

Investigation of the Supply Chain Management Effects on Tourism Infrastructure in the Region as a Competitive Factor

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Abstract- In this paper the components of tourism infrastructure were investigated by considering the supply chain management effects. One of the most important components of tourism infrastructure is the hotel industry. In recent years, the quantity of means of collective placement in the Republic of Tatarstan increased. In the republic, means of placement of almost all categories are presented, among them there are also representatives of such large hotel chains as Hilton, Marriott, ark Inn, Ramada, Ibis. The food industry is also an integral part of tourism infrastructure of the region. The show business of the Republic of Tatarstan covers a huge range of opportunities for visitors, beginning with excursion tours on historical, architectural and cultural sights, finishing with a possibility of visit of various festivals. Today the most important component of tourist infrastructure is transport infrastructure. Its importance and the importance is that first of all for the tourist it is necessary quickly and with comfort to reach a certain destination. Often an opportunity without special waste of time to reach the appointed place acts as criterion for selection of the place of a trip. As for the Republic of Tatarstan, it possesses an extensive transport network and includes all means of transport. The advantageous geographical location also contributes to the development of transport infrastructure. Public authorities of the republic also pay attention to development of the transport system. The Ministry of Transport and Road Facilities of the Republic of Tatarstan adopted the State program "Development of the transport system to the Republic of Tatarstan for 2014 - 2022" which purpose is ensuring further development and creation of a modern transport complex. Tourism in the Republic of Tatarstan in recent years became one of the most dynamically developing branches of economy. Carrying out a large number of actions of the international level and favorable investment climate allowed the republic to come to the leading position in development of tourism in the Russian Federation.

Keywords- tourism industry, tourism infrastructure, supply chain management, collective means of placement, means of placement, transport hubs.

1. Introduction

One of the most important components of tourism infrastructure is the hotel industry. In recent years the quantity of means of collective placement in the Republic of Tatarstan increased. Improved also and the quality of service of tourists, much attention is paid to foreign tourists, providing necessary information in foreign languages, and also to selection of skilled staff with knowledge of foreign languages [1]. Dynamics of quantity of objects of collective means of placement is shown in Fig. 1.

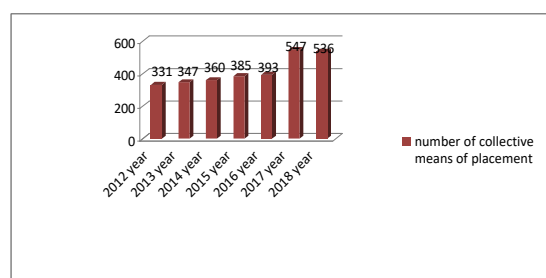


Figure 1. Quantity of objects of collective means of placement

2. Methods

In the republic means of placement of almost all categories are presented, among them there are also representatives of such large hotel chains as Hilton, Marriott, ark Inn, Ramada, Ibis. However, the bulk of means of placement is in the capital of the republic, the city of Kazan. Here 196 units of collective placement with the number of rooms of 7728 numbers are presented. The general number of rooms on the republic makes 15775 [2]. Dynamics of load of hotels by years is presented in Fig. 2.

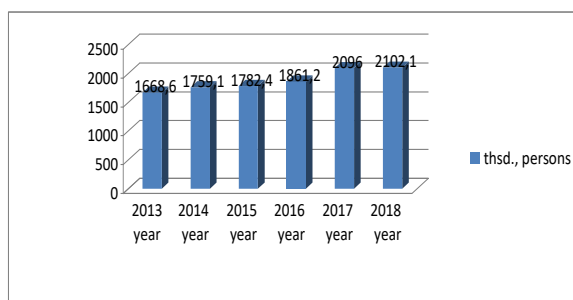


Figure 2. Dynamics of number of the persons placed in collective means of placement in the Republic of Tatarstan by years

The health resort of the Republic of Tatarstan includes 45 sanatorium institutions which capacity is 8,847 beds, and more than 4000 experts are engaged in service of living. The food industry are also an integral part of tourism infrastructure of the region. Speaking about catering establishments, that their quantity for 2018 was 6540 organizations, and for 2017 the quantity of such objects was the equal 5145 organizations. In the Republic of Tatarstan institutions with various kitchens are presented, however in a priority there are restaurants of ethnic Tatar cuisine. Are the most popular restaurant "Tougan Avyly", "House of the Tatar Cookery", and the network of Tyubetey fast food restaurants which is also gaining popularity [3]. The show business of the Republic of Tatarstan covers a huge range of opportunities for visitors, beginning with excursion tours on historical, architectural and cultural sights, finishing with a possibility of visit of various festivals. In the territory of the republic there are three objects entering the UNESCO World Cultural Heritage List:

- 1) The historical and architectural complex "Kazan Kremlin" which traditionally is the most attractive to tourists (for 2018 the number of visitors reached 2 million 928 thousand 900 people);
- 2) Bulgar historical and archaeological complex;
- 3) Assumption Cathedral and monastery of the island hail Sviyazhsk.

