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**TOURISM RESOURCES IN THE REPUBLIC OF
BASHKORTOSTAN**

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Abstract

It is conventional that one of steady and priority resources is world and regional historical and cultural values. The historical panorama of the Republic of Bashkortostan and its majestic nature – flora and fauna – are peculiar and significant. A positive impact of a rural factor on the activity of travel companies has recently increased. Rural tourism with its ethnohistorical and ecological advantages can take an important place in the structure of the international and regional tourism, especially in the tourism industry of the Republic of Bashkortostan. The Republic of Bashkortostan is one of the self-sufficient regions of the Russian Federation. Its positive potential and image have been developed for centuries. The Republic of Bashkortostan has rich historical experience which can draw attention of tourists with unusual political formats, economic evolution and civilization processes. A core of the history of the Republic of Bashkortostan is Ufa which became a window to Asia (Peter the Great believed in it). Ethnohistorical and natural resources for tourism make Bashkortostan tourism attractive in the Russian Federation. Indigenous people of the Republic are bashkorda, or, for convenience of the Russian translation, Bashkirs. The process of voluntary appearance of the Bashkirs with their lands had two stages. Bashkiria was a part of the Moscow kingdom in 1557. The Republic is wonderful because of multinationality, ethnocultural interaction and historical traditions.

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1. Introduction

The historiographic base of the declared topic is extremely diverse, and it points to new directions of tourism entrepreneurship.

The most important resource potential of tourism is pilgrimage. In this regard, Khalf's (2004) dissertation on the problem of tourism development in the Middle East and North Africa is of interest (the second half of the 20th – early 21st centuries), defended in 2004. The author emphasizes:

The entrenchment of the customs and traditions of the Islamic happened in the XXI century. Civilizations in the countries of the East and North Africa gave rise to a special type of travel – pilgrimage. Given the fact that about 1.2 billion Muslims live in the world, it becomes clear how large and important the role of this type of travel is, associated with the provision of transport, hotel services, provision of pilgrims with food, and medical care. In the XXI century pilgrimage tends to become one of the most important types of travel with a religious, spiritual and cognitive purpose. (Khalf, 2004, p. 28)

Khalf's dissertation, defended at the Institute of Africa of the Russian Academy of Sciences, is of interest from the point of view of domestic tourism, since every year thousands and thousands of pilgrims make a pilgrimage to St. Mecca in Moscow, Ufa and other cities where there are Muslim communities. The author's ideas are directly related to our Republic, since the religious community purposefully organizes Hajnam and introduces young people to Islamic spiritual values.

Of course, tourism resources include natural-climatic, ethnographic, rural, urban landscape, architectural monuments, intellectual property (archives and museums), educational institutions.

A completely new direction in the tourism industry is now rural or agrarian tourism, which has long been known in Western Europe. Nasyrov (2013), Barlybaev et al. (2009) wrote about rural tourism, its advantages and prospects. They first raised the problem of the sustainable development of agrotourism in Russia, in particular the Republic of Bashkortostan. This idea was later developed in the dissertation of Nasyrov (2013), defended at the Baltic Academy of Tourism and Entrepreneurship. The second chapter of his dissertation is called as "Resource potential for the development of rural tourism and ways of its effective use". Referring to foreign experience, the author allocates new resources and factors for the development of rural tourism in the country, as well as reveals the essence and tools for the formation of tourist destiny in rural areas (Barlybaev et al., 2009).

Reviewing scientific work, one can draw the following conclusion. Research projects are mainly devoted to the economic efficiency of the tourism industry. There are also dissertations on tourism, performed within the framework of geographical, pedagogical, sociological, environmental sciences.

2. Problem Statement

In our opinion, the regions of the Russian Federation are still poorly represented in dissertation projects. For example, in the Republic of Bashkortostan there is only one dissertation, which is mentioned above. Given the degree of the study of the problem under consideration, the authors in the presented

project set the task to illuminate the tourism industry with an emphasis on showing historical and environmental resources in the Republic of Bashkortostan. Moreover, there are almost no dissertations on tourism and defended in the specialty "Domestic History" – 07.00.02. Therefore, one of the author's tasks is to show the multi-layered historical experience of Bashkortostan and its population in the formation of a multi-ethnic local civilization as an integral part of the world and Russian cultural and historical process.

