Education and tourism as a driver of socio-economic development of a city (case-study of the City of Kazan)

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Abstract

This paper deals with the effect of education and tourism on urban development on the example of the city of Kazan - the capital and the most populated city of the Republic of Tatarstan. Educational system of the city has been briefly described, the higher education system, as well as both formal and informal educational institutions have been considered. Trends in the growth of the number of foreign students of the higher educational institutions of Kazan have been mentioned. The effect of the higher educational institutions on the urban economy has been described. An educational function of museums and libraries has been mentioned, educational activities held in museums and libraries of the city, as well as creative use of urban spaces for educational purposes have been exemplified. The impact of the variety of educational institutions of different levels on the economic and cultural development of the city, as well as on the strengthening of the tourism appeal has been described. Trends in the development of the tourism industry of the city as one of the most promising sectors of the urban economy have been described. The examples of interactive projects, organized by the museums, interesting on the one hand for tourists visiting the city, and, on the other hand, educational in nature, have been given. The attractiveness of Kazan is a promising and popular area of domestic tourism, which on top of that offers the extensive opportunities for educational tourism, gas been described.

Keywords: city, educational tourism, education, tourism, social and economic development.
Introduction

In the post-industrial economy or economy of knowledge, based on a human capital, knowledge and skills, the education and tourism can become a major socio-economic factors of urban development. Being significant phenomena of the modern world, the education and tourism can influence the development and improvement of the urban environment and, consequently, improve the socio-economic situation of the city and increase its competitiveness. Large and the largest city today both retain their attractiveness increase it, as centers of gravity, competing at the same time with each other for first-class human resources, as well as for tourists. In the context of high mobility promoted by the need for high-grade education, the spheres of tourism and education are able to attract to the city the external consumers and so the investments that are more likely to promote further development of the city and increase its attractiveness.

Methods

Educational institutions can act as a magnet for people who want to obtain a high-grade education. A city with a developed educational system, able to offer a wide range of educational institutions of different levels, of course, becomes competitive in the race for tourists and top-class human resources, which in turn has a positive impact on the urban development. The study involved the research methods such as observation, study, generalization and analysis of information sources. Speaking about a large city and the role of education and tourism in its development, we shall consider the city of Kazan as an example - the capital of the Republic of Tatarstan. Being the most populated city (1.206 mil. people), where almost every third citizen of the republic lives, Kazan attracts people from different countries and regions, including for educational purposes. This is no surprise. Educational services of the city involve lots of different educational institutions: pre-school (nursery schools), secondary education (schools), secondary specialized (technical schools and colleges), universities, private educational institutions (language schools, child development centers, schools of various specialization), and non-formal educational institutions.

If generally speaking about the system of higher education of the Republic of Tatarstan, it is represented by a large number of public and private higher education institutions. In 2014-2015 academic year, total 71 educational organization of higher education (27 educational institutions of higher education, including 16 state and 11 private (including 1 religious), 44 branches of educational institutions of higher education) conducted their activity in the region [1]. Kazan has several effectively operating largest universities, including the federal one and two national research universities. The geography of the students studying at the Kazan universities is quite extensive. For example, Kazan Federal University, the largest university of the city, admitted in 2015 the students from 74 regions of the Russian Federation, and the rest universities admitted more than 7,000 foreign citizens [2]. For comparison, in 2013, Tatarstan universities counted about 4 thous. foreign students from 15 CIS countries and 78 foreign countries [3].

Results

The growing number of foreign and non-resident students, on the one hand, suggests that the quality of provided educational services is competitive, and, on the other hand, sets the task to educational institutions to maintain and improve the existing level that will undoubtedly contribute to the further development of the education system and the influx of gifted youth. In addition to its primary purpose of providing education, the higher education
system solves a range of socio-economic problems of the city and the region, starting from the formation of the innovation process to the creation of business tourism flows.

