A Review of Cultural, Historical and Industrial Heritage Potential of the Tatarstan Republic's Textile Industry Enterprises as Prospective Objects of Industrial Tours Attraction

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Abstract

The article presents a review of existing and historical objects of textile, leather and footwear industry of Kazan city and the Republic of Tatarstan as objects of travelers attraction within the industrial tourism program development. The study made an overview of the main historical and currently functioning large and small enterprises of the region's textile industry in order to reveal their scientific, technological, historical potential in developing an exclusive industrial tour of the Republic of Tatarstan and the city of Kazan. Such a tour could attract special tourists' attention especially in the year of the Tatarstan Republic's centenary celebration. Particular attention is paid to cultural-industrial as well as to educational institutions of the Republic of Tatarstan and the city of Kazan that historically contributed to the training of future textile and footwear specialists. Moreover, these institutions became the centers of scientific research in this field of study, designing and developing modern technologies for unique composite materials, technical linens used in high-tech industries' production process.

Keywords: industrial tourism, travelers' attraction; textile; clothing and footwear industry; textile manufacture; education in the field of materials science and engineering.

Introduction

As tourism develops, there appear new objects of interest and, accordingly, new types of tourism are being formed. Territories and objects that originally were not intended for touristic display become a resource for new types of tourism development. Tour operators pay attention to industrial landscapes and forgotten, abandoned social spaces and turn them into tourist attractions and places of interest and sightseeing.

These facts make us pay attention to a significant urban phenomenon - industrial tourism. Industrial tourism as a special tourism direction is very popular in a number of the world countries and regions. Due to its interaction with scientific knowledge, the industry history, it serves as a resource for enhancing scientific and technical culture in society, maintaining interest in engineering knowledge, technology, and industrial culture.

Industrial tourism has not yet been studied thoroughly on the territory of the Russian Federation. The information about its features, types and objects is local and often informal. This fact undoubtedly turns out to be a barrier for industrial tourism's further development in our country. Thus, we see the purpose of the article in identifying the state and prospects for the development of industrial tourism in Russia in general, and in the Republic of Tatarstan in particular, is an urgent problem of modern Russian society.

Methods and Materials

Due to the fact that industrial tourism is not recognized as an official segment of Russian tourism industry, not many open or serious Russian scientific research works of this tourism type has yet been found. In Russian scientific circles today there is no unique paradigm in determining the place of industrial tourism in the structure of tourism, as there is no generally accepted classification.

The main sources of theoretical information about the types of industrial tourism and its objects are informal thematic Internet resources, websites of travel agencies.

The situation seems different, for example, in the Ukraine. A whole pleiad of Ukrainian scientists - Bozhko (2015), Kazakov (2006), Patsyuk (2008), Tyutyunnik (2007) and others have devoted their works to the issues of industrial heritage and industrial tourism, but there is no single concept in matters of industrial tourism in these works either. Nowadays the most studied is type of industrial tourism is production tourism. Proceedings by Dokashenko and Polyanina (2013), Slinkova (2018) and others give general understanding of industrial tourism essence and its main functions.

Accordingly, researches in the related field of human knowledge - industrial archeology in general and issues of conservation and effective use of industrial heritage in particular should be pointed out. The works of such scientists as Zaparia (2012), Nikonova (2015), Putintseva (2010), Khodyreva (2011) et al. clarify these issues broadly enough and make it possible to analyze the resource base for the industrial tourism emergence and development.

The features of general tourism and special tourism where industrial tourism also belongs to are highlighted in the studies of Babkin (2015), Birzhakov (2011), Bogolyubov (2008, 2010), Uryadova (2013), etc. Those works allowed us to study industrial tourism as a category of tourism.

The topic was widely explored abroad (McKercher, Ho, Du Cross, 2005; Serrano, 2010; Oglethorpe, 1987; Andres, Golubchikov, 2016). A number of research works performed by a group of Spanish scientists headed by Alfonso Vargas-Sánchez are devoted to the study of such a phenomenon as "Industrial heritage tourism": "...Industrial heritage tourism broadly involves making visits to industrial centres (places of past or, indeed, current industry that has a past in that place) to extend the cultural experiences of tourists in learning about the economic activity of other peoples, past and present. This segment is closely related to a type of consumers (tourists) who seek new types of experiences or emotions, and have a particular interest in the technology on display and the social and economic history of the places being visited" (Vargas-Sánchez *et al.*, 2007).

