

PROBLEMS OF DEVELOPMENT OF HALAL TOURISM IN RUSSIA

N. K. Gabdrakhmanov, Kazan Federal University

N. M. Biktimirov, Kazan Federal University

M. V. Rozhko, Kazan Federal University

L. V. Khafizova, Kazan Federal University

ABSTRACT

The paper considers the peculiarities of the development of halal tourism in Russia. It reveals the history, basic requirements, problems and development prospects of the tourism destinations. We used analytical, synthetic, and statistical methods for writing the paper.

The potential of the international market of Halal products is growing along with the growth of the Islamic population and the spread of Islamic tradition, and it has great prospects. Therefore, the particular attention was paid to the analysis of the demographic development of the Muslims, which gives reason to talk about high dynamics of population growth in Islamic countries as a whole.

The situation with tourists "exchange" between Muslim countries and Russia is unfavorable today.

Citizens of Muslim countries are rather passive in terms of international tourism, which complicates the spread of halal-tourism, on the other hand the consumption of this product is growing among the population of non-Muslim countries.

Halal industry is relatively recent phenomenon in the Russian Federation, and this determines the fact that the field of knowledge is poorly studied in scientific terms. The conceptual apparatus continues to take shape.

Despite the fact that Russia has Muslim regions in its territory, currently the huge potential of halal tourism destinations is just beginning to develop, and its dynamic growth may require long time.

The paper highlights largest countries-producers and consumers of such goods. It also considers the issues of Islamic banking. Measures for the development of Islamic economics are analyzed including purposeful activity of the Tatarstan authorities since it is one of the most economically developed regions in Russian. Furthermore, over than half of its population are Muslims.

Keywords: *tourism, tourists, Islamic tourism, halal tourism, halal products market, the World Tourism Organization, the Muslim population.*

INTRODUCTION

Islamic tourism as a new social phenomenon, to some extent associated with the dogma and practice of Islam, started to be spoken in the late 1980s.

Halal Industry in the Russian Federation has its origins in 2002 by the initiative of the Council of Muftis of Russia.

It is proposed to distinguish religious tourism into spiritual, halal tourism, pilgrimage and religious (Islamic) tourism pertaining to visiting the “holy places”, places of worship, and so on. Scholars D.A. Gusenova, Z.-B.T. Alikhanova believe that Russia with Muslim regions in its political and geographical system, has the huge development potential of these trends in religious tourism [2].

The global halal industry turnover is currently estimated as more than \$ 2 billion. It is believed that Russia’s accession to the WTO in 2012 will promote the development of Halal tourism though it will take long time.

Halal tourism and recreation is a type of tourism aimed at Muslims, providing an opportunity to rest in accordance with the rules of Islam. In Halal tourism accommodation is provided in hotels that offer only soft drinks, all food complies with Halal standards and it is equipped with separate infrastructure for male and female, for example, isolated beaches and pools. In addition to these features, Halal resorts announce the time of prayers and there are prayer rooms, and some even have mosques. The hotel also offers special excursions to places related to the history of Islam. For evening resource, vacationers can choose to rest without music, if necessary, they are provided with organized entertainment and activities within the norms of Islam. [8]

The production and supply of cosmetics, pharmaceuticals, financial services targeted at the Muslim population is also growing.

It is noteworthy that halal tourism has no specific definition, usually it is understood as tourism product, implying accommodation and servicing in accordance with the rules of Islam. And this is despite the fact that 60-70% of the clients of such hotels are non-Muslims. They, as a rule, observe a strict dress code and do not allow males and females to encounter in public places [2, p.49].

The choice of food for all consumers is due to social norms and traditions. The consumption of meat and meat products in particular can often be associated with religious traditions and rituals. Religious rules affect food choices, forcing to refuse certain types of meat.

It should be noted that the level of confidence in such products is higher, depending on the fact how much consumers follow the principles and rules of halal.

One of the most important quality measures for consumers of culturally conditioned goods is the confidence in producers and sellers that follow principles and rules of slaughter, production, storage and selling of meat and meat products [3].

The Rezidor Hotel Group, the owner of such hotel networks as Radisson Blu and Park Inn, believes that over the next 10 years, demand for recreation on Shariah will grow by 20% annually.

Even McDonald’s today offers Halal foods [4].

The potential of the international market of Halal products is growing along with the growth of the Islamic population and the spread of Islamic tradition.

