

Tourist and recreational potential of the regions of the Republic of Tatarstan as a factor of sustainable development of the region (on the example of Zainsk district)

Aleksei Suslov^{1,}, Sergei Belov², Bartholomew Garchik³ and Raisa Suslova¹*

¹ Kazan national research technology University, K. Marx Str., 68, 420015 Kazan, Russia

² Kazan scientific center, Russian Academy of Sciences, Lobachevsky Str., 2/31, 420111 Kazan, Russia

³ University of Adam Mickiewicz in Poznań, ul. Wieniawskiego 1, 61-712 Poznań, Poland

Abstract. The article is devoted to the complex of natural, historical, cultural, religious, architectural and other sights identified during the work of local lore, concentrated in the Zainsk region of the Republic of Tatarstan, which are considered as a promising basis for the active development of the tourist and recreational sphere of the region. The conclusion is made about the need for reconstruction, restoration of heritage sites, improvement of settlements, construction of ethnographic complexes. To improve the quality of service, a network of infrastructure facilities is required. Ethnostization of these objects will emphasize the uniqueness of the area, to the greatest extent attract the attention of tourists.

1 Introduction

The development of the tourism industry as one of the types of the region's economy contributes to meeting the needs of local, Russian and foreign citizens in tourist and recreational services, improving the health of the population. It increases budget revenues, the inflow of investments, the number of jobs, which is especially important given the current problems of the countryside, improves the living standards of people, and also ensures the preservation and rational use of cultural, historical and natural heritage.

In the Spatial Planning Scheme of the Republic of Tatarstan, the tourist and recreational potential of the Zainsk region, in comparison with others, was recognized as "below average" [1, P.20]. In our opinion, this formulation does not correspond to reality. We should not talk about the low potential of the region, but only about its weak use. Local lore work, both in the office and on-site, by the staff of the Institute of Tatar Encyclopedia and Regional Studies of the Academy of Sciences of the Republic of Tatarstan on the three-volume illustrated encyclopedia "Populated Areas of the Republic of Tatarstan", among other things, allows you to identify and summarize data on various monuments, attractions, objects of historical and cultural heritage, etc. She showed that the Zainsk region is more

* Corresponding author: plusha131333@yandex.ru

than densely saturated with objects of various types interesting for tourism, recreation and restoration.

First of all, they include a number of natural attractions. The area is located in the northern spurs of the Bugulma-Belebey Upland, abundantly provided with small rivers and springs. Among the protected natural monuments is the river. Stepnoy Zay, which has 68 tributaries. Many recreation areas and scenic views are located along the banks of the Zainsk reservoir, formed as a cooling reservoir of the Zainsk SDPP. Also, the city park named after V.I. R.Sh. Fardiev with a cascade of waterfalls on the river. Karmalka. A landscape natural monument of regional significance is the Bukharaisky Bor, which occupies the northern slopes of the Bugulma Plateau and is represented by artificial pine forests of different ages. The age of pines in some of its areas reaches 150 years (planting in the 1860s). There are also preserved natural massifs of maple and birch oak forests, maple and meadowsweet birch forests, herb lime forests, sedge aspen forests [2, P.72]. There are many springs with good quality water, incl. mineral. It combines a mountain landscape, forests, saturating the air with a coniferous aroma, mineral waters, and healing mud. There is a sanatorium-preventorium "Romashkino" 2 km from the pine forest. In the northeastern part of the region there is the Bagryazhsky hunting reserve with an area of 41.8 thousand hectares, incl. forest land - 16 thousand hectares, lakes - 400 hectares, organized to strengthen the protection of wood grouse and roe deer. It is inhabited by moose and wild boars; of rare animals - lynx and marten [3, P.270].

The area at the moment is not too rich in terms of archaeological heritage: so far, less than 30 archaeological monuments have been identified - mainly sites and settlements of the Timber and Imenkovsk cultures of the Bronze Age and the early Middle Ages [4, P.124]. Finds from them, mainly ceramics, can be seen in local museums.