Some of the most visited places for 2018 became aquapark of a hotel entertainment complex Riviera (Kazan) which was visited by 837,712 people and "Kremlevskaya Embankment (Kazan), here the number of visitors reached 1,200,000 people. At tourists also Raifa Monastery, the island hail Sviyazhsk, the cities of Bulgarians, Yelabuga, Chistopol uses a particular interest. For family holiday the list of entertainments also includes the

Kazan oceanarium, a dolphinarium in the city of Naberezhnye Chelny, the children's city of professions of "KIDSPACE" in Kazan and Naberezhnye Chelny, the alpine skiing complex "Sviyaga Hills" and "Kazan", a huge number of theaters, museums and parks [4]. Within event tourism, considerable attention also large sporting venues of the republic use: Kazan Arena and Tatneft Arena stadiums, Palace of water sports, Academy of tennis, Palace of single combats [5].

3. Results and Discussion

Today the most important component of tourist infrastructure is transport infrastructure. Its importance and the importance is that first of all for the tourist it is necessary quickly and with comfort to reach a certain destination. Often an opportunity without special waste of time to reach the appointed place acts as criterion for selection of the place of a trip. As for the Republic of Tatarstan, it possesses an extensive transport network and includes all means of transport. The advantageous geographical location also contributes to the development of transport infrastructure. Public authorities of the republic also pays attention to development of the transport system. The Ministry of Transport and Road Facilities of the Republic of Tatarstan adopted the State program "Development of the transport system to the Republic of Tatarstan for 2014 - 2022" which purpose is ensuring further development and creation of a modern transport complex. The Republic of Tatarstan was located at the intersection of some of the main transport ways:

- the automobile and railway tracks which are going west from the East and connecting regions of Siberia, the western Russia and Eastern Europe;
- automobile and railway tracks, the river arteries lasting from the North on the South through all territory of the Volga region, connecting the Black Sea districts both the Moscow and Leningrad regions.

Through the territory of the Republic there pass the following federal highways:

- M7 E22 Moscow – Vladimir – Nizhny Novgorod – Kazan – Naberezhnye Chelny – Ufa;
- P239 Kazan – Orenburg
- P242 – Kazan – Arsk – Malmyzh – Kilmez – the Game;
- P241 Kazan – Buinsk – Ulyanovsk;
- P175 Yoshkar-Ola – Zelenodolsk.

In the territory of the capital of the republic are also located the Siberian path which is a part of a

transcontinental corridor "A great tea way", and the Orenburg path – a part of a transcontinental corridor "Northern Europe – the Western China". In Kazan 4 bus stations transporting passengers to all cities of the republic function, and also connect the republic to the neighboring republics and regions. Total length of highways with a hard coating is more than 21 thousand km [6]. Railway transport is the leading link of the transport system of the Republic of Tatarstan. In prospects, it is supposed that rail transportation will remain the economic way of movement. The passenger traffic in a year makes about 8 million people a year [7]. Railway transport in the republic is presented by activity of JSC Sodruzhestvo which founders are the Governments of the Republic of Tatarstan and Udmurtia and JSC "Russian Railways". The Gorky railroad has the extent of ways of 1040 km., 10 railway stations and 145 landing platforms, including 4 stations of federal directorate. Kazan-1 is the main railway station of the Gorky railroad, it is located in the capital, the city of Kazan. The station is an object of cultural heritage of Russia, is open in 1894. For 2018 through the station 34 long distance trains all the year round, according to the seasonal address of trains – 4 couples of trains connecting the Republic to such resorts as Adler, Novorossiysk and Anapa ply. The Kuibyshev railroad has the extent of 849 km., 6 railway stations and 65 passenger-landing platforms and 4 stations of federal directorate. Bugulma – one of stations of the Kuibyshev railroad located in the city of Bugulma of the Republic of Tatarstan. For 2018 through the station 5 couples of year-round movements of distant following, and 1 couple of trains of the seasonal movement connecting Izhevsk and Adler ply. Naberezhnye Chelny the railway station – also one of stations of the Kuibyshev railroad and the main railway station of the city of Naberezhnye Chelny. Year-round train service takes place along two couples of routes of distant following, the seasonal movement – one couple of long distance trains: Izhevsk – Adler, Adler – Izhevsk. The main waterways of the republic are the Volga Rivers and Kama – Connect the Republic of Tatarstan with the international network of waterways. JSC Tatflot Shipping Company carries out service of the main river port of the republic – the Kazan river port, and also chistopolsky port and other ports of the Volga and Kama piers. Passenger traffic is made by the LLC Kazan River Passenger Agency company. The largest river ports are in Kazan and Naberezhnye

