



## **Features of the recreational tourism development (on the example of the Republic of Tatarstan)**

*Revista Publicando, 4 No 13. (2). 2017, 885-895. ISSN 1390-9304*

### **Features of the recreational tourism development (on the example of the Republic of Tatarstan)**

**Guliya Magdutovna Ibragimova<sup>1\*</sup>, Elena Aleksandrovna Gerkina<sup>2</sup>**

- 1. Kazan Federal University, Institute of Management, Economics and Finance, Kazan, gulyk@yandex.ru**
- 2. Kazan Federal University, Institute of Management, Economics and Finance, Kazan, gerkina\_elen@mail.ru**

#### **ABSTRACT**

Nowadays, a healthy lifestyle is being popularized; the government's goal is to reduce morbidity and mortality of the population, and simultaneously develop domestic tourism and the Republic in general. Tourism as an independent sphere of services presupposes the development of the region due to the influx of tourists and finances. These two factors together promote both recreational tourism, which contributes to the development of the Republic of Tatarstan as a tourist product, and the economic component of the region.

It should be noted that the sanatorium and resort institution ceases to be a place of treatment and rest for the elderly and becomes a multifunctional health center designed for a wide range of consumers. Change in demand for health services is due to the fact that a healthy lifestyle comes into fashion.

According to the socio-economic development strategy of the Republic of Tatarstan by 2030, one of the goals is to preserve public health and prolong longevity. Within the framework of this project it is planned to develop health tourism in the Republic.

**Keywords:** Republic of Tatarstan, cluster, medical tourism, recreational tourism, sanatorium tourism, human capital, investments, strategy.



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### 1. INTRODUCTION

According to the World Tourism Organization (WTO), treatment and recreation are among the most important tourist motivations. Today, health tourism expands, this area actively continues developing and has great prospects and inspiring predictions.

Recreational tourism is carried out with the purpose of maintaining or improving health, presupposing a stay in a sanatorium and resort institution. (Babkin A.B. 2016).

There are 4 types of recreational resorts distinguished in the world:

1. Balneological (the use of natural mineral waters as a curative factor);
2. Mud cure (bound to the deposits of therapeutic mud and clay rocks);
3. Climatic (forest, mountain, coastal);
4. Mixed - a combination of several natural recreational factors (Razumov A.Ch.2013).

The importance of studying tourism activity is determined by the growing significance of tourism in modern society. Experiencing the influence of external factors, tourism itself is able to influence the political, economic and cultural situation of those regions where it develops. At present, every seventh job falls on the tourist business. And according to the forecasts of the WTO, by 2020 the number of international tourist arrivals will be 1.6 billion, i.e., 3 times higher than in 2000. The daily expenses of tourists, excluding air travel, will grow to \$5 billion a day (World Trade Organization. 2017).

Analyzing the data of health tourism in the Republic of Tatarstan from 2013 to 2015, one can see an increase in the number of people accommodated in sanatorium and resort organizations, a slight increase in the room numbers, and costs and revenues as a consequence. Indicators can be seen in this table (see Table 1).

**Table 1. Sanatorium and resort activity in the Republic of Tatarstan (8)**

Years	Number of people accommodated in sanatorium and resort organizations	Number of sanatorium and resort organizations	Number of rooms in sanatorium and resort organizations	Costs of sanatorium and resort organizations	Revenues of sanatorium and resort organizations



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2013	140,881	46	3,804	3,056,557.8	2,723,993.5
2014	150,178	45	4,035	3,363,779.7	3,005,586.8
2015	158,552	45	4,044	3,490,194.5	3,284,562.2

In 2015, the Republic of Tatarstan had 45 sanatoriums located on its territory, with a total of 8,779 beds, and 4,044 rooms. Revenues of sanatoriums and resorts on the territory of the republic amounted to 3,284,562.2 rubles, costs amounted to 3,490,194.5 rubles, the number of overnight stays was 2,121,418, and the number of accommodated guests was 158,552.