2 Materials and Methods

The research method is aimed at clarifying the spatial distribution of natural, economic, historical, archaeological and other objects and phenomena in the study area. As in traditional geography, the descriptive method remains the key method for studying tourist and recreational resources, which is a system of procedures for collecting, primary analysis and presentation of information. Its main advantage is simplicity and versatility of use. A description is understood as an ordered characteristic of the territory, as well as a theoretical generalization of the obtained material, in other words, systematization, explanation and construction of a theory [5, 6].

For the study of complex spatial structures, it is advisable to apply the historical (historical and geographical) method, which is used where the history of the object becomes the subject of research. The historical method allows us to consider a retrospective of the emergence, formation and development of processes and events in chronological sequence in order to identify internal and external connections, patterns and contradictions. At the same time, it is important to analyze a large number of heterogeneous sources, which helps to identify the objective laws of the formation of a process or phenomenon.

Historically, the Zainsk region has developed as a multinational and multi-confessional territory. The Tatars live here compactly, incl. kryashen, Russians, Chuvash [7, P.414]. A number of settlements are of great interest to tourists interested in the history and culture of the Tatar people, Islam. So, in two settlements, stone pre-revolutionary mosques, included in the register of architectural monuments of local importance, have survived: in the village. Upper Pinyachi built in 1887 and in the village. Akhmetyevo 1902-1903 (Akhmetyevo is notable for the fact that more than half of its inhabitants are Kryashens). They are examples of rich rural mosques in the style of pseudo-classicism and eclecticism, respectively. Near with. Lower Bisevo is the grave of an unknown Muslim saint of the 18th century revered by

local residents. in the form of a limestone tombstone, which has two centuries-old pines. Also, in this village, a two-storey merchant's stone house has been preserved in excellent condition, on the first floor of which there was a hardware store, on the second there were living quarters, and a separate one-storey shop. The place of veneration and worship is the grave of the famous educator, religious figure, teacher and doctor Tadjeddin Hazrat Yalchygul (1763-1838), the author of a number of works on history (including the book "History of Bulgaria"), literary criticism, folk medicine, Muslim law, education. It is located in the cemetery with. Imyanlebash, where other ancient gravestones are also preserved. A memorial sign was erected at the entrance to the village. A museum has been created in the rural recreation center, and annual "Yalchygulov readings" are held. A number of attractions are concentrated in the village. Begishevo. Here you can simultaneously see the well-preserved building of the pre-revolutionary madrasah, the Soviet school built in 1960 and the new school building, erected in the 1990s. In the village there is a spring "Dobr Chishme", beautifully arranged in ethnic style. On the central square of the village, a new mosque of 1992 and a monument to V.I.Lenin of 1957 "coexist", which is a gift to the local economy for the victory at the USSR Exhibition of Economic Achievements. The village is home to a number of people who are significant for Tatarstan: the first president of the Academy of Sciences of the Republic of Tatarstan M.Kh. Khasanov (his house has been preserved), the minister of public education R.A. Nizamov, and a prominent scientist I.A.Gaisin. It is worth noting the village of Kush-Elga, which was formerly the center of home hand weaving. In the museum of the local house of culture, you can see the operating hand looms. In the regional center - the city of Zainsk - beautiful modern mosques "Bilal" and "Nur", the monument to T. Yalchygul, the house of the famous writer and poet Subbukh Rafikov can be referred to the number of Tatars' monuments.