3. Research Questions

Research questions generally come down to display the appeal of the Republic of Bashkortostan to tourists. First of all, when studying the tourist capacity of the region, there is a question about its civilization characteristics. "Territorial subject of the Russian Federation of the Republic of Bashkortostan. The republic is located in the southern part of the Ural Mountains, on the border of Europe and Asia. In the 1990s the political status of Bashkortostan changed, and since February, 1992 it has been called the Republic of Bashkortostan. In modern Bashkortostan there are 54 municipal districts, 9 urban districts, 14 city settlements, 818 rural settlements. The largest cities are Ufa, Sterlitamak, Salavat, Neftekamsk, Oktyabrskiy. Indigenous people of the republic are the Bashkirs. Tatars, Chuvashs, Maris, Ukrainians, a mordva, Germans and representatives of other nationalities also live in the Republic.

Bashkortostan is one of the leading industrial and agricultural regions of the Russian Federation". The most important industries of the Republic are a power industry, oil production and oil processing, the woodworking industry, the industry of construction materials, mechanical engineering and metal working, metallurgy. Opening of 51 platforms for placement of hi-tech industrial parks in the cities of the Republic is planned; new jobs will be created there. In the republic, the successfully diversified agriculture develops.

The Republic of Bashkortostan is one of self-sufficient regions of the Russian Federation. It has a positive potential and image which have been developed for centuries. For tourists there can be an attractive history of Bashkortostan developing from early nomads of the South Urals to the contemporary scientific and creative intellectuals.

The Republic of Bashkortostan has multilayered historical experience which can draw attention of tourists with unusual political formats, economic evolution and civilization processes and also different formats of intercultural communication. The history of the Republic is not only eventful, but also beautiful with variety and notability (Spekman et al., 2000).

The indigenous people of the Republic of Bashkortostan are the Bashkirs. The 16th century was the critical period in the history of Bashkirs; they were separated as they were in the structure of the Nogai horde and the Kazan, Siberian and Astrakhan khanates which arose after disintegration of the Golden Horde. These khanates endured the feudal fragmentation; though they didn't refuse accession of the Bashkir lands. The Bashkir elite looked for protection at the strong neighboring state which was the Moscow kingdom. And the process of voluntary occurrence of Bashkirs was in 1554–1555. The second stage was when the Bashkir ambassadors went to Moscow where was a final official registration of their accession to the Russian state. In Moscow the Bashkir ambassadors received the appointed diploma from the tsar (Akmanov, 2007).

The capital of the Republic of Bashkortostan is Ufa. Modern Bashkortostan occupies the territory of the former Ufa province, one of the economically developed regions of the Russian Empire. The province gained the political status on May 5, 1865. As a part of the province there were six counties: Belebey, Birsk, Menzelinsky, Zlatoust, Sterlitamak and Ufa. The city of Ufa is the provincial center, with the status that embodied the coat of arms in the City. There was a board running people. The board was topped with an imperial crown and surrounded with gold oak leaves, connected by the Andreevsky tape. The coat of arms was approved by the royal decree on July 5, 1878 (Gryzlov, 1880). The symbol of Ufa has been a pride of all generations of the multinational people of Bashkortostan.

Many outstanding public and statesmen left valuable data to descendants about the history of the Bashkir edge. It is possible to distinguish Nikolay Aleksandrovich Gurvich from them.

