

- to develop of list of recommendations in order to provide comprehensive information to both local and international pilgrims to Beket Ata site.

A wide range of sources have been employed for the completion of the research. Desk research has been conducted with the use of reports by the local and regional government, interviews, cartographic materials, information from travel agencies that offer pilgrimage tours to Beket Ata etc. A series of interviews have been conducted among recent visitors to Beket Ata cave mosque.

It has been concluded that limited information on religious rituals in English, Kazakh and Russian languages are provided before, during and after the visit to Beket Ata site by tourism authorities, travel agencies and local guides in brochures and on the websites. The completeness of informing the visitors about the rituals improves during the visit by providing verbal information by guides.

Further studies on the role of information support to pilgrims are recommended in partnership with tourism authorities of Mangistau Region involving a larger pool of respondents. Development of visitors' profile would allow tourism researchers to understand the needs and aspirations of local and international pilgrims. Production of brochures, website posts, magazine articles, information stands at the sites with QR codes in different languages that reflect comprehensive information on the rituals is recommended as a result of the research.

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PILGRIM TOURISM IN THE REPUBLIC OF TATARSTAN AND THE WAYS OF ITS DEVELOPMENT

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Annotatsiya. *Maqola Tatariston Respublikasining sayyohlik va rekreatsion salohiyatiga bag'ishlangan. Shuningdek, bu ish respublikada xalqaro va ichki harakatlar tizimida diniy turizmning rolini ta'kidlaydi.*

Kalit so'zlar: *turizm, sayyohlik va dam olish salohiyati, ziyorat, diniy turizm, ziyoratning o'rni.*

Аннотация: *Статья посвящена туристско-рекреационному потенциалу Республики Татарстан как паломнического направления. Также данная работа освещает роль религиозного туризма в системе международных и внутриграницных перемещений в республике.*

Ключевые слова: *туризм, туристско-рекреационный потенциал, паломничество, религиозный туризм, роль паломничества.*

Abstract: *The article is devoted to the tourist and recreational potential of the Republic of Tatarstan as a pilgrimage destination. Also this work highlights the role of religious tourism in the system of international and intra-border movements in the Republic of Tatarstan.*

Key words: *tourism, tourist and recreational potential, pilgrimage, religious tourism, the role of pilgrimage.*

Pilgrimages are just one of the many types of tourism, but it must be admitted that it plays a special role in the system of international and intra-border movements. People at all times want to go on trips to holy places and religious centers and strive to take part in religious ceremonies. A characteristic feature of religious tourism is minimal susceptibility to both seasonal fluctuations and the impact of economic cycles. In other words, pilgrims will travel even in times of crisis [1]. That is why in regions where there are any religious shrines that are of value to believers, it is already worth developing pilgrim tourism. The Republic of Tatarstan is one of such regions.

Located at the crossroads of East and West, the territory of the republic for many centuries was the center of the shrines of many religions. In the center of one of the sections of the Volga-Kama State Reserve is located the pearl of Russian architecture of the 17th century – the Raifsky Bogoroditsky friary. There is one of the Orthodox shrines – the miraculous icon of the Georgian Mother of God. Today Raifa Monastery attracts an increasing number of visitors – tourists and believers.

140 km from Kazan, on the left bank of the Volga, silhouettes of white-stone ruins can be seen from afar. These are the remnants of the Great Bulgarians – one of the largest cities of the once strong state of Volga Bulgaria. Today, this place is the village of Bulgarians and an extensive settlement – a monument of architecture of the X-XV centuries. This is the historical homeland of the Volga Tatars, known in the Muslim world as the «Northern Mecca» – a place of pilgrimage for believers.

In the vicinity of the capital of the ancient state of Volga Bulgaria, the town of Bilyar, 150 km from Kazan, there is an extraordinary place located in a picturesque forest at the foot of the mountain. A spring of crystal clear water is knocked out from under the mountain, turned into a place of worship and called the «Holy Key». It is a spiritual center where the beliefs and customs of the three religions coexist: paganism, Islam and Christianity.

One of the most revered holy sites of the Russian Orthodox Church is the miraculous icon of the Kazan Mother of God. The seat of the icon is the Kazan-Bogoroditsky monastery. The history of finding the icon and the foundation of the monastery dates back to the beginning of 1579. Among all the icons of the Mother of God, the Kazan image has the largest number of miraculous, revered lists. Later, the miraculous icon was stolen and, despite the most thorough searches, could not be found. The modern image of the Kazan Mother of God, written in the XVIII century, is one of the later lists of the miraculous image, revealed in Kazan in 1579. This so-called «Vatican List», which was kept for a long time in the Vatican, was donated by Pope John Paul II to the Russian Orthodox Church.