For example, in one of his last articles, the author provides a literature review on the topic of industrial tourism in Europe, which is dominated by the topic of tourist visits to mines and wineries (Vargas-Sánchez, 2015).

Industrial tours, depending on the specialization of the company, where the excursion is organized, can be subdivided by industry brunches. In addition, when organizing industrial excursions special attention should be paid to the tourists' age category. For example, the purpose of such tours for schoolchildren is vocational guidance, satisfaction of cognitive needs, for students - familiarization with the scientific and technical potential and technological process, for grownups the production process and product quality are the most interesting.

In this research work, we had the following tasks:

- to make up and study the list of textile, leather and footwear enterprises of the Republic of Tatarstan in general and the city of Kazan in particular, which could be used as objects of tourist display;
- to determine the historical and cultural potential of the identified objects, their current state;
- to offer possible options for the future development of a tourist product of industrial tourism based on the merits of the identified objects.

To implement the tasks of our research, we studied textile, leather and footwear enterprises of the Tatarstan Republic. According to the data provided on the official portal of the Ministry of Industry and Trade of the Republic of Tatarstan, light industry is part of a complex of industries that produce consumer goods. The industry employs 8.8 thousand people, mainly women; this is 2.5% of the personnel employed in the industry of the Republic, and 0.6% of its economically active population. The share of light industry in the volume of industrial production of manufacturing industries of the Republic of Tatarstan in 2019 amounted to 0.38%. The portal contains a list of more than 20 operating enterprises that formed the basis of our research.

In the Republic of Tatarstan, the project "Industrial tourism in the Republic of Tatarstan" was implemented, approved by the Chairman of the Board of the machine-building cluster of the Republic of Tatarstan in 2016, with the support of the Investment Promotion Agency of the city of Naberezhnye Chelny. The purpose of this project was vocational guidance of students (formation of psychological readiness to make an informed professional choice), improving the image of the organization and attracting qualified personnel. Four enterprises are involved in the project: Alekseevskaya Factory of Artistic Weaving, Tatspirom JSC, Ford Sollers Holding Plant, KAMAZ PJSC.

It should be noted that in October 2019, President of Tatarstan Rustam Minnikhanov, outlining promising directions for the development of tourism in the Volga Federal District at a meeting of the Council under the Plenipotentiary Representative of the President of the Russian Federation in the Volga Federal District on the development of domestic and inbound tourism in the regions of the district, paid special attention to the initiative to organize Republic of industrial tourism.

Results and Discussion

The direction of industrial tourism as a field of activity that can be attributed to a separate direction, was formed at the end of the twentieth century. The motive for the emergence of such a name was the work of Eugenio Batistes, who investigated factories, factories and mines in the 50s of the twentieth century, finding in them monuments of industrialization and the era of the industrial boom (Pine, Gilmore, 2004). The first organized tours to industrial enterprises to get acquainted with their activities and methods of production, not for the purpose of business contact, but for educational purposes, appear in the 80s of the twentieth century. The first to open their doors to tourists were enterprises of the automotive and food industries from countries such as the USA, Germany, France, Holland and England. In the last decade, due to a sharp increase in demand for industrial tourism in Europe, most firms invite tourists to their place, the only exception is military production (Chumakov, 2007).

"Industrial tourism" and / or "Production tourism" are relatively new concepts for Russia, despite the fact that during the Soviet period excursions to operating industrial enterprises were conducted, and industrial heritage sites were widely used as a basis for organizing museums. In recent years, there has been a wide interest of both practitioners and scientists in this problem.

Based on the analysis of the above points of view, we will try to formulate a generalized definition of industrial tourism, diverse in types, objects and purposes, but undoubtedly having a common connecting link.

Industrial tourism is a visit, contemplation or study of various technogenic or anthropogenically modified territories (landscapes), buildings and engineering structures for industrial or special purposes, industrial architecture, as well as any abandoned (abandoned) structures, in order to obtain mental and aesthetic pleasure, satisfaction of research, cognitive or professional and business interest.