We can assume that the growing interest of the potential students in the city where they prefer to receive education occurs in particular due to the growing popularity of Kazan as a tourist destination. Active transformation of the urban environment contributes to the growing interest in the city comfortable for living, having a wide range of cultural and educational institutions, where the personal competence for self-actualization, income generation and broad social communications can be applied. In addition, a favorable urban environment and communication of citizens with nonresident and foreign students living in the city promote both the distribution of information in other regions and countries about the attractiveness of the city from different points of view and the influx of new people wanting to visit the city, including for the educational purpose. In this regard, the developed system of education serves as a factor of attraction of active young people, and we can say that the social and cultural consequences of educational mobility are equally important for the city as the economic ones.

In addition, we can say universities become an economic entity when providing jobs for the urban economy. For example, the main university, KFU, counts more than 6,000 employees [4]. Thus, the universities provide the urban economy with jobs ranging from the academic to service staff. The universities also attract investment in the form of grants. Like any large enterprise, universities invest major and current funds in the buildings and infrastructure, staffing and equipment. They create employment and business opportunities for commercial branches and personal services. Universities often serve as a catalyst for the implementation of projects related to new technologies, which raise the funds of the private sector [5,6].

Opportunities for further education in the city are also quite diverse. For example, there are quite extensive opportunities for studying foreign languages in Kazan. Language schools of the city offer language courses such as English, Spanish, German, French, Italian, Chinese, Turkish, Arabic, Japanese, Russian as a foreign language, Portuguese, Czech, Polish, Finnish, and Hebrew [7].

Museums also have great potential for educational activities. The capital has a variety of museums - 19 museums, galleries and exhibition halls, including one of the most exotic - Chuck-Chuck Museum, established in September 2014, which both introduce its visitors to this delicacy of the Tatar people, and tells about the history and customs of the Tartars [8]. One of the most visited museums is the nature reserve "Kazan Kremlin", which includes: "Kazan Kremlin" settlement (X-XVI century), the stone-brick Kremlin (XVI-XVIII century), and architectural structures (XVI-XIX centuries). Also, the exhibitions of several museums have been presented in this reserve museum: Exhibitions of the Museum of History of Tatarstan statehood, the "Hermitage-Kazan" Center, the Museum of Islamic Culture, the Museum of Natural History of Tatarstan, the Museum of the Gun Yard, the "Manege" Exhibition Hall, and the Museum of History of the Annunciation Cathedral [9].

The libraries are also interesting from the educational perspective. Many world's libraries tend to change their social status and position themselves as extremely important elements of modern society. Today, libraries around the world have been implementing projects aimed at supporting both formal and informal education. In addition, the libraries act as a live communication clubs, becoming not just a place where people come in for information, but a place of live communication [10,11]. Libraries may also be the centers of preservation and distribution of local culture. Kazan libraries strive to keep pace with this trend. To date, the city has 62 libraries, including book depositories of some educational...
institutions [8]. An interesting example is a children's library No.45, housing the successfully operating literary cafe, English language club, and museum of history of the Republic of Tatarstan with the recreated household and traditional interior of the hut.

The places of non-formal education in Kazan are interesting from the educational perspective. Today, there are quite many of such places in the city, and their number tends to increase. The time Cafe, the Center of Contemporary Culture, the residence of creative industries – co-workings offer a huge number of educational events for any target audience. For example, the center of modern culture “Smena” holds book festivals in addition to various lectures and exhibitions. The winter book festival in December 2015, which programme was filled with lectures, discussions, workshops for children and adults, was visited by about 2 thous. people during 2 days [12]. The programmes of the time-cafe “Tsiferblat” and the residence of creative industries “Shtab” are diversified and highly-topical. As an example of events taking place in these institutions, we can mention an “Arkhitkturnyizavtrak” (“Architectural breakfast”), an educational theater project “ShkolaUgla” (“School of the Corner”), lectures on various subjects, language clubs, and master classes. The rapid development of these establishments is due to the presence of a large number of young people living in the city - Kazan historically is a city of students. A modern vivid trend is the strive for continuous development and production of new knowledge, as well as search for the like-minded leads to ever burning interest of the youth in the various educational activities, and, as a consequence, to the emergence and development of various informal spaces.