Tatarstan is historically one of the most multi-confessional territories of Russia. The basis of interfaith harmony in it is the observance of the equality of all religions before the law. Nevertheless, the most numerous confessions for the republic are Islam and Orthodoxy. Orthodoxy is practiced by Russians, Chuvash, Mari, Udmurts, Mordovians, and also Kryashens. Since Islam in comparison with Orthodoxy does not provide for the presence of many religious centers and pilgrimages to them, and the main, centuries-old and unchanged directions of Muslim pilgrimage are the sacred cities Mecca and Medina, Tatarstan is interesting to the guest as the northernmost area of the global spread of Islam, as a descendant of Volga Bulgaria and the Kazan Khanate, but, of course, not as a pilgrim center. If we are talking about the development of pilgrimage in the region, it is most advisable to develop pilgrimage trips for Orthodox Christians. In addition to the obvious fact that this is the first widespread religion in Russia [3] – and this leads to the development of domestic religious tourism – there are circumstances that make Kazan's land a shrine not just for Orthodox pilgrims, but for representatives of the entire Christian denomination. Kazan is one of the three cities in the world where the appearance of the Mother of God took place, officially recognized by Christians throughout the world. Besides Kazan, this list of cities includes Lourdes (France) and Fatima (Portugal), with Kazan being the first in chronology and the most historically important. The history of the discovery of icons in Lourdes and Fatima practically repeats the Kazan events of 1579 in detail [4]. Believers from all over the world, including Muslims who worship the Mother of God as the mother of the prophet Isa Maryam, are still gathering in the monastery founded on the site of the appearance of the Virgin Mary.

In itself, the pilgrimage plays, above all, a spiritual and educational role [7]. During the trip, pilgrims learn about the history of the places they visit, their roles in the spiritual life of Russia. In Tatarstan, pilgrims, visiting churches and monasteries, get acquainted with the peculiarity of worship, the heritage of the Kazan saints, whose names are connected with the places that are on their itinerary. They have the opportunity to talk with the inhabitants of the monasteries and find their confessors.

The other side of pilgrim trips is general education. It is no secret that monasteries and temples were and are not only spiritual, but also cultural and historical centers. Some of them are museums. In them, pilgrims and ordinary sightseers get acquainted with graphic and architectural forms, life of monks, local preachers in different historical epochs. For example, at the Blagoveshchensk cathedral of the Kazan Kremlin, since the fall of 2015, the Museum of History is operating – the fourth museum at the church in Russia, in which more than a hundred rare exhibits are presented, many of which are exhibited for the first time.

Finally, the pilgrimage is directly related to charity. Pilgrimage services learn about the needs of monasteries and churches and develop routes to include places in need of help. Pilgrims make donations, purchase candles and order various kinds of requirements. Such seemingly small-scale assistance is often

very timely, especially for resurgent monasteries. The Mother of God Monastery, which by the decree of the President of the Republic of Tatarstan on November 4, 2015, began the history of its post-Soviet restoration is undoubtedly among those [10]. At present, within any trip, not necessarily a pilgrim, a stop with an exit to the Virgin Monastery is a must-see point.

The Republic of Tatarstan as a direction of pilgrimage has enormous potential due not only to the mass of ancient and revered religious places, but also the developed infrastructure of Kazan and its environs, a wide range of means of food, transportation and accommodation, and the transport and geographical accessibility of the city. Since pilgrims are less pretentious in choosing the level of service – the idea of pilgrimage implies special difficulties that the pilgrim realizes and voluntarily accepts – hostels or hotels with a star rating of 2-3* are mainly used as means of pilgrimage accommodation. In Kazan, there are more than a hundred of such accommodation options.

Thus, the study of the potential of religious tourism in Tatarstan and the analysis of its specifics show the unequivocal feasibility of developing pilgrim tourism in this territory. One of the most important tasks, along with the post-Soviet restoration of churches and monastic cloisters of Kazan and its environs, is to dethrone the established one-sided stereotype «Tatarstan – the Republic of Islam» and maintain the image of the region in which representatives of two major world religions peacefully coexist.

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ЗИЁРАТНИНГ ТУРИЗМ ОБЪЕКТИ СИФАТИДА ШАКЛЛАНИШ ЖАРАЁНИ

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Аннотация: Мақолада зиёрат туризмини ўзига хос хусусиятларини аниқлаш ва уни ривожлантириши истиқболларини белгилаш мақсадида туризм объекти сифатидаги “зиёрат” атмасининг мазмун-моҳияти ва икки томонлама табиати ёритилади.

Калит сўзлар: зиёрат, зиёрат туризми, ички зиёрат, таиқи зиёрат, зиёрат жойи.

Аннотация: В статье на основе определения особенности паломничества и перспектив её развития раскрывается сущность и двойственная природа паломничества как объекта туризма.

Ключевые слова: паломничество, паломнический туризм, внутреннее паломничество, внешнее паломничество, паломническое место.

Annotation: The article reveals the essence and dual nature of pilgrimage as an object of tourism on the basis of determining the peculiarities of pilgrimage and the prospects for its development.

Keywords: pilgrimage, pilgrimage tourism, internal pilgrimage, external pilgrimage, pilgrimage site.