Since industrial tourism is the most common type of industrial tourism today, the corresponding tourism products have already taken shape and spread. These include the following:

1. *Guided tours to an enterprise* - organized group visits to an industrial enterprise for educational purposes. The duration of such an excursion takes from one to one and a half hours. Most often, such an excursion ends in a souvenir shop, where tourists can purchase or order products from this manufacturer.
2. *Industrial excursions for schoolchildren* - regular organized excursion tours to industrial enterprises, in which organized groups of students are excursionists. In addition to general knowledge, sightseers pursue educational and career guidance goals.
3. *Industrial excursions for mixed groups* are visits to enterprises by combined groups of excursionists for educational purposes. Such excursions are popular in Europe and the USA.
4. *Industrial excursions for professionals* – organized tours to the leading enterprises of a particular industry for businessmen or industry specialists in order to study the features and innovations of production, gain experience of successful enterprises, search for partners for a business or investment object.
5. *Thematic tours with visits to several enterprises of the same profile* - organized group trips with visits to two or more enterprises of the same region, the production of which is of interest within the framework of the tour topic. The duration of such tours is 2 or more days. Accordingly, the program of these tours includes not only production excursions, but also accommodation, meals, transfer services, possibly the sightseeing tours of the visiting cities and other cultural and entertainment events are usually included.

However, it should be noted that industrial tourism in modern Russia is a relatively new and interdisciplinary phenomenon, and therefore it is poorly developed from scientific point of view. Certain regional experience has been so far accumulated in organizing and conducting industrial excursions in the form of specific examples, the samples of which can be used to develop programs for the development of industrial tourism in other regions and strategies for its general development in the Russian Federation (Medyanik, Tarabanovskaya, 2016; Struzberg, 2013).

Today, it is quite rare to find a company that is ready to open its doors to tourist groups, especially on a regular basis, and not within the framework of exclusion or partnership development. It is possible to find whole regions in Russia that have got no experience in industrial excursions (Sklyarenko, Panchenko, Selivanov, Golovenko, 2011). This is facilitated by a number of barriers noted by Nikulina and Trusov (2007), such as:

- lack of specialists to organize such excursions;
- unsafe production for untrained groups of tourists;
- lack of the necessary infrastructure to receive tourists;
- unwillingness to distract workers from their production tasks;
- unjustified closeness of enterprises;
- desire to hide business processes from competitors, etc.

As it is known, light industry includes textile and clothing industry, fur industry, as well as the production of leather, leather goods and footwear. Fur, leather and footwear production is one of the oldest branches. Such handicraft traditions originated in our region in the times of the Volga Bulgaria. Textile industry appeared in Kazan in the second half of the 18th century. This complex industry includes more than 20 sub-sectors, including linen, cotton, wool, silk and knitted fabric production, it also includes the primary processing of flax, wool, production of nonwovens, net knitting industry, felting and felt, textile haberdashery production, etc.

According to the data provided by the Ministry of Industry and Trade of the Republic of Tatarstan, the share of light industry in the volume of the manufacturing industries industrial output of the Republic of Tatarstan in 2019 was 0.38%.

The leading role in the development of the industry belongs to the following enterprises of the republic:

- JSC "Polymatiz" produces and sells modern nonwovens for medical, agricultural, construction purposes;
- LLC "Elastic Plant" produces new generation synthetic materials: modern nonwovens using "spunbond" and "meltblown" technologies, construction membranes, vapor barrier films of various densities based on nonwoven polypropylene fabric for various industries, including medicine, agriculture, construction, automotive industry;
- ZAO "Zdravmedtech-Povolzhye" - a manufacturer of a wide range of disposable medical clothing and underwear, specialized operating kits used in the provision of high-tech types of medical care from high-quality modern nonwoven materials;
- LLC MC Industrial Park Kamskie Polyany manufactures high-strength polypropylene thread for the production of technical fabrics, fabrics for workwear, furniture and automotive fabrics, jacquard, lace, carpets, bases for artificial fur, ribbons, ropes, nets, bags, big - runs, bags, suitcases and shoes;
- LLC Almetyevsk hosiery factory "Alsu" is one of the largest manufacturers of hosiery in Russia. The products of the factory are produced under the Noskoff trademark. At present, the factory, having launched a sewing production, has started to produce workwear and bedding sets, thereby expanding production activities and increasing production volumes by releasing new kinds of products;
- JSC "Kukmorsky felting and felt plant" is a market leader in its field, producing modern models of felted and felt footwear with rubberized soles and decorative elements, as well as a variety of products made from 100% natural wool for adults and children;
- JSC "Kukmor Garment Factory" specializes in the production of children's and adult clothing using high-quality fabrics with a special impregnation that protects against wind and moisture, insulation cloth - GRAFELITE, consisting of environmentally friendly polyester fibers with increased heat-shielding properties;
- OJSC "Aznakay kiemnere" specializes in the production of overalls from fabrics with special impregnations: water-repellent, oil-water-resistant, fire-resistant and windproof;
- LLC "Bugulma Garment Factory" - a manufacturer of workwear for various economic sectors, develops and produces suits "Arctic" for workers in the Far North, suits for fellers, special clothes for large oil companies, construction organizations, educational organizations and health care;
- LLC "Safyan" specializes in leather dressing;
- LLC "TatVoilok" produces felt, felt details and felted footwear;
- LLC "Melita" is an enterprise with a full technological cycle - from dressing, design development and ending with the implementation of the highest quality winter clothing and fur accessories.

A significant number of enterprises are small businesses that produce a wide range of consumer goods for industrial and technical and special purposes. For example, school uniforms design is one of the main directions in the work of LLC Sewing Workshop IREN. In the Republic of Tatarstan,

uniforms for schoolchildren are also produced by other sewing enterprises such as LLC "Uniservice-Success+" in Kazan, LLC "Brossko", LLC "School Fashion" and LLC "Triada" in the city of Naberezhnye Chelny, LLC "Nizhnekamsk sewing factory" in Nizhnekamsk and others.

LLC Avalon Production being a resident of M-7 Industrial Park for the production of children hosiery under the Peppy Woolton brand. At present, the company has expanded its product line with products for newborns.

LLC "Shoe company BARS", being a resident of TASED in Chistopol, is implementing the project "Organization of a new production of work footwear" (leather footwear, PVC footwear, EVA footwear). The total volume of directed investments in the creation of shoe production amounted to about 134.5 million rubles, 80 new job places were created.

As it can be seen from above, today, textile and light industry enterprises have good potential. Many light industry enterprises of the Republic are improving production technology, expanding the range and improving the quality of their products. All this is done with the support of the local government that introduced a list of priority directions of the Republic's light industry development into the "Development strategy of industries of the Republic of Tatarstan for the period 2016-2021 with a perspective until 2030", approved by the order of the Deputy Prime Minister of the Republic of Tatarstan, the Minister of Industry and Trade Karimov in June 2017.

In August 2019, in the Kazan City Hall, within the framework of the organizing committee meeting for the preparation and celebration of the Republic of Tatarstan foundation 100th anniversary the with the participation of Deputy Prime Minister of the Russian Federation Vitali L. Mutko and President of the Republic of Tatarstan Rustam N. Minnikhanov, an exhibition was organized demonstrating the products with jubilee symbols, manufactured by the above mentioned enterprises.

A specialized exhibition of textile and light industry "Fashion and Style. Kazan-Autumn", that is held annually in November brings together the best manufacturers of the Republic.

Following Kadyrov and Mudarisov (2018), we subdivide production facilities into two areas:

- historical and industrial heritage that can be related not only to industrial tourism, but also to cultural one;
- modern operating enterprises, that, can also be used as educational or business tours when added to industrial excursions.

Tours and excursions to objects of historical and industrial heritage should be called "industrial tours" being integral part of industrial tourism. This interpretation is connected with the purpose, the task of such tours that is to get tourists acquainted with the production capabilities and development features of the past industrial eras. Moreover that the tours to historical and industrial sites reveal the issues of ethnography, industrial architecture, production technologies and facilities and other features of past centuries.

An actively developing direction of using non-functioning or abandoned industrial objects is their transformation into creative spaces. People of artistic nature are fond of organizing, theatrical and craft workshops, studios and exhibitions, in the spacious and vacant premises of industrial workshops. The buildings that stand out for their industrial architecture and their "industrialism" (for example, red brick) and are located in the city, restoring life and functionality in dilapidated buildings, are especially popular. This process can happen spontaneously, through the efforts of artists renting nearby premises from the owners (usually for a small fee) and transforming them into creative spaces. Sometimes youth groups take over abandoned industrial premises and organize so-called "creative squats" illegally or semi-legally. In other cases, regenerating abandoned properties and renting them out for creative purposes can be an investment project. "Fashionable" creative spaces can then become objects of cultural tourism (Tukmakova, Fakhrutdinova, 2018).

