

# Improving Industrial Tourism in the Republic of Tatarstan through Historical and Industrial Heritage: An Investigation of the Role of Language Functions and Cultural Familiarity<sup>1</sup>

Oleg Aleksandrovich Bunakov<sup>2</sup>, Yulia Viacheslavovna Terehina<sup>3</sup>, Ramil Vasilievich Kadyrov<sup>4</sup>, Boris Mojshevich Eidelman<sup>5</sup>

## Abstract

Providing tourists with sufficient information is one of the most crucial tasks to tourism operators. One way of achieving the goal is by means of language. This paper thus aims to discuss the functions of language in shaping various types of information to cater tourists' diverse needs. The scientific article analyzes the role of language functions and cultural familiarity in improving industrial tourism in the republic of Tatarstan through historical and industrial heritage. Despite the fact that the practice of organizing and conducting excursion programs to industrial enterprises and factories in Russia and in foreign countries has a long history, nevertheless, this is a new direction for the modern tourism industry. At the moment, this type of tourism in Tatarstan is only at the initial stage of its development, but nevertheless, its potential is very high. The Republic of Tatarstan is one of the largest industrial and economic centers of Russia. The topic of the role of language functions and cultural familiarity in improving industrial tourism has not been structured. In order to effectively develop this issue, the potential of the historical and industrial heritage and museums of industrial enterprises of the Republic of Tatarstan has not yet been studied in domestic science. The findings put emphasize on the important information on tourism commodities that tourists need to know about main issues in general which includes cultures and history. Similarly, the findings highlight that the language use in tourism promotional materials is geared towards foregrounding those types of information. However, not all types of information needed by tourists are given equal attention.

---

<sup>1</sup> Please cite this paper as follows:

Bunakov, O. A., Terehina, Y. V., Kadyrov, R. V., Eidelman, B. M. (2019). Improving industrial tourism in the republic of Tatarstan through historical and industrial heritage: An investigation of the role of language functions and cultural familiarity. *Journal of Research in Applied Linguistics*, 10 (SP), 1427-1438.

<sup>2</sup> Corresponding author, Kazan Federal University, Institute of Management, Economics and Finance, Russia; [oleg-bunakov@mail.ru](mailto:oleg-bunakov@mail.ru)

<sup>3</sup> Kazan National Research Technological University, Russia.

<sup>4</sup> Kazan National Research Technological University, Russia.

<sup>5</sup> Kazan Federal University, Institute of Management, Economics and Finance, Russia.

**Keywords:** Language Functions; Cultural Familiarity; Historical and Industrial Heritage; Industrial Tourism.

## 1. Introduction

Understanding and valuing cultural diversity are the keys to countering racism. All individuals must feel free to explore the uniqueness of their culture and identity while developing understandings of the cultural diversity that exists in the world around them. Denying cultural expression means limiting the expression of unique perspectives on life and the transmission of knowledge from generation to generation (Ghorbandordinejad & Bayat, 2014). Culture is a defining feature of a person's identity, contributing to how they see themselves and the groups with which they identify. Culture may be broadly defined as the sum total of ways of living built up by a group of human beings, which is transmitted from one generation to another. Every community, cultural group or ethnic group has its own values, beliefs and ways of living. The observable aspects of culture such as food, clothing, celebrations, religion and language are only part of a person's cultural heritage. The shared values, customs and histories characteristic of culture shape the way a person thinks, behaves and views the world (Namaziandost, Sabzevari, & Hashemifardnia, 2018). A shared cultural heritage bonds the members of the group together and creates a sense of belonging through community acceptance. Language is intrinsic to the expression of culture. As a means of communicating values, beliefs and customs, it has an important social function and fosters feelings of group identity and solidarity. It is the means by which culture and its traditions and shared values may be conveyed and preserved (Tahmasbi, Hashemifardnia, & Namaziandost, 2019).

Cultural and linguistic diversity is a feature of most nations today as people from different groups live together as a consequence of historical events and human migrations. Within multilingual societies, the maintenance of the languages of the various ethnic and cultural groups is critical for the preservation of cultural heritage and identity. The loss of language means the loss of culture and identity. According to Kramsch (1993), culture refers to 'membership in a discourse community that shares a common system of standards for perceiving, believing, evaluating and action' (p. 127). This is through the cultural learning; one comes to understand and believe whatever one has to do for the purpose of operating in a manner which is acceptable to other members in that society. In fact, cultural knowledge is socially acquired and appropriate behaviours are learned. Thus, culture can be defined as acceptable interaction within the social group and what makes the group, involving a way of life, a set of social practices, a system of beliefs and a shared history or set of experiences (Yassine, 2006). To put it in other way, culture consists of shared characteristics of behaviour and social interactions, cognitive constructs, and affective understanding; patterns that are acquired through a process of socialization and transmitted to future generations; an ongoing meaning-making

process within a context. Under this process, culture lies in human interaction (Gurney, 2005).