Chelny. Total length of internal waterways – 1057 km. The Kazan river port – the main river port of the Republic of Tatarstan which was located on the left river bank Volga in the city of Kazan which is connected with the Baltic, White, Caspian, Azov and Black seas. The river station of port serves passenger ships of the regular long-distance directions and suburban lines (to the Kama Mouth, Bulgarians, Sviyazhsk, Tetyush). Also irregular entertaining and excursion flights will be organized. The Naberezhnye Chelny river port – the river port on the Kama River located in the city of Naberezhnye Chelny. In port there is a river station which infrastructure gives the chance for service of 200 thousand passengers for navigation. Air transport in the Republic of Tatarstan is presented by activity of the international airports "Kazan" (Kazan) and Begishevo (Naberezhnye Chelny) and the Bugulma airport making internal flights. The international airport "Kazan" is in 28 km. to the southeast Kazan. The airport has an artificial runway of 3750x45 meters in size and the air terminal complex consisting of three terminals (1, 1A, 2). From here regular and charter flights to the cities of Russia, and also to the FSU and beyond are performed. The international airport "Kazan" served 3.1 million passengers in 2018. Also in 2018 the new international directions were open: Alanya (Turkey), Tbilisi, Batumi (Georgia), Minsk (Belarus), Tehran (Iran, Bologna (Italy), Osh (Kyrgyzstan), Haikou (China), Uvda (Israel). From the internal directions flights to Makhachkala, Yaroslavl, Usinsk, Novosibirsk, Belgorod and Shardzh opened. The international airport "Begishevo" is located in 27 km. to the southwest cities of Naberezhnye Chelny. Serves also the cities of Nizhnekamsk, Yelabuga and Zainsk. Includes an artificial runway of 2506x42 meters in size and air terminal. From the airport regular and charter flights go to the cities of Russia, the FSU and beyond. In 2018, the passenger turnover made 777,263 passengers. Also from the Begishevo airport in 2018 flights to Dalaman (Turkey) and to Dubai (UAE) are open. The Bugulma airport is in 8 km. to the north from the city of Bugulma, serves also such cities as Leninogorsk, Almetyevsk, Aznakayevo and October. Includes an artificial runway of 2000x40 meter in size and air terminal. Regular and charter flights to regions of the European part of Russia and Western Siberia are performed from the airport. The passenger traffic for 2018 made 43,182 passengers.

4. Summary

Tourism in the Republic of Tatarstan in recent years became one of the most dynamically developing branches of economy. Carrying out a large number of actions of the international level and favorable investment climate allowed the republic to come to the leading position in development of tourism in the Russian Federation. One of leading roles at the beginning of development of the tourist industry in the Republic of Tatarstan was played by the World Summer Universiade of 2013 in Kazan. This event gave a certain impetus in improvement of conditions of hospitality in the region. Only in days of the Universiade Tatarstan was visited by more than 150 thousand tourists from 170 countries of the world. 13 new hotels were open, a huge number of sporting venues, including Kazan Arena stadium, the Palace of water sports is constructed. Besides the Universiade in Tatarstan also there took place global events which also caused improvement of indicators of tourism, and also positively affected a condition of infrastructure of the region. It is, of course, the World Cup in water sports of 2015, the Cup of Confederations 2017 and the FIFA World Cup of 2018. These events promoted increase in image of Kazan and Tatarstan in general, and also attracted bigger interest of tourists in the next years. People from many countries of the world began to arrive in the Republic, and annual gain of a tourist stream is about 10%. Condition of creation get prettier tourism infrastructures existence of tourist and recreational resources serves. The Republic of Tatarstan has rich tourist and recreational potential. Guests of the republic are attracted not only by its capital, and also and some other the large cities. For example, at tourists such cities as Bulgarians, Sviyazhsk, Yelabuga, Chistopol enjoy special popularity. They possess unique historical and cultural heritage. The city of Bulgarians is the historic center of the Republic of Tatarstan and enters the UNESCO World Cultural Heritage List therefore the main audience of visitors comes for acquaintance to the kept and restored cultural and historical heritage here. For involvement of additional audience placement of a hotel and sanatorium complex on 102 numbers, thematic baths, guest country houses and an agro-tourist farm on cultivation and processing of berry products is provided in infrastructure of the city. After entering of the city of Bulgarians into the UNESCO World Cultural Heritage List, a tourist

stream into the historic center of the republic considerably increased (Fig. 3).