To date, there are 1.8 bn Muslims in the world.

According to experts, by 2050 the Muslim population will be more than 2.6525 billion people, or about 29%, worldwide. To compare, more recently, in 1950, the number of believers did not exceed 17.5%.

At the same time, such goods are bought by consumers who do not belong to the Muslim religion, but prefer such goods because they perceive them as ecological, organic. Such trends are characteristic both for the international market, and Russian one.

The largest countries - producers and consumers of such products are: Indonesia - 180 million people, India - 140 million, Pakistan - 130mln, the Middle East - 200 million, Africa - 300 million, Malaysia - 14mln, North America - 8 million, Europe - more than 56 million, Russia - about 27.5 million people [10].

In Russia, major halal food consumption channels are «Auchan» hypermarkets; «Metro», wholesale and retail trade shops; shops located in the territory of mosques in Moscow and the Moscow region, specialty halal shops in food markets.

“Trends in the forms of religious tourism may vary between adherents of different faiths”.

[7]

Data of the World Tourism Organization show that citizens of Muslim countries are passive in terms of international tourism.

Thus, according to the 2012 WTO annual report, a large part of travel costs in 2012 is accounted for by non-Muslim countries, including (in billions): China - 102.0; Germany - 83.8; US - 83.5; United Kingdom - 52.3; Russian Federation - 42.8; France - 37.2; Canada - 35.1; Japan - 27.9; Australia - 27.6; Italy - 26.4 [9, 5].

In Russia, as compared to conventional tours, the offered international halal tours are usually more expensive, but when you consider that a Muslim woman cannot travel without an accompanying man, the price increases twice.

Over the first three quarters of 2013 the number of foreign citizens from Muslim countries in the Russian Federation totaled 149,712 persons or 6.83%. Of which 88 315 were from Turkey.

If to look at tourists “exchange” between Muslim states and Russia as a whole, Russia, of course, is in unfavorable position. It is quite obvious that the people of Muslim countries do not hurry to visit our country with tourist intentions.

And one of the reasons for this is the absence of the so-called “halal infrastructure” [2].

The first western Islamic bank appeared in 1978 in Luxembourg. The Islamic divisions for customer financing open in other non-Islamic countries like USA, UK, Germany, France, Canada, Australia, Denmark, etc. In Russia, the traditional banks are not eager to attract resources from abroad. Only in 2013, OJSC "Sberbank of Russia" agreed to involve a pool of 600 million dollars from «Invest AD» (United Arab Emirates) and OJSC "AK BARS", the second largest commercial bank of the Republic of Tatarstan, attracted Islamic finance twice (in 2011, 60 million dollars, in 2014 -100 mln.). Investors of Gulf countries show great interest in investment cooperation with Russian banking institutions[1, pp.421-422].

Since April 2016, one of the economically developed regions of Russia - Tatarstan, where more than half of the population is Muslims, together with the Central Bank of Russia began to actively work on the introduction of Islamic banking in Russia.

To achieve this goal, the Russian Central Bank and the government of Tatarstan have drawn up to a “roadmap” for the implementation of Islamic banking in Russia.

This may give a new breath for halal tourism in Russia, especially in the regions with concentrated Muslim population such as Tatarstan, Bashkortostan, and some Northern Caucasus republics [6].

RESULTS

Visits to holy places have long constituted one of the most important and revered traditions are inextricably linked with the very essence of religious dogma.

Religious tourism is part of the tourism industry. religious worship is a mosque, cathedrals, museums, places of worship, spiritual centers, exhibitions, the holy sources, and other

items specifically designed for worship. These touristic objects, religious tourism resources which are available in many tour routes, enjoy increasing popularity.

A tourist travelling for religious purposes, is an outside their place of permanent residence for a period of not more than six months to visit holy places and centers of religions.

Under the religious tourism should be understood as activities associated with the provision of services and the needs of tourists travelling to the Holy places and religious centers outside the usual Wednesday for them.