Nikolay Aleksandrovich Gurvich (1828–1914), the native of Grodno, was the graduate of the medico-surgical academy in St. Petersburg; since 1853 he connected his life and creativity with the South Urals. The circle of his knowledge was really wide. As the certified doctor, he took an active part in the qualified inspection of a sanitary and medical state and the level of medical services in the Orenburg province. Actually he was one of the developers of the Program of the medico-statistical description of the Orenburg region. But scientific knowledge and practical activities of Nikolay Aleksandrovich weren't limited to medicine. His high intellectual opportunities and great talent of the organizer became conditions of formation and improvement of the Ufa provincial statistical committee, in which permanent member secretary N.A. Gurvich was for 27 years (1865–1892). His responsibilities included: he had to be at the head of all-province statistical business as the chairman, signed government protocols. The provincial chief was N.A. Gurvich, heading the provincial statistical committee, as was written in the essays on the stories of Ufa devoted to city anniversaries (Mukhamedina, 2017).

Ufa in the present-day and past history has been and is a major spiritual center of Muslims. "In 1784, the Magometan Assembly was solemnly opened in Ufa for management under the chairmanship of the Mufti of all Mohammedans except the Caucasus and Crimea" (Gurvich, 1887a, 1887b). Now this spiritual center is called the Central Spiritual Administration of Muslims – the Central Duma of Russia and the European countries of the UIS.

Ufa is also a major spiritual center of the Orthodox community. Orenburg and Ufa diocese with a bishop's department in Ufa was established by the Decree of the Emperor Paul I of September 27, 1799. Now the Bashkortostan Metropolis operates as a metropolis as part of the Russian Orthodox Church of the Moscow Patriarchate on the territory of the Republic of Bashkortostan. It was created by the Holy Synod on December 27, 2011.

The history of Bashkortostan gives examples of selfless service to the Motherland. The population made a significant contribution to the defense of the Motherland against foreign invaders and aggressors. Bashkirs and Mishari fought against the Great Army of Napoleon. Several Bashkir regiments participated in the military operations as part of the Army of Generals P.I. Bagration, A.P. Tormosov and M.B. Barclay de Tolly. Bashkir regiments participated in foreign campaigns of the Russian armies. They became famous for their courage and dedication and showed "devotion and diligence to the Fatherland" (Akmanov, 2007).

Natural disasters have also occurred in the history of the Southern Urals. During cholera in 1831, 320 people died. But the authorities were able to quickly overcome this. By early September, cholera had stopped altogether (Gurvich, 1887a, 1887b). Almost all the population of the Ufa province was saved, although there were losses. The land worthily survived the black death and learned lessons.

Of course, the history of Bashkortostan and its main city – Ufa – is rich and notable for historical events. After the establishment of Soviet power, Bashkortostan, despite social adversity and military difficulties, became one of the industrially developed regions of the RSFSR.

One of the greatest advantages of the Republic of Bashkortostan is its natural-climatic landscape – the main resource base of tourism. The climate is harsh, in winter the temperature can reach minus 40 (Das & Teng, 2000). But on the other hand, white snow, ski roads and skating are such a pleasure – an indescribable feeling! Snow allows you to organize different tourist products.

Annually, twice a year, interregional specialized exhibitions "Tourism. Sports. Leisure. Health resorts" takes place. The Bashkortostan Amazing New Year project was first implemented in 2015. The work began with the installation of tourist navigation signs and other events on the territory of municipalities of the Republic. Investment processes were also activated and dynamic development continues in the tourist and recreational cluster "Mountain Resorts of Bashkiria: Legend of the Urals".

In the summer, the Bashkir land takes on such a beautiful look that any Western European person envies. The nature of Bashkortostan is rich and diverse. The republic lies in the zone of temperate and continental climate, 12 thousand rivers flow in it, there are about 2700 lakes (Ketels, 2004). Several natural zones are located in Bashkiria at once: more than 40 % of the territory is occupied by forests, pine-deciduous, mixed, birch and even taiga. And there are the magnificent Ural Mountains!

The picturesque landscapes and landscapes of the Republic of Bashkortostan, which preserved the pristine appearance, hardly have analogues in the world. Like the Egyptian pyramids or the Great Wall of China, the unique natural monuments of our republic do not cease to amaze both the Bashkortostans themselves and the guests – all who come here from different countries and regions. At the same time, the reliefs of the mountainous and flat South Urals resemble Western Europe (Kulendran & Wilson, 2000).