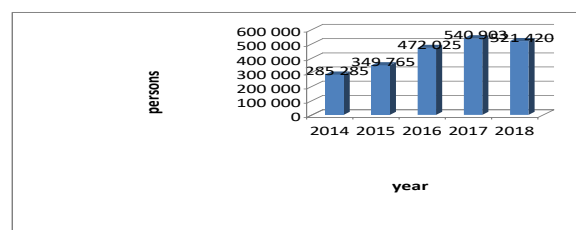


Figure 3. Dynamics of visitors of the city of Bulgarians by years

On the island hail Sviyazhsk there is no opportunity to build large hotel complexes in forces of the fact that it will destroy that historical appearance which it keeps. However in Sviyazhsk several subjects to placement – office museum housing Sviyaga, house of the merchant Kamenev (private hotel), house of the pilgrim work in the Uspensky monastery. 5 cafes with the Russian, ethnic and European cuisine operate on the island. But the main feature of Sviyazhsk is holding huge number of festivals, exhibitions and religious holidays here. During such actions guests can play round games, do some shooting from onions, participate in master classes from potter's, forge and tanning workshops and plunge into the medieval atmosphere of Sviyazhsk. A tourist stream to the island hail Sviyazhsk during the period from 2014 to 2018 almost three times (Fig. 4.).

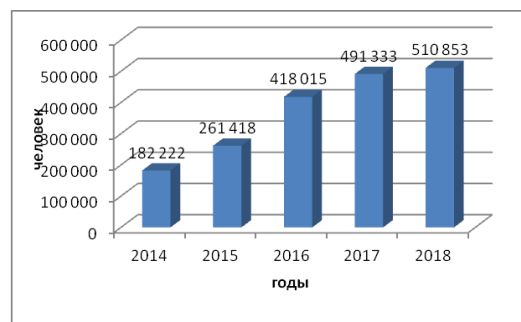


Figure4. Dynamics of visitors of the island hail Sviyazhsk by years

Yelabuga can surprise with a set of sights, as here a huge number of museum complexes, historical and architectural monuments and religious objects is concentrated. Transport infrastructure of the city is also developed [8]. On the car it is possible to reach on route M7 from Kazan, Moscow, Ufa, Nizhny Novgorod here. By bus direct flights are made from Kazan, Ufa, Cheboksary and Perm, and also from the nearest towns of the republic. From May to September river trams from Naberezhnye Chelny and Nizhnekamsk, and high-speed vessels from

Kazan and Chistopol go to the city. The hotel complex is presented by 16 hotels of different level among which there is also a hotel of the worldwide hotel chain Ramada Hotel & Suites by Wyndham Alabuga. In Yelabuga for the last four years considerable gain of a tourist stream is also observed (Fig. 5.).

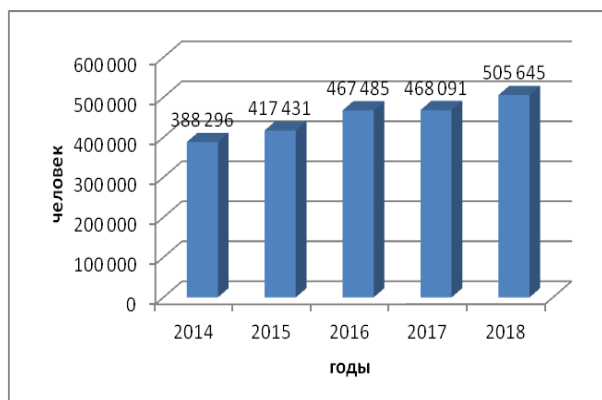


Figure 5. Dynamics of visitors of the city of Yelabuga by years

5. Conclusion

The big flow of foreign tourists to the republic was expected during the Cup of Confederations of 2017 and the FIFA World Cup of FIFA of 2018. In this regard, objects of hospitality of the republic had to conform to the international standards of service and have to be available and convenient for tourists [9]. It concerns transport hubs, hotels, restaurants, the museums. Today huge attention on objects of tourist infrastructure is paid to providing information in foreign languages and staff recruitment also with knowledge of foreign languages and the possessing necessary skills in this sphere[10,11].

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