

## **Prospects for the use of natural monuments with the development of new tourism destinations in the region (On the republic tatarstan example)**

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### **Abstract**

Today, there are problems associated with the need to preserve the natural and geographical landscape of the Republic of Tatarstan, with the disclosure and promotion of the tourism and recreational potential, as well as of the development of environmental education among all segments of the population. In this regard, there arose an urgent need to develop and to pay particular attention to the promotion of the unique nature of Tatarstan. Among the methods used in the study a comparative analytical and scientific synthesis occupies an important place. This paper shows the diversity and characteristics of natural monuments of the Republic of Tatarstan. We have determined the tourist and recreational potential (Gabdrakhmanov N.K., Vladimir, Rubtzov; Marat, Mustafin, 2014, p.247-253; Gabdrakhmanov N.K., Roshko, Mikhail, 2014, p.267-271) of the natural monuments of an individual region of Russia. We have assessed the prospects for the use of natural monuments with the development of new tourism destinations in the republic. In this paper, we have conducted a spatial analysis of the distribution and development of natural monuments in the region, identified natural monuments with the greatest tourist potential, analyzed some of the historical events that had contributed to the creation of natural monuments and determined their diversity. Unlocking the potential of natural monuments allows achieving a significant growth of tourist flows into the country and implementing various activities aimed at preservation of natural and landscaped areas. This development will enable a vast multilingual audience to read and join in the project of conservation of the native nature, to look from the new position at one of the economically emerging and well-known in the international arena huge republic. The development of this area will be also relevant for the youth of the Republic of Tatarstan in the implementation of the Republican target environmental education strengthening programme.

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### **Keywords**

Environmental monuments, Historical heritage, Historical monuments, Monuments of culture, Sustainable development, The Republic of Tatarstan, Tourism