In the Republic of Bashkortostan, all types of tourism industry operate; domestic and inbound tourism is developing dynamically. Resources for their dynamic development are plentiful. In recent years, innovative initiatives have been successfully implemented.

On March 6, 2020, an expanded board meeting was held in the State Committee of the Republic of Bashkortostan on tourism, at which the results of the tourism industry for 2019 were summed up. According to the results of the National Tourism Rating, the republic rose in 2019 by one position, from 10th to 9th place. In addition, in 2019, Bashkortostan entered the TOP-10 of regions most attractive for tourists in 2019, and also took 6th place in the ranking of regions of the Russian Federation in popularity among tourists on New Year's holidays. Ski resorts of the republic are steadily included in the TOP-3 rating of popular ski resorts in Russia. In the ranking of regions according to the results of the All-Russian competition "Tourist souvenir – 2019", among the 66 participating regions, the Republic took an honorary 2nd place. Bashkortostan was awarded the All-Russian Tourist Awards "Events of Russia" and "Routes of Russia". According to the results of the national award in the field of event tourism "RussianEventAwards 2019", among the best tourist events in the field of rural and agrotourism, the

Istugan Cancer Fishing Festival took 2 place; and the best historical tourist event, having received the Grand Prix, was the ethno-folklore festival "Heirs of the Sarmatians". Moreover, Bashkiria entered 20 regions of Russia, which is being sought as a tourist destination.

4. Purpose of the Study

The stated topic is relevant, since it covers the most important issues of life support for sociums, and especially the person himself. Tourism is now an essential component of global civilizational processes. It is easily vulnerable. The pandemic COVID-19 caused great damage to the world and regional economies, including its most important segment – international tourism. Domestic tourism has suffered irreparable losses: according to the Association of Tour Operators of Russia, about 30 % of tour operators and travel agencies will close and cease to exist. According to the pessimistic scenario, the loss of entry and exit tourism is estimated at 37 billion rubles. Hotel loading for the first half of 2020 in Moscow decreased by 63 %, in St. Petersburg – by 70 % (Gulyaev & Rassokhina, 2020). Under such difficult conditions, it is necessary to find growth points for the tourism industry. To this end, new tourism projects are being drawn up in Bashkortostan with a bias towards showing the attractiveness and environmental importance of the natural historical and cultural resources of the Bashkir region.

5. Research Methods

Research methods are traditional: objectivity, systematics, comparative analysis. The study adopted a multifactorial approach based on interdisciplinary consideration of the declared topic.

6. Findings

In general, the Republic of Bashkortostan, despite the pandemic, occupies a worthy place in the field of the domestic tourism industry. Nevertheless, there are many problems. It is necessary to develop and introduce new tourism projects aimed at modernizing and reorienting the structure of the tourism industry. It is necessary to find new directions in entrance and exit tourism. In the context of the crisis, rural households could be the resource capacities for organizing vacations for visiting tourists.

7. Conclusion

The Federal Law of the Russian Federation "On the Basics of Tourism Activities in the Russian Federation" of November 24, 1996 establishes that the law "defines the principles of state policy aimed at establishing the legal foundations of a single tourist market in the Russian Federation and regulates relations arising in the exercise of the rights of citizens of the Russian Federation, foreign citizens and stateless persons to rest, freedom of movement and other rights when travelling. It also determines the procedure for the rational use of tourist resources by the activities of the Russian Federation". Further, the Federal Law establishes that "tourist resources are natural historical, socio-cultural objects, including objects of tourist display, as well as other objects capable of satisfying the spiritual and other needs of tourists, (should) contribute to the maintenance of their vital activities and the development of their

physical forces" (FZ). The subsequent editions of the Law mainly preserve the basic standards, which are the legal basis of the modern tourism industry. With all the advantages, the Act will be modernized adequately under the new pandemic conditions. Perhaps there will be standards on rural and family types of tourism. In general, the tourism industry in the Republic of Bashkortostan is developing in accordance with regulatory and legal installations.

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