

## Event Tourism and its Role in the Development of the Tourism Industry of the Region

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**Annotation:** The article defines the importance of event tourism, which is an important part of the tourism industry, acting not only as an additional source of profit, but also stimulating the development of the industry and related industries. So each ruble invested in a particular event brings 5-7 rubles to other areas. It is for these reasons that in the “Strategy for the development of tourism in the Russian Federation until 2035”, one of the priority tasks is the development of event tourism.

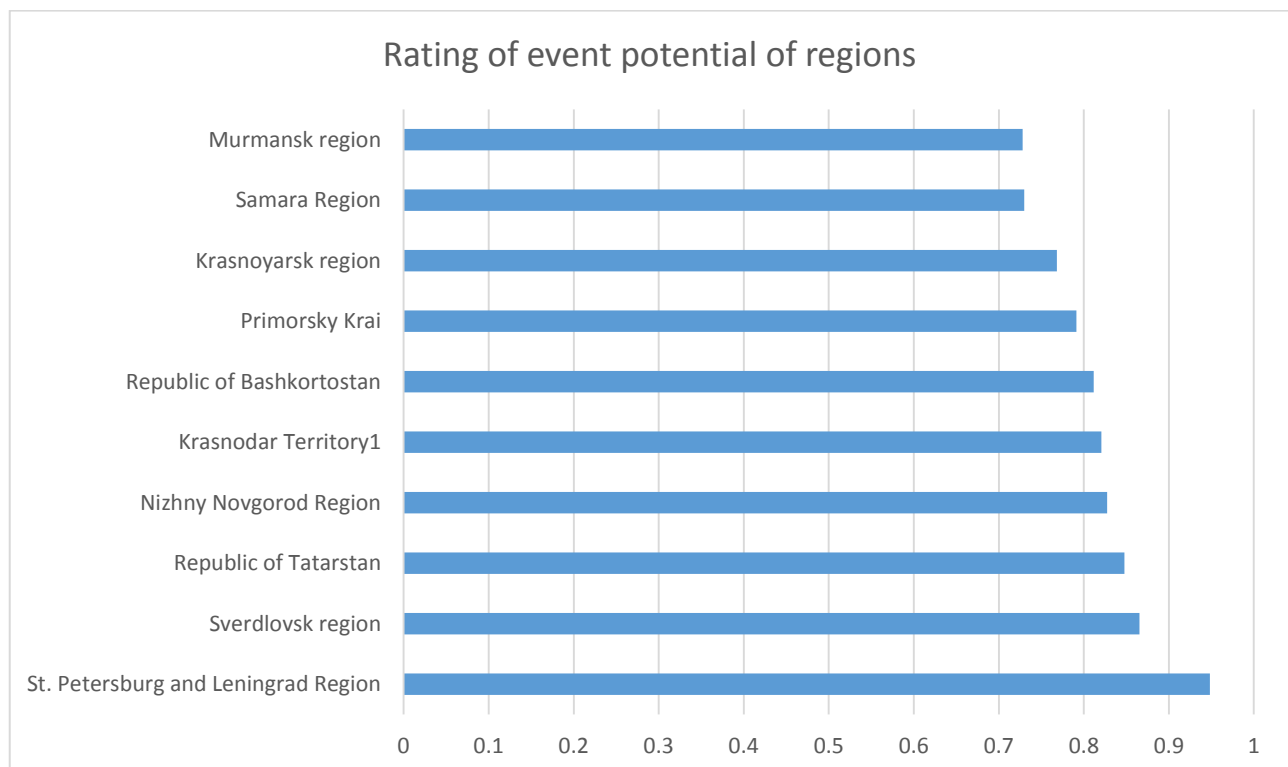
**Keywords:** the state of industry, competitiveness, types of tourism, modern trends in tourism.

**Introduction.** The total flow of tourists in the Republic of Tatarstan in 2021 amounted to 3.3 million people, and the volume of services provided in the tourism sector, taking into account related industries, was 33.1 billion rubles. These indicators prove that tourism is an important part of the country's economy, and Tatarstan is quite a popular tourist destination. The main tourist centers are Kazan, the island of Grad-Sviyazhsk, Veliky Bolgar, Chistopol, Yelabuga and Tetyushi [3].