We should note that the creation of special educational conditions can promote the growth of investment attractiveness of the region. For example, the establishment of the international schools, aimed at children of foreign experts, is intended to facilitate the desire to move to the city for a long time with the family. In addition, most often today the technologies, companies, and even venture capital move to places with greater concentration of talented and creative people [13,14,15,16,17,18].

The variety of educational institutions contributes also to the tourism attractiveness of Kazan. Interactive entertainment projects organized by, for example, museums attract visitors to the city. The reserve museum "Kazan Kremlin" attracts children with its project "Treasure Map", when children participate in the educational quest and get acquainted with the sights of the Kremlin, looking for hidden treasures (usually, all sorts of sweetness) in its territory. Sviyazhsk Island offers interactive platforms: the area “LenivyiTorzhek” (“Lazy Torzhok”) helps to plunge into the real Middle Ages, shoot with a crossbow and a bow, and learn the history of crafts.

Discussion

The city has been actively developing its tourism industry in recent years. In 2014, Kazan became a top three tourist destinations in Russia, giving way only to Moscow and St. Petersburg. Moreover, Kazan ranked third in Europe and eighth in the world among the developing tourist destinations, which is rapidly gaining popularity among tourists.

Today, Kazan pays close attention to the development of tourism. Tourism is becoming one of the most promising sectors of the urban economy. It contributes to the formation of significant and diverse urban tourism flows. During the first 8 months of 2015, Kazan was visited by 1.7 million tourists, as many as for the whole 2014; 5 years ago, this figure was two times less, while the experts predict in 2016 the number of tourists to grow more by 10% [19]. The city also attracts as a place to work and live in. According to a recent survey, Kazan entered the top three cities in the country for quality of life. One of the factors that are key
along with the citizens’ estimate of the material well-being and effectiveness of medicine, was the availability of a good education, which ensures personal success [20].

Being today one of the most attractive destinations of domestic tourism, Kazan offers a wide range of opportunities for educational tourism. The international travel exhibition World Travel Market-2015, held in early November in London, presented Kazan both as a city where one can see something, and as a city attractive from the scientific and educational perspective [19]. Moreover, a rich cultural heritage of the city, historically established scientific schools (chemical, mathematical) and the proximity to cities such as Yelabuga, Chistopol, and Bolgar, offer great opportunities for educational tourism.

Summary

Kazan, as a bright example of a large rapidly-developing city, today is actively developing as a touristic city. At the same time, the city with strong education system is able to offer a wide range of opportunities for education and tourism.

In addition, the education system is one of the leading factors for attraction of the active youth to the city, and has a number of effects on urban development, namely:
- effect on economic growth;
- effect on the demographic structure of the city;
- stimulation of the development of the service sector; and
- creation of the environment where the acquisition of knowledge becomes "fashionable", and this in turn contributes to the emergence and development of new educational forms, spaces that can be called non-formal educational institutions (anti-cafe, residences of the creative industries, educational lectures, master classes, centers of contemporary culture, etc.).

Conclusion

Having been actively developing as a touristic city, Kazan can offer a wide range of possibilities for educational tourism, and due to strong education system has a variety of opportunities to get education of different levels from elementary to advanced, as well as extensive opportunities for further education.

Availability of significant points of interest, the developed education system makes the educational process effective and fun, and this in turn contributes to the attraction of tourists, expands opportunities to gain new experience, stimulates the desire to stay in the city longer, and share a positive experience of the stay, and therefore attract new tourists. In addition, the education system of the city is one of the leading factors for attraction of the active youth to the city, and strengthens its economic functions by being a major employer and a center of attraction of investments and innovation.

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