The morbidity of the population is an important factor that characterizes the health status of the population and expresses the need for sanatorium and resort treatment. We shall consider the mortality dynamics of the population in the Republic of Tatarstan in 2013-2015. According to statistics in 2013, there were 831.6 patients per 1,000 people. In 2014, there were 841.1 people, and in 2015 - 804.2 people (Federal Service of State Statistics. 2017). The overall dynamics of decline is not observed, the indicators either increase or decrease annually. Therefore, the health problem is urgent, since there is a need to form a healthy population. Thus, the organization of sanatorium and resort activities is an important forming factor of public health.

### 2. METHOD

The program "Development of tourism and hospitality in the Republic of Tatarstan", adopted by the government on June 21, 2014, can contribute to the development of recreational tourism. The purpose of the program is to increase the competitiveness of the republic in the international and Russian tourism markets. The development of tourist infrastructure, natural and cultural and historical potential, event tourism and the development of hospitality in the region is one of the most promising areas for the development of the region.

In order to increase the competitiveness of the Republic, a SWOT analysis of recreational tourism should be conducted to identify weak and strong points, threats and



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opportunities. Based on this analysis, further ways of development of recreational tourism as a factor in the development of the territory can be identified (see Table 1).

**Table 1. SWOT analysis of recreational tourism in the Republic of Tatarstan**

Strong points	Weak points
<ul style="list-style-type: none"><li>- high tourist flow to the capital</li><li>- gentrified territories, parks, squares, embankments</li><li>- natural resources</li><li>- a large number of sanatoriums</li><li>- a separate body engaged in promotion of sanatorium and resort rest in Tatarstan</li><li>- a clear strategy for tourism promotion</li><li>- active work of the State Committee for Tourism</li><li>- organization of sports and recreational activities on a volunteer basis</li><li>- availability of the “Take Your Rest in Tatarstan” brand</li><li>- favorable geographical position of the region</li><li>- image of the republic</li><li>- a large number of historical and cultural sites</li></ul>	<ul style="list-style-type: none"><li>- an inadequate level of competitiveness with strong neighboring regions</li><li>- absence of unique sources or popular natural monuments</li><li>- low popularity of sanatorium and resort rest in the republic</li><li>- an inadequate number of multi-field sanatoriums (dentistry, ophthalmology, pregnancy)</li><li>- low awareness of the population about recreational measures</li><li>- high price for sanatorium and resort vouchers</li><li>- reduce in the number of preferential vouchers to sanatorium and resort organizations</li><li>- the unwillingness of many travel agencies to cooperate with and sell vouchers to a sanatorium</li><li>- application of outdated technologies</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>- creation of a unique recreational tourist route</li><li>- promotion of the “Take Your Rest in Tatarstan” brand</li><li>- popularization of healthy lifestyle and recreational rest</li></ul>	<ul style="list-style-type: none"><li>- decrease in competitiveness with neighboring regions</li><li>- wearing of sanatorium and resort equipment</li><li>- decrease in the number of beds/rooms and guests in sanatoriums of the republic</li><li>- decrease in demand due to economic and political problems</li></ul>



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<ul style="list-style-type: none"><li>- retention of funds in the Republic, due to the choice of the population for recreation in the territory of Tatarstan</li><li>- increase in the number of privilege vouchers and cooperation with trade unions</li><li>- increase in the level of health care through close cooperation of hospitals and sanatoriums</li><li>- public health improvement, reduction of mortality</li><li>- extension of health programs in sanatoriums, acquisition of the latest technologies</li><li>- development of the republic through the development of recreational tourism</li></ul>	<ul style="list-style-type: none"><li>- decrease in popularity of rest in the republic</li><li>- increased public interest in cheaper rest abroad</li><li>- outflow of funds abroad</li></ul>
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As we can see from this analysis, the main advantage of the republic is the large tourist flow, organization of various sporting events, the presence of a large sanatorium and natural and recreational base, which can attract tourists not only to have rest in Tatarstan, but also to improve their health. The presence of a separate body - the Republican Association of Sanatoriums and Resorts "Sanatoriums of Tatarstan" will help to deal with this area in more detail.

