



**Consideration of a religious  
factor when determining  
the tourist motivation**



## CONSIDERATION OF A RELIGIOUS FACTOR WHEN DETERMINING THE TOURIST MOTIVATION

## CONSIDERACIÓN DE UN FACTOR RELIGIOSO AL DETERMINAR LA MOTIVACIÓN TURÍSTICA

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### Abstract

This article analyzes religious objects, religious organizations, and objects of pilgrim tourism of the Republic of Tatarstan and the city of Kazan. The article shows the necessary activities for the development of religious tourism in Tatarstan and the city of Kazan. One of the main tasks of the work is to perform both qualitative and quantitative analysis of religious tourism objects and make an attempt as a whole to determine the potential for the development of religious tourism, to look for opportunities for the development of this type of tourism in the study area. The article also discusses the development of religious tourism in the region in terms of interethnic and interfaith interaction. In addition to Islam and Christianity, there are many different religions in the republic, which makes it very attractive for representatives of other religions and for travelers who treat objects of religion as a cultural heritage. An attempt is made to take into account the religious factor in segmenting the tourist market of Kazan. Accordingly, the article considers the features of the application of psychographic classifications in relation to the tourism industry. An attempt was made to use the methodological apparatus in the study of the regional tourism sector in the formation of the "portrait" of a modern tourist, considering religious tourists. The individual routes for religious tourism sites offered by tour operators of Tatarstan are analyzed.

Certain attention is paid to the current state of halal tourism in Tatarstan to create a new tourist route. A tour was developed, a technological map of the route was created, and costing of the new Islamic World route was made.

**Keywords:** religious tourism, religious organizations, interethnic and interdenominational interactions, religious tourism of excursion and educational orientation.

Este artículo analiza objetos religiosos, organizaciones religiosas y objetos de turismo peregrino de la República de Tatarstán y la ciudad de Kazan. El artículo muestra las actividades necesarias para el desarrollo del turismo religioso en Tatarstán y la ciudad de Kazan. Una de las principales tareas del trabajo es realizar un análisis cualitativo y cuantitativo de los objetos de turismo religioso y hacer un intento en su conjunto para determinar el potencial para el desarrollo del turismo religioso, para buscar oportunidades para el desarrollo de este tipo de turismo. en el área de estudio. El artículo también analiza el desarrollo del turismo religioso en la región en términos de interacción interétnica e interreligiosa. Además del Islam y el cristianismo, hay muchas religiones diferentes en la república, lo que lo hace muy atractivo para los representantes de otras religiones y para los viajeros que tratan los objetos de la religión como un patrimonio cultural. Se intenta tener en cuenta el factor religioso en la segmentación del mercado turístico de Kazán. En consecuencia, el artículo considera las características de la aplicación de clasificaciones psicográficas en relación con la industria del turismo. Se intentó utilizar el aparato metodológico en el estudio del sector turístico regional en la formación del "retrato" de un turista moderno, considerando los turistas religiosos. Se analizan las rutas individuales para los sitios turísticos ofrecidos por los operadores turísticos de Tatarstán.

Se presta cierta atención al estado actual del turismo halal en Tatarstán para crear una nueva ruta turística. Se desarrolló un recorrido, se creó un mapa tecnológico de la ruta y se realizó el cálculo del costo de la nueva ruta del Mundo Islámico.

**Palabras clave:** turismo religioso, organizaciones religiosas, interacciones interétnicas e interétnicas, turismo religioso de excursión y orientación educativa.



## **Introduction**

The religious factor today continues to play an important role in society. The ethnic and religious map of many countries, individual territories are becoming more mosaic. Of particular interest to science are interethnic and interfaith interactions. Ethnicity and religiosity are manifested in various fields and the complexity of these relations, as we see in many parts of the Earth, lead to the most terrifying consequences [1].

The region selected for research has a unique history. In this territory, the religious factor, together with the ethnic one, almost throughout its existence as part of various administrative boundaries, had one of the decisive effects on both economic and social development [2]. The division of the main part of the region's population into approximately equal parts, both ethnically and religiously, determines the dominance of the republic's two ethnic groups, Russians and Tatars, which are widespread in the world, and from a scientific point of view, studies of the religious aspects of tourism development in this region are significant.