3 Results and Discussion

The peculiarity of the Zainsky district is the concentration of a significant number of settlements of baptized Tatars, incl. joint with the Muslim Tatars. The chapel pillars of the 19th century are a specific type of religious monuments in them. They can be seen in ss. Kadyrovo, Sarsaz-Bagryazh [8], Kaban-Bastryk, Tyugeevka. The last chapel is the most interesting: it is located on a well-maintained spring that flows to an artificial pond lined with stone. Also in Tyugeevka, the walls of a typical zemstvo school, built in 1912, made of hewn stone have been preserved. In the village of Popovka, a wooden church of the icon of the Mother of God has been preserved, oddly enough built already in Soviet times in 1921-1923; a village club functioned in her building. In the museum of the house of culture with. Svetloye Ozero there is an ethnographic exposition of the life of the Kryashens.

There are several Chuvash villages in the region. To the greatest extent, the inhabitants of the village of Gulkino have preserved and develop the way of life, traditions, holidays of the Chuvashes. There is an ethnographic museum in the house of culture, "Holy Spring" with a chapel, a chapel pillar with an icon.

The most saturated historical monuments associated with the Russian development of the region, of course, is the city of Zainsk, which arose as a fortress of the Zakamsky defensive line. In the old part of the city, there are earthen fortifications (escarpments) on the approaches to the fortress on the right bank of the Zai River, built in 1652-1654, the remains of the "Soldier's Cemetery", where soldiers were buried - the first inhabitants of the fortress, the house of the zemstvo doctor and the zemstvo school of the end 19th century, the house of the merchant Beketov of the 19th century, which now houses the local history museum, the Churches of the Exaltation of the Cross (1826, in the style of classicism,

restored), Epiphany (abandoned). Also, the remains of the ramparts and ditches of the Zakamsky defensive line (1652-1656) can be seen between pp. Novospassk and Ursaevo.

In rural settlements, large monuments of Russian architecture are represented by a number of monumental stone Orthodox churches of the 19th century. The brick churches of the Nativity of Christ in Aleksandrovskaya Sloboda (1814, Empire style), of the Ascension of the Lord in the village have been restored and are in a presentable state. Kara-Elga (1860-1867, eclecticism), the Kazan Icon of the Mother of God in the village. Fedotovo (1864-1868, empire style). Churches of the 19th century are dilapidated. Michael the Archangel in the village. Big Batras, Pokrovskaya in the village. Burbot (restoration started), Pokrovskaya in the village. Onbia, Troitskaya in the village. Old Tokmak (a new church was erected here).

You can get acquainted with the life of the nobility on the example of family estates: one of the branches of the dynasty of large landowners and public figures of the Melgunovs in the village. Novospassk ((the last owner was A.P. Melgunov - deputy of the 4th State Duma), until the 1870s the Levashevs were the landlords (the tombstone of K.A. Levashev was preserved)), the Neratovs in Neratovka (the estate was founded by Lieutenant General artillery, the head of the Izhevsk arms factory I.A. Neratov); unfortunately, although they are cultural monuments of regional and local significance, respectively, they are in a deplorable state, the latter is practically lost. The Stakheevs' office in Old Tokmak (abandoned), a trading shed in excellent condition of a well-to-do peasant of the 19th century are evidence of the merchant life. R.E. Chugunova in Kara-Elga.

There are many iconic objects associated with the Soviet period in the region. Thus, the monuments to the victims of the peasant “forked uprising” of 1920 in Zainsk, Sary Tokmak remained vivid evidence of the Civil War. Obelisks to the Heroes of the Soviet Union, pilots G.F. Larionov in Gulmino, N.I. Maikov in Old Tokmak, busts on the Alley of Heroes in Zainsk, monuments to the participants of the Great Patriotic War in almost all villages and villages, incl. interesting from an architectural and artistic point of view in the village of Fedorovka; for sports education - a stele near the school in Old Tokmak, where the champion of the 1972 Winter Olympic Games in Sapporo, skier F.P. Simashev. Another interesting episode from the history of this village (and region) is the landing in its vicinity in March 1961 of the descent vehicle of the Vostok-4 spacecraft with the dog Chernushka on board; a monument in honor of this event was erected in Zainsk. Other interesting objects of the Soviet period in Zainsk are the recreation center “Energetik”, the cinema “Cosmos”, large industrial enterprises with their museums, etc.