Religious tourism is divided in two main varieties: Pilgrim tourism and religious tourism excursion-cognitive orientation. Religious tourism excursion-cognitive orientation for the contingent of the participants can be divided into two groups: the first group, you can enable participants to scientific expeditions, whose aim is the study of religious artifacts, ceremonial objects with scientific purposes. In another group, which is much more abundant in number of exhibitors include mass tourists different e.g. avlenij attending religious-cultic objects composed of tour groups for purely informative purposes. Consider the first group more closely, which we believe is composed of research and promotional pieces. Scientific-Research Department in the Republic of Tatarstan is represented, above all, the Humanities Department of the Academy of Sciences of the Republic of Tatarstan (TAS) and the Institute of international relations, history and Oriental Studies (IMO iV) Kazan Federal University (KFU). In the branch of Humanities of TAS study of religious-cultic objects, excavations, archival materials are involved in several institutions, among which the Institute of Tatar encyclopedia and regional studies, Institute for the history of them. Sh. mardzhani, Institute of archaeology and islamovedčeskih Research Center. On the main directions of research published a multi-volume encyclopedia of Tatar in Russian and Tatar languages, Tatar Encyclopaedic Dictionary, "Tatarstan: an illustrated dictionary, 12-minute a languid Redd Tatar folklore, academic grammar of the Tatar language, historical-ethnographic and dialectological Atlas, 7 volumes of the Anthology Tatar. Historians and archeologists published a number of valuable works on ancient, medieval and modern history of Tatarstan and Tatar people. Among them, mention should be made of Atlas Tartarica history of the Tatars and peoples of Eurasia. The Republic of Tatarstan: yesterday and today, Bulgarica. Time and space the Bulgarian civilization: Atlas, the great Bulgarians cultural and spiritual revival; 7 volumes of the history of Tatars from ancient times to our days, the definition of the age of 1000 Kazan and Elabuga. Praised in the scientific world received works of Ethnography, art history and the history of social thought.

The Humanities Department is actively involved in the Organization of congresses, conferences, symposiums, schools and other institutional arrangements. In particular, the Office participated actively in the Organization and preparation of activities dedicated to the 200-anniversary of Kazan State University, 60 anniversary of the victory in the great patriotic war and the 1000-anniversary of Kazan.

The Office and the members of the Department conduct intensive cooperation with foreign counterparts in the field of research studies, maintain scientific links with academic and scientific divisions trial Kazan, Moscow, St.-Petersburg, Udmurtia, Mordovia, Mari El Republic, Bashkortostan, the CIS countries, with University and research centers of the United States, Great Britain, turcii, Finland, Hungary, Uzbekistan, Kazakhstan, Kyrgyzstan, etc. They often appear in print, on radio and television, and participate annually in 100-110 international, national, Republican and regional scientific conferences. The main archaeological surveys and excavations were carried out with the direct guidance and participation of the Institute of archaeology of Academy of science of the Republic of Tajikistan. It should be noted the main

objects: this works on the territory of the Kazan Kremlin, the island-city summer Sviyazhsk, Ancient Bulgare, Elabuga, Bilâre and many others. In some part of the result of their activities the Kazan Kremlin and Ancient Bulgars have entered into UNESCO object list, and the island-Castle Sviyazhsk is candidates for inclusion in the list. Most of the participants in the above activities, who come from other countries and regions in Russia can be defined as a community of business tourism.

Another major center of research direction is the Institute of international relations, history and Oriental Studies of the FSC. Major contributions to the development of religious tourism in Tatarstan made Chair of Museology, cultural and tourism ", archeology and Ethnology ", Tatarovedeniâ "and" Turkish and Oriental Studies and Islamic studies. These chairs in addition to the extensive research work is carried out and training of bachelors and masters of these directions of education. In parallel, existing in the Institute of management, economics and finance at the Department of service and tourism ", which is already 10 years preparing personnel for the tourism and hospitality industry, on the basis of the Department of museology, cultural and tourism began to prepare specialists on international tourism. On the basis of this Chair opened network Magistracy on international tourism. Students of these directions of education pass industrial practices on the basis of the leading travel companies of the city of Kazan and the Republic, taking part in the formulation and implementation of tourism projects and new tourist routes for visitors of the Republic. A great contribution to the development of knowledge on the history of Islam in Tatarstan and Russian activities makes the Islamic Institute in Kazan.

