



Research Article

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Museum Preserves in the Sphere of "Cultural Tourism": Through the Example of the Cultural Preserves of Tatarstan

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Abstract

The article studies the existence experience of historical cities as centers of tourism development as in the case of Elabuga. The city of Elabuga is among the historical cities of Russia. The major role in the development of the city as a tourist center is played by the Elabuga State Historical-Architectural and Art Museum-Reserve. The object of the research in the article is Elabuga as a medium-size historical city. The subject of the research is the activity of the museum-reserve which contributes to the preservation and development of the historical look of Elabuga and increases its attractiveness to tourists. The tourism attractiveness of Elabuga is obtained primarily through the presence of the perfectly preserved historical center of the city with the blocks of integral buildings of the 19th century. The Elabuga State Historical-Architectural and Art Museum-Reserve, which emerged in 1989, is currently an object of historical and cultural heritage of federal importance. Museum-reserves with their significant territories and rich historical, cultural and natural heritage have unique resources for the implementation of large partnership projects. Such projects are not only aimed at attracting a wide range of tourists, but also stimulate interest in the reserve from the business elite, municipal and regional authorities. The most famous example is the Spasskaya Fair which revived in 2008 in Elabuga. It was held in the city since the second half of the 19th century, and was widely known throughout Russia. The process of the revival and successful development of the fair can be viewed as the creation of a special tourist event contributing to the formation of new and currently important tourism products.

Keywords: *historical city, museum-reserve, tourism activity, historical and cultural heritage, Elabuga, Spasskaya Fair*

1. Introduction

A historical city is an urban settlement which contained the objects of cultural heritage (monuments, ensembles and sites) as part of it, a historical city also included other archaeological, historical, architectural, city-planning, aesthetic, scientific or social and cultural values. [Federal Law No. 73-FZ of June 25, 2002] They form a territorial-local community, which, being a part of the history and culture of Russia, at the same time reflects the specificity of a particular region, which allows creating unique tourism products.

The term "historical cities" was established in the literature in the 1970s, after the appearance of an appropriate list issued by the Ministry of Culture of the Russian Soviet Federative Socialist Republic (the RSFSR). As it had been constantly updated, by the year of 2002 as many as 478 historic urban settlements were represented in the list. The list also included 9 settlements in Tatarstan, i.e. Kazan, Bugulma, Elabuga, Laishevo, Mamadysh, Menzelinsk, Sviyazhsk, Tetyushi, Chistopol. However, in 2010 the list of historical cities of Russia was seriously altered. [Order of the Ministry of Culture of the Russian Federation and the Ministry of Regional Development of the Russian Federation of July 29, 2010 No. 418/339 "On Approving the List of Historical Settlements" URL <http://base.garant.ru/199389/#ixzz4aWnh3ewo> (the access date is 09/25/2018)] It had only 41 cities remained in it, including Elabuga and Chistopol in the territory of Tatarstan.

2. Methods

The research is based on the study of a significant corpus of sources and literature. The source base is represented by the legal documents regulating both the development of historical settlements and the sphere of tourism. [Federal Law No. 73-FZ of June 25, 2002, Order of the Ministry of Culture of the Russian Federation and the Ministry of Regional Development of the Russian Federation of July 29, 2010 No. 418/339 "On Approving the List of Historical Settlements" URL <http://base.garant.ru/199389/#ixzz4aWnh3ewo> (the access date is 09/25/2018)] The existence practice of historical cities as centers of tourism development has not been studied enough and needs to be evaluated today. The literary sources covering this topic can be divided into the three groups. The first group includes works that study the specific features of historical cities, characteristics of their status (small, medium-size, large) and relationship with tourism. [Fedorova M.S. 2015; Timofeeva, L.S., Kadyrova M.I., Akhmetova A.R. 2017; Vizgalov D. 2015; Yemelyanova N. A., Saraikina S. V. 2018; Tejada, S., & Dominguez, A. 2019; Abishov, S., Polyak, D., Seidullaeva, G., & Kermeshova, Z. 2018] The second group comprises studies on the development of tourism, including within Tatarstan, and its particular objects. [Agishina T.I. 2014; Danilevich V.V., Rubtsov V.A. Baybakov E.I. 2016; Rozanova L.N., Mukhametova L.R., Chinkina D.I. 2016; Rubtsov V.A. Baybakov E.I. 2015] The third group contains publications about museums-reserves, their place and role in the development of tourism. [Mastenitsa E.N. 2014; Timofeeva L. S., Akhmetova A. R., Ziyablova M. K. 2016; Ranjbaran, A. 2014]