4 Conclusions

So, according to the examples given, we can confidently state that in the Zainsky district there has developed an extensive complex of the most diverse objects of natural, historical, cultural, religious, and architectural heritage. The concentration of many attractive for display and use objects, landscape viewpoints, etc. is a promising factor in the development of the tourist network, allows guests and local residents to be provided with all types of recreational and tourist services: cultural, educational, pilgrimage, event, festival, ethnographic, medical and recreational, adventure (hunting, fishing), sports and recreation, sports and entertainment, environmental, etc.

At the same time, today, only almost unconnected zones of excursion, cultural and educational tourism in the regional center of Zainsk are relatively actively visited today; health-improving tourism in the southeast (sanatorium-preventorium "Romashkino"); sports and recreation and sports and entertainment tourism and short-term recreation in the north-central part (sports and business complex "Fedotovo" (ski base, bike and horse rides, sports games), tourist center "Fakel", children's health camp "Energetik").

The regional history and local history museum developed and approved by the order of 07.05.2009 by the regional department of culture 3 excursion routes: "Memory" (Cultural center "Energetik" - Victory Boulevard - Larionova street - Soldier's cemetery - Ordzhonikidze street - Shkolnaya gora - mosque - The Church of the Exaltation of the Cross - a monument to the victims of the forked uprising - a monument to the Sons and Daughters of Zainsk who fell for their Motherland in the Great Patriotic War of 1941-1945 - Museum of History and Local Lore); "Zainsk at the turn of the century" (Zainsk State District Power Plant (State District Power Plant Museum) - Pobedy Boulevard - Palace of Culture "Energetik" - MC "Cosmos" - "Nur" Mosque - Trinity Cathedral - Physical Culture and Health Center - Park named after R.Sh. Fardiev) ; "Miras" (Mosque "Nur" - Trinity Cathedral - a church in the village of Kara-Elga - a church in the village of Fedotovo - the Church of the Epiphany - Holy Cross Church - a mosque in Zainsk-2 - a church in the village of Aleksandrovskaya Sloboda - the house of the landowner Melgunov in the village of Novospassk - tarasnye ramparts - Lysaya Gora) [9]. As you can see, these routes cover only a small part of the interesting places and objects available in the area.

For the development of the tourist and recreational system of the Zainsky district, it is necessary to expand and create new zones, the formation of closer ties between zones within the boundaries of the district, on the scale of the republic and the country in the form of a network of routes. Along with the historical, cultural, natural and infrastructural potential, the development of tourism in the region is facilitated by its transit position between the developed northeastern and southeastern zones of the republic.

The scheme of the territorial planning of the Zainsk region reasonably suggests a number of new promising tourist and recreational zones [1, P.107-112]. This is the Zaina polyfunctional zone with a route-support center in the city of Zainsk, sub-centers (route-control points) - with Aleksandrovskaya Sloboda, Popovka, Sarsaz-Bagryazh, route-transit points in the village. Bright Lake, with Old Tokmak, s. Medium Baggage. As part of this zone, the subzone "Zainsk" is allocated on the basis of the city and the Zainsk reservoir, local settlements with a tourist specialization:

- p. Aleksandrovskaya Sloboda as an ethnographic center of Russian culture with cultural events, the revival of Orthodox holidays ("Yablochny Spas");
- p. Sarsaz-Bagryazh, Sredniy and Verkhniy Bagryazh as an ethnographic center of the Kryashens with religious holidays;
- p. Popovka as a hunting (adventure) center due to its location in the Bagryazhsky State Game Reserve.