The example of achieving interfaith harmony in Tatarstan is studied even outside of Russia. There are constant quantitative and territorial shifts in the religious composition of the population of the Republic of Tatarstan, and an important task is not only to be satisfied with the prevailing "model" but also the ability to preserve and even further strengthen these relations [3].

## **Methods**

The research methods were examples of analysis and synthesis of scientific literature, published in Russian publications and abroad. General approaches were tested during the study.

## **Results and Discussion**

We can safely assume that there is a religious revival in the republic, accompanied by the construction and restoration of a huge number of religious sites. Many religious objects were transferred to the ownership of religious organizations.

Let us turn to specific figures, today the number of religious buildings and houses of worship of all faiths in Tatarstan is 1763. Muslim-owned objects, accounting for 1382 mosques, predominate significantly, Orthodox churches - 320, the rest 61 prayer houses belong to others denominations. Since 1996, a Lutheran church and a Catholic church began to function in Kazan.

There are objects of not only cultural and educational but also historical value. For example, objects built in the 16th-18th centuries have been preserved within the region.

By the number of religious organizations, the Republic of Tatarstan has become a leader among the regions of the Volga Federal District [4].

Thus, among the religious trends in the region, Islam and the Russian Orthodox Church lead in the number of adherents. In order to popularize the tourism industry in the region, starting in 2016, a tourism brand was developed, called Visit Tatarstan [5], thanks to a special tourism resource that arose within the framework of the corresponding project, it became easier to get reliable information on the most significant sights; for organizing vacations in the country, the corresponding resource has enough religious sites [6].



Based on the analysis of special tourist literature, tourist booklets, and catalogs, the main objects of religious tourism in Tatarstan were identified.

The objects of the pilgrimage tourism in the studied region include Raifa Monastery; Kul Sharif Mosque; Sviyazhsky reserved zone; Bolgar Museum-Reserve; Holy Cross Exaltation Church of the Theotokos Monastery; and Bilyar.

Thus, there are great opportunities in the region for the development of religious tourism. Therefore, Tatarstan is becoming more popular among tourists with deep faith and the leadership of the republic is trying to use the potential.

A territorial analysis of the distribution of religious sites in Tatarstan shows that the largest number of churches, mosques, and monasteries are located in Kazan. Moreover, there are many objects that have not only local but all-Russian significance. A large number of objects of interest for the development of religious tourism are also concentrated in Arsk, Yelabuga, Alekseevsk, Zelenodolsk, Laishevsk, and Verkhneuslonsky municipalities of Tatarstan. Nine more districts had higher indicators than the national average. The corresponding territories are located in the most developed areas of the republic.

Religious tourism objects are located according to certain patterns. Corresponding objects starts from the valley of large rivers to the outskirts of the republic, and they are also often found in the eastern part of the republic, which is associated with historical events and the peculiarities of colonization of modern Tatarstan. For this reason, most of these areas are located near the capital of the republic.

The case that only some regions of the country have the necessary infrastructures is not enough for potential tourists from Islamic countries. In general, appropriate tourism should be developed in other cities of the country, primarily, in Moscow and St. Petersburg.

A.Iu. Aleksandrova believes that significant international organizations such as MasterCard and CrescentRating, which often publish a report on the global Muslim travel index, and Thomson Reuters that prepares a global report on the state of the Islamic economy, play a significant role in the development of halal tourism [7, p.5].

Religious tours designed for individual groups in the republic have not yet gained popularity. There are combined tours including objects of pilgrimage and religious tourism presented in excursion routes. At the same time, some tour operators offering special routes to holy places declared themselves, for example,

"Leader Kazan". In addition to this tour operator in the field of religious tourism, several more companies work, such as Kazan-Tour tour operator, Tourist Information and Cultural Center LLC, etc.

Professional guides work in a number of areas. Excursions are held not only in Kazan but also in the territory of several municipalities of the Republic of Tatarstan.

The development of religious tourism of excursion and educational orientation plays an important role in any territory. In relevant travels, the cultural factor takes center stage.

These excursions lead not only to spiritual enrichment but also to the expansion of the horizons of vacationers. Thus, culture is one of the first places in the preferences of modern tourists [8].