Promotional part of cognitive excursion destinations for tourism development is based primarily on the activities of tourist companies of Kazan and Tatarstan, together with public authorities and institutions. In the year 2014 in Tatarstan was created the State Committee for tourism, which has become the main coordinating body in the Republic of all institutions associated with tourism activities and hospitality industry. In the activities of the State Committee, it should be noted several directions: the popularization of Tatarstan as tourism destinations, support the development of major tourist centers of the RT, development of business, sports and religious-Pilgrim tourism. Pilgrimage tourism State Committee paid particular attention, since, Tatarstan has a unique situation, where two great religions, orthodoxy and Islam. These two denominations exist peacefully for more than five centuries. There are a number of famous religious worship worldwide, two of which are included in the UNESCO World Heritage list. In addition there are objects of pilgrimage Interfaith values as "sacred spring" in bilyarsk.

Pilgrimage tourism is a collection of travel of representatives of different denominations with the pilgrimage ends. Pilgrimage is the desire of believers to worship the Holy places [1].

Pilgrimage tourism is a collection of travel of representatives of the various religions with pilgrimage purposes [2].

A pilgrimage is a journey deep believers to the shrines of their worship. The aim of the pilgrimage to the Holy places is worship, prayer, repentance, less response to the vow during a grave illness or danger, and Thanksgiving to the Lord for deliverance from them. Quite often the purpose of pilgrimages happens healing from serious ailments of miracle-working icons, relics, sources [2].

One important aspect of pilgrimages is their spiritual and educational component. When visiting holy places people will learn about the history and spiritual traditions of monasteries and temples, worship, Saints and devotees of piety, whose life and work was associated with sacred

objects included in the pilgrimage route. The pilgrims have the opportunity to talk with other denizens of the monasteries, some of them find themselves priests [1].

Religious tourism, like his other forms, has a positive impact on the economic development of Kazan and Tatarstan [11,12]. The arrival of the pilgrims and tourists who are interested in religious tourism, contributes to the development of hotels, retail businesses, including souvenirs, services for travelers, etc. In Tatarstan, and increasingly in Kazan, the flow of tourists is growing every year, as a result of competently built city and Republic management to use existing tourist resources and increase their number. Development of tourism infrastructure, including the development of transport, improving the organizations providing services of public catering and hotel services, work with travel companies, training guides and guides, work on the restoration of cultural monuments, historical and religious sites, the return of ceremonial objects and religious believers-all these factors are positive for the development of religious tourism in Tatarstan and Kazan.

CONCLUSION

Thus, for the evolution of Halal tourism and recreation it is necessary to develop a whole system with the following components: food, hotel, flight, halal services, Islamic banks, the employees concerned, the conditions for the organization of VIP services, and much will depend on the initiative of public authorities and managers of financial institutions as well as on the people, their attitude to the development of the halal-tourism and appearance of halal tourists in Russia.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

The work is performed according to the Russian Foundation for Humanities (Project №15-11-16010) and Government of Republic of Tatarstan.

REFERENCES

- Vakhitov G.Z. (2015). Islamic financial institutions and their role in the development of the world economy. *Forum of Muslim teachers of educational institutions: the collection of materials of the international scientific-practical conference*. R.R.Zakirov (Eds.). Kazan: Kazan University Press Publishing house, 421-422.
- Gusenova D.A. (2014). Spirituality, tourism and pilgrimage in Islam, Z.-B.T. Alikhanov, *Islamic Studies*, 1, 45-53.
- Kaderova V. A., I.I. Skorobogatykh. (2013). Interaction model of market participants of culturally conditioned goods and the organization of distribution channels. *Logistics*, 7, 46-49.
- Consuming passions. Muslim consumers are looking beyond the traditional religious stipulations on meat and finance. Time to have fun. *The Economist*. May 25th 2013.
- http://dtxqt4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_highlights13_en_hr.pdf.
- <https://news.mail.ru/economics/25428290/> Frommail = 1.
- Jafari J., Scott N. (2014). Muslim world and its tourisms. *Annals of Tourism Research*, 44, 1-19.
- <https://ru.wikipedia.org/wiki>
- UNWTO Tourism Highlights. 2013 Edition, 13.
- Official statistical website «Muslim population and demographics». <http://www.muslimpopulation.com/Europe/>
- Biktimirov, N., Gabdrakhmanov N.K., Rubtsov, V., Mustaphin, M., Arzhantseva, N. Peculiar features of the tatar people migration on the territory of Tatarstan. *Mediterranean Journal of Social Sciences*, 5(24), 267-271.
- Gabdrakhmanov N.K. (2014). Tourist and Recreational Positioning of Tatarstan Republic: Cluster Analysis. *World Applied Sciences Journal (Management, Economics, Technology & Tourism)*, 30, 202-205.