An interaction generally involves communication between people and it is through verbal and non-verbal language that people share their messages, knowledge, emotions and values. Moreover, culture learning takes place through symbolic integration, a kind of communication in which language or gestures are used. As mentioned above, language as a means of communication is, to a very large extent, interrelated with culture (Todd, 1999). This relationship between language and culture is discussed below.

Language and culture are closely related and interactive. Damen (1987) argues that culture is transmitted and meant in great part through language; cultural patterns in turn are reflected and applied in language. As to the definitions of culture elaborated above, language has been seen as a part of culture and a form of accumulated knowledge in the culture. Language is a means to develop and transmit the culture as well as to communicate within the culture. In describing the relationship between language and culture, Kramsch (1993) asserts that is the principal means whereby we conduct our social lives. When it is used in contexts of communication, it is bound up with culture in multiple and complex ways (p.3).

Currently, industrial tourism is a common destination for cities in Western Europe, as well as the United States, where the lack of desire to attract tourists leads to the threat of destroying the reputation of the company (Kadyrov, 2012). It is especially developed among single-industry towns, which have a limited selection of attractions, but are an object of tourist interest. On a special site you can find the coordinates of more than 1800 French industrial enterprises that provide services for organizing tours and excursions in their production (Pozo & Gonzalez, 2012).

For the Republic of Tatarstan, the prospects for the development of industrial excursions to existing enterprises are also of great importance. The potential of the historical and industrial heritage of enterprises of the republic is a rich layer for studying from the point of view of industrial tourism objects. The characteristics of the industrial centers of Tatarstan, their structuring by groups, industrial architecture, the potential of the factory museum fund will allow to form the resources of objects for organizing industrial tours.

Projects for the development of industrial tourism are becoming increasingly important both in terms of studying the historical and cultural industrial heritage and modern industrial potential. This direction of industrial tourism in Tatarstan, combining historical, cultural and modern aspects, may become a single tourist and recreational cluster in the future.

Culture has always been a major part of travel, as the development of the Grand Tour from the 16th century onwards attests. In the 20th century, some people have claimed, culture ceased to be the objective of tourism; tourism is now culture. Cultural attractions play an important role in tourism at all levels, from the global

highlights of world culture to attractions that underpin local identities. Culture, heritage and the arts have long contributed to appeal of tourist destination. However, in recent years 'culture' has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and arts. According to the Starzmann (2008), cultural heritage tourism defines as cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism (*Richards, 1996*). As Benjamin Porter and Noel B. Salazar (2005) have ethnographically documented, however, cultural heritage tourism can also create tensions and even conflict between the different stakeholders involved

Heritage tourism is commonly regarded as activity by tourists in a space where historic artifacts are presented (Garrod & Fyall, 2001). By contrast it is argued in this paper that heritage tourism should be understood based on the relationship between the individual and the heritage presented and, more specifically, based on the tourists' perception of the site as part of their own heritage (Poria, 2003c).

The study presupposes that this opportunity would allow the researchers to access and understand the underlying behavioral and cultural factors that govern the communication between locals of the toured place and the tourists, and how they shape the tourism experience. This study seeks to fill the gap in research addressing the interplay of language and tourism experiences by examining the various dimensions of the experiences of tourists. In doing so, the main focus would be on the effect that the difference in the spoken or native language of the tourists and the hosts has on the international (cultural) tourism experience.

To sum up, the foregoing necessitates the improvement of theoretical and scientific-methodological approaches to the development of industrial tourism development programs in order to effectively use the potential of the region and increase its investment attractiveness. Therefore, the purpose of the study was a comprehensive analysis of the role of language functions and cultural familiarity in improving industrial tourism in the republic of Tatarstan through historical and industrial heritage.

## **2. Methods**

Research methods of the topics discussed are based on practical developments in the field of tourism by both Russian and foreign scientists and practitioners. The following general theoretical and special approaches were used to achieve this goal and to solve the related problems: study and synthesis, induction

and inference—to support the development projects of an industrial tour in Tatarstan; Comparative analysis — to review world experience in industrial tourism development; a systemic methodology — to develop the components of the framework and process for executing an industrial tourism development strategy.

### 3. Results and Discussion

The history of the development of enterprises of Tatarstan, their activities in the Soviet era cause nostalgia for many residents of Tatarstan, especially the older generation. They recall those times with pride, many of them worked in these factories. It was essential to this study to name and determine the number of factors among the tourists' motivations to visit heritage sites. The number of factors to be retained is often regarded as the most essential task in interpreting results (Hammond, 2000). Different approaches can be used for the extraction of variables. One of the most popular is to extract only as many factors as have Eigen-values greater than or equal to one, identified as the Kaiser low (the Kaiser low approach actually specifies not to include variables that have Eigen-values smaller than one). A second method is by interpretability, when theory or other data suggest a certain solution. The third approach is the use of the Scree plot. The approach chosen in this research was that of interpretability. Based on the theoretical background of this study, it was suggested that there are three groups of reasons: those that are linked to the site being related to the tourist's own heritage (rarely discussed in the literature), those that are linked to the site as it presents historic artifacts, and a third group not linked to the place being a heritage/historic site (already identified in the literature).