We offer a "Route Map" called the Islamic World.



Total tour duration: 5 days / 4 nights.

The main objectives of the tour are the organization of recreation for believers and deeply believing Muslims under Islamic canons as a result of which they can visit the religious sites of Islam - mosques in Kazan.

The route combines the following objects: Naberezhnye Chelny - Kazan - Tatarstan Hotel - Kul Sharif Mosque - Sultanovskaya Mosque - Nurull Mosque - Al-Marjani Mosque - Blue Mosque - Apanaevskaya Mosque - Mosque of the 1000th anniversary of the adoption of Islam (Zababannaya) - Burnayevskaya Mosque - Azimovskaya Mosque - Iske Tash Mosque - Tatarstan Hotel - Kazan - Naberezhnye Chelny.

The price of the tour will include breakfast and lunch.

Here is costing of the tour.

The approximate cost of the tour will be calculated for 1 person, but a group of 15 to 25 people required.

Considering that all religious sites included in this tour are within walking distance from each other and from the hotel, the route is designed for walking. The sequence of objects and the shortest path can be monitored in 2GIS.

Let us suppose that a group consists of 20 people, and the cost of the tour will be calculated based on this number.

1. The cost of a two-way bus ticket Naberezhnye Chelny-Kazan is  $1000 * 2 = 2000$  rubles per person.

2. Transfer  $5000 * 2/20 = 500$  rubles per person. The cost of a bus for 30-55 seats is 5,000 rubles. We need a bus for arrival and departure.

3. Accommodation in a hotel  $4 * 1000 = 4,000$  rubles per person. The cost of living in a double room is 2000 rubles per day. (The cost of living in a single room is 1500 rubles per day.)

4. Dining at the hotel  $(300) * 4 = 1200$  rubles per person. Lunch - 300 rubles per day.

5. Breakfast is included in the room rate.

6. A guide service  $20 * 500/20 = 500$  rubles per person. The average cost of a guide is 500 rubles per hour. A guide service is required for a total of 20 hours.

7. A visit to the Museum of Islam in the Kul Sharif mosque - 150 rubles per person.

Total:  $2000+500+4000+1200+500+150= 8350$  rub.

Thus, the developed tour is quite affordable and is about 8350 rubles per person. For 4 days, tourists can visit 10 mosques. Guests of the city also have 1 free day to better see other sights of Kazan.

Consideration of prayer times in mosques is important in the planning and sequence of visits to Islamic tourism sites.

Today, many religious organizations have their own website. Information about existing tours can be placed in the relevant online resources of religious organizations. Social networks like Vkontakte, Facebook, Instagram, etc. can also come to the aid.



## Summary

To determine the motivation of tourists in 2018 in Kazan, the Department of Service and Tourism of Kazan (Volga) Federal University conducted a sociological study.

Based on the data obtained, summarizing the results of studies of foreign and domestic scientists, the guests of the republic were divided into four types: 1) ordinary people; 2) hedonists; 3) intellectuals; and 4) silence lovers. This division is close to that by M. Basand and E. Tsokhen [9].

In our opinion, the typology of M. Basand is the most adaptable at the regional level.

The study revealed the need for the allocation and separate consideration of a group of religious tourists caring more about the choice of tourist services [10].

The great potential dictates the need to develop new religious tours that take place not only in cities but also cover individual rural settlements of Tatarstan. During the compilation of the tours, the possible interethnic, interfaith contacts, possible difficulties and problems will be examined in detail. There is a need for the development of religious tourism of excursion and educational orientation in order to achieve interfaith harmony in the Republic of Tatarstan.

## Conclusions

Thus, the development of religious tourism in Tatarstan and the city of Kazan requires to develop and improve the infrastructure, objects of the religious tourism industry (transport, accommodation, food, etc.); to support the development of roadside service in the areas of religious shrines and along the way to them, possibly under the brand of the shrine itself and of the corresponding focus, to improve the quality of service, to conduct the right pricing policy; thoughtfully organize advertising and informational promotion of religious tourism conducive to pilgrimage in the global and domestic tourism markets. Это будет полезно не только для развития религиозного туризма в целом, но и для пропаганды приобщения людей к духовным ценностям.

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