### 3. RESULT

The development of recreational tourism requires considering it as a component of the socio-economic system.

First, the goals of development of health tourism of the republic should be socially oriented, that is, they must meet the needs of people. Achievement of goals must be provided with resources. Secondly, there is a need for the compatibility of goals - social, organizational (spa and medical facilities) and directly the consumer's goals. Thirdly, the forming basis of the development program should be the goals of social development of the Republic of Tatarstan, the main task of which will be the development of the region and ensuring the quality of human life.

The strategic goal of developing recreational tourism in the region solves the following tasks:



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- creation of conditions for the effective functioning of the recreational tourism facilities;
- development of a program to improve the ecology of resorts, to preserve natural and recreational resources;
- promotion of health tourism in Tatarstan and competitive recovery;
- attraction of investment to recreational tourism;
- improvement of tourist service quality.

Alternative strategic areas of development:

- a sustainable long-term development of the tourist recreational complex;
- expansion of the range of recreational services in the republic and entry into new areas of activity;
- formation of the dynamics of the tourist business within the recreational and sanatorium and resort tourism of the region.

The process of development of health tourism in the republic should be integrated into the complex system of management of social and economic development of Tatarstan. It must have an effective organization of management with clearly distributed functions of each member of the organization that participates in the development and formation of recreational tourism in the republic.

### 4. CONCLUSION

According to preliminary estimates, as of January 1, 2017, the enterprises engaged in the investment activity were granted privileges of about 11 billion rubles (including 1.6 billion rubles in 2016).

Proceeding from this, it should be concluded that the Republic of Tatarstan has a favorable investment climate. But, unfortunately, the sanatorium and resort industry is far from the most attractive for investors. Investors show their interest in metallurgical and fuel complexes, food industry, wholesale and retail trade. Therefore, the main task is to increase investors' interest in the sanatorium and resort industry. (State estimate standards. 2001).

Objects of investment are the objects of sanatorium and resort infrastructure. The investment mechanism includes:



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### 1. Investment objectives.

The development of the sanatorium and resort industry on a republican scale allows increasing the incomes of the republican budget, creating new jobs, etc.

### 2. Methods of investment activity.

The sanatorium and resort sphere most often uses investment methods, such as public financing, debt financing and self-financing. Self-financing sources are own savings, profit, and depreciation.

The most important source of investment financing is crediting. A key factor for the borrower is the value of the interest rate, which depends on the terms and amount of the loan, the form of lending, credit risk, etc. Therefore, banking authorities and investors, in the current economic situation, have little opportunity to assume the function of credit support for the development of sanatorium and resort organizations.

State-owned investments can be provided only to state-owned organizations. Such financing has several levels: federal and regional. Funds from the federal budget are allocated to federal property objects, and funds from the regional budget are similarly allocated to the objects covered by the regional tourism development programs.

The development strategy of the Republic of Tatarstan corresponds to such documents as:

1. The concept of long-term social and economic development of the Russian Federation until 2020 (federal level);
2. The strategy of social and economic development of the Republic of Tatarstan until 2030 (regional level).

The strategic goal is to attract investments to competitive and efficient recreational tourism industries.

Strategy implementation plan:

1. Legal sphere. Presupposes simplification of procedures for registration of investors on a "one window" principle, which will improve the system of state support for investors and preparation of lands for investors.
2. Infrastructure. Presupposes the development of the infrastructure potential of the sanatorium and resort facilities, the implementation of infrastructure projects.