The northern multifunctional zone is supposed to be a zone of pilgrimage (Muslim), ethnographic, sports, health and adventure tourism due to the presence of objects of cultural heritage of a religious type (mosques, burials), the Fedotovo sports and business complex, the Fakel camp site, DOL "Energetic", p. Begishevo, places of preservation of art crafts in n. Almaly, Bura-Kirta, Kush-Elga, as well as the Bagryazhsky hunting reserve. The center of this zone is with Fedotovo, route reference point with Akhmetyevo, route-transit points - ss. Verkhnye Pinyachi, Kadyrovo, Begishevo, Nizhnee Bishevo, etc.

A number of already used and promising places far from the zones can be allocated to local tourist centers:

- Center "Bukharai" (Romashkinskoe deposit of mineral waters, natural monument of regional significance "Bukharaisky Bor", sanatorium-preventorium "Romashkino", Bukharai village, where folk arts and crafts have been preserved (in particular, weaving from wood), houses landowner Melgunov in the village of Novospassk.
- Center "Gulkin" on the basis of the Chuvash village of Gulkin.

All these zones, centers, sub-centers must be combined into a single system by transport and excursion routes: interregional (federal), regional and district (local). The notch line that ran through the region's lands also captured other regions of Russia and could become

part of the federal tourist route Zakamskaya notch line (Novosheshminsky Val). Routes through historical sites are a promising trend in the popularization of historical heritage with the inclusion of various kinds of objects, incl. associated with defensive structures. Their implementation will contribute to attracting tourists at the interregional level to the republic and to the Zainsky region.

Many towns (and villages) of Zakamye have a pronounced "merchant" appearance, rich history and their own distinctive features. This will allow at the republican (regional) level to organize the route "Tatarstan - the country of cities" through the historical places of the Trans-Kama region with the inclusion of years. Chistopol, Elabuga, Bugulma, ss. Cheremshan, Novosheshminsk, as well as coverage of the northern, central and southern parts of the Zainsk region with the main subject of display - the city of Zainsk.

The wide distribution of cultural and educational objects on the territory of the Zainsky district, as well as active work to revive and popularize the life and traditions of the peoples living in the area (the Tatar Sabantuy, Kaz Omase (Goose Pen), Kryashen Pitreu (Petrov Day), Chuvash Uyav, Yablochny Spas, Trinity, etc.), makes it possible to create specialized ethnographic routes of local importance, for example:

- "Peoples of the Zainsky region", covering settlements of various nationalities (Tatars, Kryashens, Russians);

- "Life of the Chuvash village", introducing tourists to the traditions of the village. Gulcinema;

- separate routes through ethnographic villages in combination with a cultural and educational part.

Ethnographic cultural and educational routes will connect tourist and recreational zones and subzones, expand the range of tourist services provided. Their organization is possible both as a separate tourist offer, and in combination with other types of tourism (sports, sports and recreation, medical and recreational, short-term rest) and an entertainment component (automobile, horse, walking routes). For the connection of all components, it seems promising, for example, the organization of the cultural and landscape route "Zainsk - Aksarino - Zainskoye reservoir - r. Stepnoy Zay - s. Svetloye Ozero - Zainsk ", covering the city of Zainsk, forests to the west of it, objects of cultural heritage in ss. Aksarino, Verkhniye Shipki, with a transition to the coast of the Zainsk reservoir and rest in the bosom of forest landscapes, a natural monument "Stepnoy Zai River" with access to the village. Bright Lake. It is also possible to organize ecological routes with stops in tourist complexes along the Zainsk reservoir and Stepnoy Zaya.

Taking into account the chosen directions, in order to increase the attractiveness of the tourist appearance of the area, reconstruction, restoration of heritage objects, improvement of settlements, construction of ethnographic complexes are necessary. To improve the quality of service, it is required to organize a network of infrastructure facilities (hotels, cafes, campgrounds, recreation areas, etc.), made in the national color. Ethnostization of these objects will emphasize the uniqueness of the area, to the greatest extent attract the attention of tourists. The development of the ethnocultural component will make it possible to involve the local population, which has preserved national traditions, to popularize the multinational culture of the region, the republic and the country as a whole.

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