-resource enterprises (travel companies, food enterprises, transport companies, accommodation facilities, museums, nature reserves, leisure facilities) aimed at creating, promoting and selling a unique tourist product with using the tourist and recreational potential of this territory. The activities of the above-mentioned enterprises should be coordinated by state structures for the purpose of a more efficient management system.

The Republic of Tatarstan, in the process of forming tourist and recreational complexes, has taken the path of restoration, reconstruction and attraction of investments into existing tourist zones that have a history and represent both a national and a world heritage with functioning tourist and recreational facilities available. This is the territory of the Kazan agglomeration, Zelenodolsky, Spassky, Yelabuzhsky districts.

The government of the republic allocates material means, and participates in attraction of private investments in new development of areas where tourist-recreational objects had not been used according to their purpose. For example, the use of the local natural resource of the Chatyr Tau mountain with a group of marmots as the main stimulator for the development of ecological tourism, the creation of recreation centers in large urban agglomerations with a developed economy (Kazan, Nizhnekamsk), where residents of large cities form a demand for rest, which affects organization of recreation sphere.

Effective management of the tourist and recreational facilities as a territorial system implies the search, introduction and adaptation to specific economic conditions of the functioning of the regional economic system, innovative tools and methods for improving managerial decision-making processes. Given the increased complexity and structural diversity of the elements and subsystems of the tourist and recreational facilities as an object of regional management in uncertainty and instability of the internal and external environment, the need arises to use the reserves laid in the modernization of the management of the tourist and recreational facilities (Drucker, 2012).

The main goal of the development of the regional tourist and recreational facilities is defined as the formation of a competitive tourism industry that will ensure the demand of consumers for meeting their needs. Effective functioning will positively influence the socio-economic development of the region by increasing the revenue of the republican and municipal budgets, investment inflow, the number of jobs, improving the health of the population, preserving and rationalizing the cultural, historical and natural heritage. A well-established management system with a part of the organization of cooperation between public and private tourism enterprises will ensure an effective scheme for redistribution of financial flows from profitable services, for example in the leisure sector, to less cost-effective, for example, means of accommodation, that will contribute to sustainable economic development of the general facilities. The tourist and recreational facilities

provide the demand for services of both arriving tourists, and improves the quality of life of the local population.

It is necessary to build a hierarchy of management of the tourist and recreational enterprises and organizations to consider the possibility of harmonizing and integrating the servicing processes of related enterprises (Abinova and Shabanova, 2013).

Changing over the path of sustainable development of the territory requires creating comfortable economic conditions for the development of small, medium and large-scale enterprises. In our opinion, the problem of preserving a sufficiently large market due to the demand of a mass consumer is fundamentally unsolvable without financial support from the state. The source of this support can be organized through the budget and off-budget and such support should be understood as a public duty, rather than charity. State authorities should legislatively reduce the level of economic risk when creating new tourist services; and ensure political and economic stability at the level of state regulation; favorable regime of entry and exit from the tourist zone, environmental safety and protection of cultural and historical heritage. Tourism in Tatarstan is a perspective branch of the economy, where application of effective management methods will contribute to the formation of the national income of the republic.

The tourism industry assumes the provision of services in the form of a tourist product through the infrastructure facilities, which are also objects of the branches of the regional economy. The formation, promotion and realization of a tourist product is a complex socio-economic system where related industries (trade, banking, insurance companies, catering enterprises, accommodation) are interested in gaining income from joint activities.

Therefore, we believe that tourism is a cross-sectoral complex that involves the interaction of many branches of the economy and requires for its successful functioning the management tools to perform coordination and regulation at the level of social and economic interaction, both at the regional, local and federal levels (Kazakova and Galimova, 2018).

This can be illustrated by the Republic of Tatarstan, where the tourist and recreational facilities "Great Bulgars" functions.

The above-mentioned facilities belong to the category of small historical cities, is an ecological and historical site; before 2007 it was an attractive tourist zone, perceived as architectural monuments of culture of the X-IV centuries - Volga Bulgaria.

During the last ten years, Bulgars moved to the status of the tourist "core", which is the center of the tourist and recreational facilities located on the Volga coast in the Spassky District of the Republic of Tatarstan. To do this, the following measures were taken: on the western outskirts of the Bulgarian hillfort, tourists hotel town, conference hall, museum of architecture, a set of buildings and structures "Zelenaia stoianka" had been built, with building area 2500 sq.m. and the cost amounting to 17.5 million rubles. Turning the Cathedral Mosque into a museum, a metal frame imitating the silhouette of the structure (80 tons) and the installation of removable awnings (900 square meters) was erected. The cost of building structures is 6 million rubles. 1000 sq.m awning tent roofs are erected over archaeological excavations. The total cost of the project reached 3 million rubles. The suburban territory is improved and the bank of the river is strengthened. Volga, which allowed to take not only small boats, but river ship "liners", descending downstream of the Volga river from the north-western part of Russia, already from the Rybinsk reservoir, respectively, Bulgar was included in the cruise tourist product "Kizhi -...- Sviyazhsk - Samara - Astrakhan".

The territory of the tourist and recreational facilities locates market stalls, selling actively souvenirs, pieces of folk crafts, food items. For the excursions, there is a well-developed circular tourist trail with observation platforms, as well as with zones for rest and waiting, tourist and information services (Markusen, 2002).

The development of this territory as a tourist and recreational facility had a positive impact on the dynamics of tourist flows, which affected the regional budget, and its recognizability and popularity helped to raise funds for the preservation and restoration of cultural heritage (Miller and Friesen, 1980)

## 4. Summary

The experience of the Republic of Tatarstan proves that as a result of the introduction of the regional tourism management system on the basis of interaction between the elements of the tourist and recreational facilities has led to positive economic results with improvement in the quality of servicing the clients of the regional tourist facilities and an increase in tourism turnover, profitability of economic entities of this industry. All this provided an increase in the revenues of the facilities as a whole and replenished budget in 2017 with additional 200 million rubles. This circumstance confirms the economic feasibility of the proposed measures.

## 5. Conclusions

Thus, to increase the efficiency of the regional socio-economic system, it is necessary to form and operate a management system for the tourist and recreational facilities at the regional level, subjects to the specifics of the region.

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