The object of this research is Elabuga as a medium-size historical city. The subject of the research is the activity of the Elabuga State Historical-Architectural and Art Museum-Reserve which contributes to the preservation and development of the historical look of Elabuga and the increase of its tourism attractiveness.

3. Results and Discussion

Elabuga acquired the status of a city in 1780. Systematic archaeological research in the territory of the historical part of Elabuga provided irrefutable evidences of the fact that between the 10th-11th centuries an urban settlement emerged at the mouth of the Toyma river. For many centuries, there was a ferry across the Kama that was an integral part of the trade and caravan route from the center of Volga Bulgaria to the Kama Region and further to the Arctic Ocean. [Rubtsov V.A. Baybakov E.I. 2015] In the 19th century the city became a major commercial center in the Kama Region. The integral architectural look of the city was formed in the 19th century, when after the fire that destroyed a large part of wooden buildings in Elabuga, stone buildings began to be

constructed. The central streets, which preserved the image of a traditional merchant town of the century before the last, are built up in the eclectic style with the elements of classical architecture (classicism). The uniqueness of Elabuga as an object of historical and cultural heritage consists in the presence of the only pre-Mongolian Bulgarian monument - the Devil's Fort (Chertovo Gorodische) - a perfectly preserved historical center of the city in the 19th century, as well as of multiple museums and other objects of tourist interest. The objects of historical, cultural and natural heritage are administered by the Elabuga State Historical, Architectural and Art Museum-Reserve.

Additional opportunities for the development of tourism are given, on the one hand, by tourist attractions neighbouring Elabuga, such as the Nizhnyaya Kama National Park with its unique landscapes, and, on the one hand, by the new cities located nearby (Naberezhnye Chelny, Nizhnekamsk). The inhabitants of these cities are potential and real quasi-tourists who make an important segment of the tourist market.

Among the problems that need to be addressed for the successful development of tourism is the transport problem. Elabuga is located more than 200 km away from Kazan which is the main center for the arrival of tourists in the Republic of Tatarstan. There is no railway station in Elabuga, the nearest station is Naberezhnye Chelny, where the train arrives from Moscow. The nearest airport, Begishevo, is 40 km away from Elabuga. Tourists find it attractive to travel by cruise ships and Meteor type high-speed water vessels going from Kazan and Chistopol. But the serious restriction here is that this type of transportation can only be seasonally used. The main means of transporting tourists from Kazan are buses, but it takes 3 hours to get to Elabuga. Thus, a trip to Elabuga takes the whole day, which constrains tourist demand.

The successful development of historical cities, especially small and medium ones, largely depends on whether they have subjects or structures that administer the objects of historical and cultural heritage and stimulate tourists' interest in them. Museums-reserves operating in 22 historical cities of Russia today successfully function as these structures.

The Elabuga State Historical-Architectural and Art Museum-Reserve was founded in 1989 by the Decree of the Council of Ministers of the RSFSR and the similar Decree of the Council of Ministers of the Tatar Autonomous Soviet Socialist Republic (the TASSR). In 1995, by the Decree of the President of the Russian Federation, the museum-reserve was declared a federal object of historical and cultural heritage. [Elabuga State Historical-Architectural and Art Museum-Reserve official website URL <http://www.elabuga.com/about/about.html> (the access date is 09/25/2018).] The territory of the museum-reserve includes the entire historical part of the city with an area of 491.5 hectares, where 184 historical and cultural objects are located. The six of them, including the memorial house museum of I.I. Shishkin, who is one of the most famous and recognizable Russian artists, the memorial estate of the cavalry maiden Nadezhda Durova are the objects of federal importance. The variety of spatial locations of museum-reserves creates opportunities for the implementation of a wide range of projects and campaigns. This allows not only presenting historical and cultural events here, but also "including" the museum space in modern cultural and social processes, thereby attracting new groups of visitors, which makes it possible to develop new types and forms of tourism and encourage promotion of the urban brand.

