

TOURIST POTENTIAL OF THE REPUBLIC OF TATARSTAN.

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Introduction. The modern world can not be imagined without the tourism industry. Currently, tourism is one of the largest sectors of the world economy. Tatarstan is one of the largest regions of Russia in terms of population and economic potential. The Republic of Tatarstan is ideal for tourism, due to its geographical location, rich history and unique natural resources. In the conditions of modern globalization, accelerated introduction of the country and the republic to mass international forums, Tatarstan is undergoing a serious reconstruction and modernization [1, p. 122].

Objective. Assess the tourist potential of the Republic of Tatarstan.

Organization and methods of research. Sociological survey of residents of other regions of Russia, the study of literary and Internet sources, generalization, description.

The results of the study and their discussion. The results of the research showed that 75% of the inhabitants of other regions of Russia had previously visited Tatarstan as tourists. Among the regions of Russia, the Republic of Tatarstan ranks fifth in the ranking of the most visited places by tourists. The unique trade offer of Tatarstan is that the republic is moving to the international market. Kazan, the Volga and the Tatar national culture are three whales, which are combined in different ways for specific tourist offers. The main stream of tourists in summer, this is 82% of respondents.

Tatarstan attracts tourists with unusual excursions. The Kazan Kremlin is a UNESCO World Heritage Site. On its territory are the most beautiful mosque Kul-Sharif, Süyümbike Tower, the Annunciation Cathedral, the Presidential Palace and

other unique objects. Museums-reserves of the republic gave a special increase in attendance: from 22 to 43 percent.

In addition to Kazan, there are also interesting places in the republic where you can go: Sviyazhsk, Bolgar, Yelabuga, Chistopol, the river water area. It is pleasant to tourists, and they recommend to visit Tatarstan to the friends and acquaintances. Fans of ethnography, history, political science, world art, sport, religion will be able to find for themselves that it is difficult to meet in other cities of Russia. From shortcomings it is possible to note the price, tourists noticed that high-quality service can be received only in expensive hotels and restaurants. The insignificant number of tourists of 8% has faced the bad relation from locals and other vacationers. The greater part is confident that Tatarstan is one of the most hospitable republics!

The capital of Tatarstan — a universal tourist product, and in it its uniqueness. Here besides classical cultural and historical tourism both active tourism, and city break, and the tourism connected with mass actions develops. Kazan is moving forward as a city with developed tourist infrastructure, offering great opportunities for tourism, with a rich cultural and sports program, and as a city with convenient logistics in relation to major transport hubs. Over the past five years, the average annual growth rate of the domestic tourist flow amounted to 12%. The rapid development of infrastructure of the republic, in turn, is caused by the World summer Universiade of 2013, the World Cup in water sports of 2015, the forthcoming FIFA World Cup of 2018. The tourist flow to Kazan for the period from 2006 to 2015 increased 3.5 times.

Particular attention is paid to the creation of tours and various tourist and excursion programs, which can be interesting for guests of Kazan and other cities of the republic. It is worth noting also the dynamic development of the hotel business, in which tourists, arriving in the republic, will certainly settle. For the last year in Kazan hotels Luciano, Park Inn, Courtyard of the Marriott hotel network, etc. have been put into operation. Such world brands as Shangri La, Kempinski and Hilton

are interested in the city. Along with competition, the requirements for service and quality of service are growing.

Conclusion. The Republic of Tatarstan has unique opportunities to attract tourists, so the development of the tourist potential of the republic we see in:

- projects related to tourism within the Republic of Tatarstan, on the organization of tours (bus, motorboat, auto, bicycle, etc.) in Kazan and the Republic of Tatarstan, along interesting or memorable places;
- the organization of new tourist routes, parking, camping, tourist "glades";
- use of "buffer" zones of reserves, territories of national parks of the Republic of Tatarstan for the creation of tourist "ecological" villages, routes, trails, viewing platforms, etc .;
- projects aimed at popularizing folk art crafts and making souvenirs by hand;

- projects in the field of educational programs for the hospitality and tourism industry (professional trainings for tourism professions, language courses, etiquette);

- Projects in the field of extreme and sport tourism (cycling, surfing, mountain skiing, mountaineering).

Literature:

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