**Purpose of the research.** Designate the role of event tourism in the industry on the example of the Republic of Tatarstan and, based on the collected data, develop recommendations for the development of this type of tourism in the region.

### Research results.

Speaking of potential, event tourism in Tatarstan is in the top 3 rankings among Russian regions according to 2021 (fig.1).



**Fig.1. Top regions of Russia in terms of event tourism potential<sup>3</sup>.**

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<sup>3</sup> Source: [https://rnc-consult.ru/netcat\\_files/userfiles/docs/rejting-sobytiynogo-potenciala-regionov-2021.pdf](https://rnc-consult.ru/netcat_files/userfiles/docs/rejting-sobytiynogo-potenciala-regionov-2021.pdf)

So today there are 228 accommodation establishments in Kazan, which include hotels, hotels of international chains "Ibis", "Kosmos Kazan Hotel", "Kazan Palace by Tasigo" and others, hostels, country houses. Of these, 4 have five stars "Mirage", "Korston", "Luciano", "Kazan Palace by Tasigo", 21 enterprises - 4 stars, 41 - 3 stars, 24 - 2 stars, only 5 have 1 star, without stars - 67 and 66 hostels [4].

Another important factor for the development of any type of tourism is the availability of catering facilities. The city has more than 2000 thousand different restaurants, coffee shops, pizzerias, bars and canteens. Among them there are many places of national cuisine, for example, the restaurant "House of Tatar Cuisine", the cafe "Chak-chak", "House of Tea" or the fastfood chains "Tubetei", "Kystyby", "Tatmak". Here you can also try the cuisines of other peoples of the world: Russian, Asian cafes, Caucasian, Indian, Hawaiian, European are popular. Despite the pandemic, due to which many catering establishments had to close, there were 196 such establishments in Kazan, the catering turnover in 2021 almost reached the level of 2019.

Venues are essential for any event. So in Tatarstan there is a huge number of sports facilities that are used not only in the framework of various sports competitions, including world championships, but also as halls for concerts, exhibitions, and even in such a religious event as iftar, which is held in Kazan -arena. In addition, the region has beautiful outdoor venues (parks, squares, squares, embankments, groves, lakes, fields), of which there are more than 100, which makes it possible to hold major festivals, fairs, national holidays, competitions, events for children. Of course, one should not forget about the significance of the Kazan Kremlin in hosting events. New Year holidays, festivals such as "TAT CULT FEST", the international festival of brass bands "Fanfares of Kazan", master classes on various topics are held on its territory. Other UNESCO sites - the Great Bolgar and Ostrov-Sviyazhsk - are also involved, not only as display objects, but also as places of active use as a platform for event tourism. Tatarstan is one of the leading regions for business tourism, so there are a huge number of business centers where business meetings, conferences, and exhibitions are held. We cannot ignore the buildings of the Kazan Federal University. For example, CSC Unix is not only the center of student life, where the Student Spring, festive concerts in honor of the university's birthday, sports competitions between institutes and physical education classes for students are held, but also the venue for theatrical performances, international competitions and concerts of popular performers. Based on the foregoing, we can conclude that in the Republic of Tatarstan there are not only many sites for the development of event tourism, but there is also a competent use of them [5].

Probably the most important role in the development of event tourism in the Republic of Tatarstan is played by the state. Tatarstan is included in the list of regions for the implementation of the targeted program to stimulate domestic tourism in the Russian Federation. At the same time, the tourism committee of the republic in its program for the development of tourism for 2016-2030. noted the task of "organizing and holding international, all-Russian, interregional, republican events aimed at forming a tourist image and promoting the republic in the tourist markets" as one of the priorities [2]. In 2022, according to the state program for the development of tourism, 198.2 million rubles were allocated from the budget of the republic. And we can say that the work of the State Committee is going well, because for 2022, according to the calendar of events of the Republic of Tatarstan, 315 cultural events are planned. Of these, a large number of events were included in the National Calendar in 2022: the All-Russian Bell Ringing Festival, the children's festival "We love the Kremlin!", the Kazan International Muslim Film Festival, "Literary Chistopol" Interregional Art Song Festival, International Music Festival "Summer Evenings in Yelabuga" and others [6] All these events are the most significant and attractive in the opinion of the Federal Tourism Agency, which is compiling the National calendar [1].