List of measures:



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- reconstruction and repair of sanatorium and resort facilities and adjacent territories;
- development of transport infrastructure;
- implementation of recreational investment projects (for example, "Green Fitness" in sanatoriums and resorts);

3. Marketing. Presupposes improving the system of promotion of the Republic of Tatarstan among its competitors, neighboring regions, and attracting investors on the basis of advanced technologies:

- creation of a unified image policy of the Republic of Tatarstan, which implementation includes promotion of the brand "Take Your Rest in Tatarstan";
- Informational support of the mass media, organization of image events both in Russia and abroad aimed at creating an attractive image of the republic;
- involvement of sanatorium and resort organizations in specialized exhibitions for informing about the offered services, increasing their consumer attractiveness.

4. Growth of competitiveness of the sanatorium and resort industry of the republic as a result of attracting investments.

5. Implementation of investment projects. The projects call for the following tasks to be solved:

- competitive recovery of the sanatorium and resort industry of the region by improving their staff performance;
- improvement of transport infrastructure;
- acquisition of modern equipment used for treatment in sanatorium and resort organizations;
- development of a modern tourist infrastructure contributing to the influx of tourists;
- creation of new jobs;
- - raising of living standards of the population as a result of recreational tourism promotion;
- public health improvement.





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The development of investment activity in the republic ensures the solution of the set strategic tasks and promotes the social and economic growth of the region. For this reason, the volume of investment growth is chosen as the most important factor in the development of the region.

### **5. DISCUSSION**

It is assumed that the implementation of programs and assistance to the leadership of the republic will create competitive and comfortable resorts able to meet the recreational needs of both Russian and foreign tourists. While the development of this industry will contribute to the development of the Republic of Tatarstan in general.

The main objectives and tasks aimed at increasing the attractiveness of the tourism product offered by the Republic of Tatarstan are: increase of the profitability and competitiveness of the resort industry; creation of a modern tourist infrastructure in the region; increase of the tourist potential; creation of new jobs; creation of favorable conditions for attracting investment in the given industry; and the development of the region with the help of recreational tourism.

The Republic of Tatarstan, namely the city of Kazan, has for several years been chosen for international sports competitions: the Summer Universiade in 2013, the World Aquatics Championship in 2015, the Confederations Cup held this year, etc.

The main objectives of these programs were:

1. Development of infrastructure and creation of conditions for the formation of sports grounds for sporting events.
2. Provision of Russian athletes with high-end training bases.
3. Possibility of holding international championships and games in Russia, incl. water sports.

Experience in developing programs of this level can be used to evolve recreational tourism in a similar way to the program "Development of Sochi as a Mountain Climatic Resort for 2006-2014", and to implement sports facilities not only for sports events, but also for recreational tourism in the future.

We should pay attention to the territorial location of the sanatoriums. Sanatorium and resort organizations are clustered in three places. Within the framework of the proposed



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Strategy for the socio-economic development of the Republic of Tatarstan until 2030, it is proposed to divide them into clusters: Kazan, Kama and Almetyevsk.

Each cluster will be combined to improve the level of the services provided.

Recommendations will be adopted and implemented, according to the target market and territorial features.

The task of each cluster in recreational tourism is to closely improve the transport accessibility of the sanatorium and resort facilities, to conduct marketing campaigns, and to cover a larger audience of its cluster and guide all levers of marketing to the given segment.

Based on our analysis of the state of recreational tourism in the Republic of Tatarstan, and the comparative analysis with neighboring regions, it was revealed that the republic's advantage is a large tourist flow, organization of various sporting events in the republic, and the ability of a large sanatorium and natural recreation base. And the presence of a separate body contributes to a more detailed and careful development of this area.

The main problem was the lack of distinctive features or rare sources in the republic. This suggests that it is possible to increase marketability by improving the quality of service, identifying a potential target audience, advertising recreational rest, popularizing sanatorium and resort rest, creating benefits and convenient recreational facilities, renovating sanatoriums, updating treatment technologies, carrying out standardization, and attracting investment.

### **6. ACKNOWLEDGEMENTS**

Work is performed according to the national programs to improve the competitiveness of the Republic of Tatarstan



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