The following places can be named among the examples of Kazan textile industry historical and industrial heritage:

1. The Alafuzov's Factory. The Flax Spinning Mill.

The name of Ivan Alafuzov, one of the first Kazan merchants, is associated with the entrepreneurial boom and industrial flourishing of the Admiralteyskaya Sloboda. The "Partnership of the Kazan Tannery on Shares" included several tanneries and a flax spinning mill belonged to him. Over the time, Ivan Alafuzov introduced new methods of leather tanning at his factories, significantly improving their quality and reducing the cost of production. Therefore, Alafuzov Manufacture's leathers were always in demand and won over the competitors.

In 1865, Alafuzov opened a flax-spinning factory, which soon became one of the best in the Volga region, the Urals and Siberia. The enterprise produced military uniforms, cloth, linen, weaving, saddlery and leather goods. The company participated in all international exhibitions and by 1890 had won 27 medals. The enterprise worked successfully even after the death of its founder.

Nowadays The "Alafuzov Fabrika" project was opened as the first loft space in Kazan. It was launched a by club promoter Andrey Pitulov in 2015. The main source of income for "Fabrika" is organizing events. They have been held here on a regular basis since the summer of 2015, although renovations are still ongoing. The first were, among other things, historical and thematic events based on the work of the factory under the names "Linen", "Leather", "Wool" and "Tarpaulin". The "Fabrika" regularly participates in the Night of Museums: in 2018, it was attended by 1200 people. Many of the events are also organized by the BNF group - an exhibition of vintage cars, a beer festival, the "Night Market" and breakdance and street art tournament "Combination".

2. Kazan Fur Factory

Another legendary enterprise is the Kazan Fur Factory. The enterprise contributed greatly to the development of local economy, thanks to it Kazan used to be the "Fur capital of Russia". The enterprise was opened in 1928. At first, the plant did not have enough professional staff - it had to invite specialists from abroad. But soon there appeared their own professionals who developed their own methods of skins processing and furs dyeing. So the production grew and became famous for its products throughout Europe. Basically, the factory in those years worked for the export of processed hides.

During the war years, the fur factory began to produce uniforms for the army and, having successfully coped with this task, was awarded the Order of Lenin. In the post-war years, the company continued to flourish and expand its range. The plant changed its name several times. In 1972 he was named after Khusain Yamashev, in 1991 the enterprise was restructured and it was reorganized into Melita JSC.

3. Shoe Factory Spartak

The "Spartak" factory is inextricably linked with the history of footwear production development in Russia. The enterprise used to be located in the center of Kazan. For its almost a century history, it has gone from a small shoe production to the largest shoe company in Russia, which produced more than 300 new items of modern high quality footwear annually.

The factory history goes back to 1916, when three Kazan merchants and manufacturers - Shabanov, Zobnin and Zhulin, started the "Polar footwear company" as shareholders. In Sukonnaya Sloboda on Armyanskaya Street (now Spartakovskaya Street), the shareholders acquired a two-storey warehouse. Leather processing was carried out in a tannery opened next to the factory. Cutting, fastening of soles and other operations were done manually. In 1922, at the suggestion of the workers, the Polar factory was renamed into Spartak after a famous Roman character Spartacus.

The factory went through difficult war years, produced army shoes. It also survived the crisis of the nineties. At the beginning of 2000, according to the State Statistics Committee, in terms of production volumes, the factory ranked 6th among 202 shoe enterprises in the country and produced about 2.7% of all footwear. Modern design footwear was produced using advanced technology and special equipment from leading machine-building firms in Germany, Italy, Austria and Russia. In 2016, the factory celebrated its centenary.

Since 2017 OJSC "Shoe Factory Spartak" has been in bankruptcy proceedings. The financial condition of the production was crippled by the fall of its main owner and investor - Tatfondbank. In 2018, the factory ceased operations and dismissed more than 400 employees.