Active work is also underway to promote the region. These are also various releases on television, for example, on the TV channel "Friday", "My Planet", "Russia Culture", banners and promotion in social networks. So, in 2021, almost 300 thousand users visited the visit-tatarstan.com travel portal. However, there is still a problem associated with a lack of information about holding events in the republic, which is why tourists from other regions of Russia and from abroad associate Tatarstan mainly with sightseeing, sports, or gastronomic tourism.

As for the digitalization of services, Tatarstan is at a decent level. Tickets for planes, trains, buses, events, hotel rooms, hostels, tables in restaurants and many other services can be booked online in a couple of clicks. The application "Tatarstan Tourist Pass" is actively working. In it, you can use the services of a tourist guide, see information about attractions, buy tickets, see a poster of events, receive cashback for visiting cafes, bars, museums. In addition, in 2021, the Big Data project has done a lot of work to address the lack of statistical data. On the example of the Tetyushinsky district, a project was implemented jointly with MegaFon. Now it will be possible to receive information about tourists visiting the region by such parameters as period, country, region and municipality of residence, duration of stay, purpose of visit (tourism, visiting friends and relatives, business trip), type of tourism (international or domestic), gender, age, income level and type of visit (sightseeing or tourist). In the future, this project will allow you to competently build a marketing system, evaluate what needs to be improved and what needs to be paid attention to.

**Conclusions.** After analyzing the state of event tourism in the Republic of Tatarstan (Table 1), we can conclude that at the moment this direction is considered one of the priorities in the region. There are problems that are an obstacle to the development of this type of tourism, but with all the potential of the republic and the available resources, they can be solved.

**Table 1. SWOT - Analysis of event tourism in the Republic of Tatarstan**

| Internal environment | Strengths  | Weakness   |
|----------------------|--|--|
|                      | <ol style="list-style-type: none"> <li>1. Favorable geographical position</li> <li>2. Developed transport network</li> <li>3. Availability of a large number of catering and accommodation facilities</li> <li>4. One of the leaders in terms of innovation</li> <li>5. Support for the development of the industry and event tourism as a separate type by the state</li> <li>6. Availability of venues for events</li> </ol> | <ol style="list-style-type: none"> <li>1. Shortage of qualified personnel</li> <li>2. Poor condition of the river port</li> <li>3. Lack of information about events in the republic</li> <li>4. The disinterest of the population in the development of tourism</li> </ol>   |
| External environment | Opportunities  | Threats  |
|                      | <ol style="list-style-type: none"> <li>1. The course for the development of domestic tourism in the country</li> <li>2. Attracting public and private investment</li> <li>3. Holding all-Russian and international events due to the reputation of the region</li> </ol> <p>Has great potential to create unique events</p>  | <ol style="list-style-type: none"> <li>1. New wave of coronavirus infection</li> <li>2. Economic crisis</li> <li>3. Deterioration of the political situation</li> <li>4. Strengthening competition among regions in this direction</li> </ol> <p>Termination of financing and support of event tourism by investors and states</p> |

In connection with the situation in the world, in the Russian Federation more efforts will be made to develop domestic tourism. According to the state development program, event tourism is included in the priority direction of the industry, which means that this type of tourism will progress.

At the same time, this is an opportunity to attract foreign and Russian investments for the implementation of various activities.

Further, Tatarstan has already established itself as a favorable and reliable place for holding major events. This laid the foundation for being able to repeat the success of those events. We are talking not only about the reputation of the region, but also about the availability of the necessary resources in the form of sports facilities, parks, squares, business centers and other large venues, accommodation and food facilities.

The development of the economy and the establishment of international relations of the region and Russia as a whole will have a positive impact on the progression of business tourism. As a result, it will be possible to hold more large-scale forums, exhibitions and meetings on the territory of Tatarstan.

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