In terms of tourism development in historical cities, the term "cultural tourism" is increasingly used by modern researchers who understand it as a form in which many types of tourism are implemented to some extent [Krasnaya S.A. 2006; Moiseeva, E.G. 2012; Timofeeva, L.S., Kadyrova M.I., Akhmetova A.R. 2017; Timofeeva L. S., Akhmetova A. R., Ziyablova M. K. 2016]. Russian researchers simultaneously use such terms as "educational" or "cultural and educational" tourism in their works. The resource base for the cultural tourism is the historical and cultural heritage in its tangible and intangible forms, as well as living culture reproducing the traditional way of life. The objects of cultural tourism include not only monuments of cultural and historical heritage (historical territories, architectural buildings and complexes, archaeological excavation sites, art and historical museums, folk crafts, festivals, everyday rituals, folklore groups performances), but also current culture (mostly artistic culture), and the population lifestyle, e.g. cuisine, clothes, aspects of hospitality etc. [Elabuga State Historical-Architectural and Art Museum-Reserve official website URL <http://www.elabuga.com/about/about.html> (the access date is 09/25/2018)., p.3] The historical city is an optimal place for the development of cultural tourism in all of its forms. The concept

developed by G.J. Ashworth and J.E. Tunbridge is of profound interest for understanding the essence of the processes occurring in historical cities under the influence of the tourist activity. In this concept, the researchers systematize the process of development of medium-size historical cities of Europe. The approach described by them can be applied to historical cities of Russia. The authors distinguish four stages in the development of the city:

1. All urban activities take place within the city, which is most often a fortress. The Central Business District, which has such functions as trade, management and others centralized in it, is also located there.
2. Urban boundaries become narrow, and inhabitants begin to settle around, exploring the surrounding area. Secondary business districts are starting to form here.
3. At this stage, secondary business districts become valid centers with a full range of all functions. Thus, the territories and part of the historical buildings in the old center become vacant. This is the way the question of preservation and rational use of cultural heritage remained in the old center arises.
4. At this stage, tourism and tourist activities become an important factor in the development of the city. The demand for tourist services rendered in the old and new centers is increasing. The influx of tourists results in the creation of new tourist facilities and rapid development of the appropriate infrastructure. [Ashworth, G. J. & Tunbridge J. E. The 2000, P.86]

It can be argued that, in accordance with this concept, Elabuga is at the fourth stage of its development. Over recent years this has been evidenced by the creation of a number of new urban objects (monuments, new museums and museum complexes, works of urban sculpture, hotels, cafes), which are tourist attractions or which satisfy tourists' needs. Among such attractions we can distinguish the theater museum Traktir created following the style of the 19th century district tavern; the Portomoynya museum, the only one in Russia, which introduces the history of the laundry; the unique V.M. Bekhterev museum of district medicine; the objects of urban sculpture forming a unique image of Elabuga which are the monuments to the Policeman, Street Cleaner, Stray Dog. At the same time, new tourist routes and services are being developed in order to expand the tourist market.