According to the newspaper "Vechernyaya Kazan", there was an attempt to use one of the premises of the former factory as a cultural space. In the fall of 2019, the "Exit Is Here" contemporary art exhibition was opened here.

II. The tours to modern operating enterprises are usually referred to as **industrial**. They are aimed at get the tourists acquainted with modern technical and technological achievements scientific potential, quality of products and production process.

Let us give the detail examples of the enterprise of this type that work successfully on the territory of the Tatarstan Republic.

1. Almetyevsk hosiery factory "Alsou".

It was opened 35 years ago, on December 29, 1985, and still remains one of the largest hosiery manufacturers in Russia. The Alsou factory has gone through different times, from the years of formation and development to total barter and stagnation. In 2002, the factory chose a course for the modernization of production and technical re-equipment. Since July 2003, the company's products have been produced under the "Noskoff" trademark. The assortment includes more than 100 items of products, both for children and adults. Drawings and colors are updated seasonally. The originality of the design meets the latest fashion trends.

According to the information presented on the company's website, today the factory offers an excursion for the younger generation. In an entertaining way, children are shown where and how socks and tights are made, how the product goes from production to store shelves. The company's specialists tell a lot of interesting things about the history and activities of one of the leading light industry companies on the Russian market.

2. JSC "Kazan sewing factory"

The company was founded in 1993. The factory is the legal successor of the manufacturing enterprise "Shveinik". OJSC Kazan Garment Factory was established to produce consumer goods (garments) and meet of the population the needs.

Several travel agencies in Kazan organize excursions to a garment factory. Basically, such tours are designed for schoolchildren and have the form of vocational guidance. After the visit to the factory, some of the children have a desire to connect their adult life with the enterprise. Such school trips to the factory do not only allow children to understand how hard it is to create clothes from scratch, but will also help them decide what they want to achieve.

During the excursion for schoolchildren, they are shown the sequence of making clothes: the journey through the factory will begin from the raw material warehouse and the machine shop, then the tourists will be able to see the process of cutting and stapling parts. Craftsmen and process engineers will not only tell about the history of the factory and the features of the products, but will also gladly answer all the questions that the children are interested in.

Today Tatarstan textile and light industry enterprises have good potential. Many light industry enterprises of the republic are improving production technology, expanding the range and improving the quality of their products.

In August 2019, in the Kazan City Hall, within the framework of the meeting of the organizing committee for the preparation and celebration of the 100th anniversary of the formation of the Republic of Tatarstan with the participation of Deputy Prime Minister of the Russian Federation Mutko and President of the Republic of Tatarstan Minnikhanov, an exhibition was organized products with jubilee symbols, manufactured by the enterprises of the republic: Kukmorskiy Felting and Felting Plant JSC, Almetyevsk Hosiery Factory LLC, Alga LLC, Sabinsky Leskhoz LLC, CarLes trademark, Tatspirom JSC.

Within the framework of the specialized exhibition of textile and light industry "Fashion and Style. Kazan-Autumn", that traditionally takes place in November, the products and technologies of the local enterprises are exhibited. A number of round tables, workshops and conferences are carried out with the support of Tatarstan government and The Light Industry Technological Platform. For example in 2019 a problem of Mandatory labeling of light industry goods was the key one to be discussed.

Thus, we can draw the following conclusions about the current state of the industrial tourism market in the Republic of Tatarstan.

Conclusion

Our analysis shows that the region has a good resource base for industrial tourism with great potential, objects for a potential tourist display are massive in nature, diverse in types. Industrial enterprises are widely represented, and they could potentially be objects for industrial tours. Urban tourism objects are also widely represented, which is due to the large development of the XX century buildings in the style of constructivism and Stalinist classicism, which can be interesting for research, from the point of view of industrial tourism

Organized industrial tourism is represented mainly by industrial tours to operating industrial enterprises, in most cases for schoolchildren as well as by rare, similar proposals for urban tourism. Tourist products of active industrial tourism - stalking, digging, roofing are not represented at all.

Unorganized tourism is actively developing, the demand for visiting abandoned and active industrial tourism facilities is certainly growing. The lack of proposals on the market for organized active industrial tourism is compensated by unorganized ones, which indicates the demand for this type of industrial tourism in general.

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