4. Summary

Museum-reserves with their vast territories and rich historical, cultural and natural heritage possess unique resources for implementing large partnership projects aimed not only at attracting a wide range of tourists, but also at stimulating interest in the reserve from the business elite, municipal and regional authorities, the local population. [Fedorova M.S. 2015]

The most famous example of such a project, in which the Elabuga Museum-Reserve plays a significant role, is the revival of the Spasskaya Fair in Elabuga. It was held in the city since the second half of the 19th century and was widely known not only in the Volga-Kama region but throughout Russia. However, in the period of the Soviet Union everything sank into oblivion. The revival of the fair took place in 2008 on the initiative of the museum-reserve administration which was supported by municipal and republican authorities. Since then, the fair is held annually. 160 craftsmen of decorative, applied and folk arts took part in the first fair and the number of visitors was 25,000 people. In 2015, the number of participants was more than 1,100 craftsmen from 145 cities and settlements of Tatarstan, Russia, Uzbekistan, Belarus, Lithuania, Mongolia, Ecuador and others. [Tourist Information Center "ELABUGA" URL <http://www.elabuga.com/turizm/tur01.html> (the access date is 09/25/2018).] The fair has become a serious stimulus not only for the development of cultural and educational tourism, but also for event, business and ethnographic tourism within the city.

The fair is traditionally a place not only where people can trade, but also where they can communicate and enjoy their leisure time. When the organizers recreated this atmosphere of the fair, they included the work of national farmsteads and the "City of Craftsmen", performances of folklore and circus groups, children's and sports playgrounds in the program of the Spasskaya Fair in addition to selling decorative arts and folk crafts. In the "City of Craftsmen" there were workshops

where visitors could acquire the skills of pottery and weaving craft, get acquainted with hand - knotted weaving, make mascots of bast, chintz and wicker. The development of the ethnographic component was enhanced by the opening of the Rural farmsteads which introduced the distinctive features of national dwellings and traditions of the nations inhabiting the region, e.g. the Russians, Tatars, Kryashens, Mari, Udmurts, and Chuvashes. The process of revival and successful development of the fair can be considered as the creation of a special tourist event held for the purposes of marketing and branding of Elabuga city as a whole. The Spasskaya Fair has all the necessary characteristics for that, which are uniqueness, symbolic content closely related to the identity of the city, spectacularity and, above all, attractiveness to target audiences, one of which is tourists. [Vizgalov D. 2015, p. 104] Moreover, the fair has become the event core, around which new attractive events and phenomena are gradually concentrated.

The Russian festival of bell ringing became an original form of presentation for intangible heritage. It is held during the fair and people from various regions of Russia, singers and musicians playing old Russian instruments such as a lyrichord and gusli (a harp) take part in it.

The Ministry of Culture of the Russian Federation and the Association of Small Tourist Cities of Russia organized the Festival of Small Cities of Russia, which was held during the fair in 2016. For Elabuga and the Kama region, the fair is also an important economic event. It is not by chance that among the organizers of the fair there are the republican ministries of economy, industry and trade, the Chamber of Commerce and Industry of Naberezhnye Chelny. Trade turnovers of the fair are growing annually. Thus, in 2015, about 22 million rubles' worth of goods were brought to the Spasskaya Fair, and more than 12 million rubles worth were sold. Consequently, the Spasskaya Fair promotes an increase in the population employment as well as the growth of the city's and region's budget tax base.

5. Conclusions

The development of the city as a tourist center largely depends on the use of traditional and innovative technologies. The tourist information center "ELABUGA" operating at the Museum-Reserve is one of the few museum tour operators in Russia, which makes it possible to most adequately use the tourist resources of the city and adjacent territories, thus developing new routes of domestic tourism and identifying partners (travel agents). Having the functions of promoting and selling the regional tourism product, this center provides the whole range of tourist services. In order to completely satisfy tourists' needs, Nizhnyaya Kama National Park, the dolphinarium in Naberezhnye Chelny, representatives of rural settlements who organize trips to the Mari village of Kuklyuk and the Tatar village of Morty as part of rural and ethnic tourism are invited for cooperation. It is not by accident that Elabuga is treated as a possible center for the local tourist cluster. [Danilevich V.V., Rubtsov V.A. Baybakov E.I. 2016, P.35-45] The Elabuga Museum-Reserve has already been playing the coordinating role in this process.

Historical cities are the centers of tourism development by their nature, and museum-reserves operating in their territories are not only places for the concentration of various resources that attract tourists, but they also act as the most important subjects which organize and coordinate tourist flow as well as create new important tourism products.

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