Industry production in Tatarstan has a long history but the region's economic revolution started at the turn of the nineteenth–twentieth centuries. In the region a wide variety of businesses have arisen over more than a century of history. We structured them into three chronological and thematic groups to effectively utilize the potential of historical and industrial heritage on various thematic industrial excursions:

- Enterprises selling consumer goods with a pre-revolutionary history;
- Enterprises which emerged in the period of industrialization and during the Great Patriotic War;
- Enterprises established in the post-war years and the era of “modern socialism”.

We included in the first category the oldest companies that existed in the pre-revolutionary era: OJSC Spartak Shoe Factory, former Petzold Brewery buildings, former Flax Mill building named after V.I. Stalin. Lenin. The inclusion of these objects in industrial tours diversifies excursions with interesting stories about the history of industrial development in pre-revolutionary Kazan, the history of

famous enterprises, and can also be an addition to historical and cultural excursions in Kazan.

Cultural tourism is important for various reasons: it has a positive economic and social impact. It establishes and reinforces identity & helps to build image. Travellers can live in the traditions and can learn the cultures of the respective countries that they are visiting. Moreover, it was revealed that Learning about different cultures helps us approach languages with new insight. It allows us to delve deeper into the meaning of words and expressions and helps us feel more connected to each other (Hassan, 2014). Also, language and culture are symbiotic, with culture shaping language and language reflecting culture. ... language is created and shaped by the needs of a culture as it changes. language is more than words, and includes the way we speak in different accents and dialects (Dredge & Jenkins, 2007). From another point of view, Language isn't just the sum total of words, grammatical principles and sentence construction, but also unique cultural norms, social systems and cognitive processes. Understanding these cultural-specific contexts along with linguistic principles of a particular culture is central to effective language acquisition (Ryan & Glendon, 1998). There are three major functions of language. Informative, expressive and the directive are the major functions of language which interact with personality, society and culture. For hundreds of years, anthropologists and linguists have discussed the effect of culture on language and also how language affects society and the way we think. ... It is true that a society will make attempts to change its language or fight to keep the influences of other languages out.

The firm was renamed them Flax Mill in the Soviet years. I.V. Stalin. Lenin. Having survived the revolution, Soviet power and perestroika, it operated until 2007. Since 2013, the company building has been turned into a loft space, with the help of developers, where exhibits, theatre shows, bikers, artistic youth and visitors assemble.

The second group of objects of the industrial tour are enterprises that arose during the industrialization era and during the Great Patriotic War: Kazan Fur Plant, Tasma, (now the territory of the Technopolis Khimgrad), OJSC Chistopol Watch Factory Vostok, Kazan Tobacco Factory (now territory of the Bogorodsky Monastery in Kazan), the confectionery factory "Dawn". Many of them no longer exist.

In our opinion, the objects of the industry of the Soviet period with the support of animation programs in the "retro" style can attract a large number of tourists.

The relationship between language and culture is deeply rooted. Language is used to maintain and convey culture and cultural ties. Different ideas stem from differing language use within one's culture and the whole intertwining of these relationships start at one's birth. The implications of language being completely entwined in culture, in regards for language teaching and language policy are far reaching. Language teachers must instruct their students on the cultural background of language usage, choose culturally appropriate teaching styles, and explore

culturally based linguistic differences to promote understanding instead of misconceptions or prejudices. Language policy must be used to create awareness and understandings of cultural differences, and written to incorporate the cultural values of those being taught.

Language is more than just a means of communication. It influences our culture and even our thought processes. Language is arguably the most important component of culture because much of the rest of it is normally transmitted orally. It is impossible to understand the subtle nuances and deep meanings of another culture without knowing its language well. Different languages are easier to learn at a younger age before completely understanding a first language. Trying to learn a second language can be difficult for an adult, because the language they speak can confuse them while trying to learn. Different languages come from different backgrounds and when crossed can lead to great misunderstanding between the two languages. Anthropologists have found that learning about how people categorize things in their environment provides important insights into the interests, concerns, and values of their culture (Prentice, Witt, & Hamer, 2006). Language determines the way a person reviews the world. One's culture determines the way one processes information and how one copes with reality. Concepts and objects have frames of reference that differ from culture to culture. The meaning of a word partly depends on the culture's historical relation to the concept or object described. Different cultures see the world differently. Different cultures have different beliefs and values and these are expressed in their language, whether it be verbal or non-verbal.

The experience gained in the development of army watches laid the foundation for the modern watch model - Amphibian. This watch can withstand pressure at a depth of 200 meters.

Kazan tobacco factory was very famous in the Soviet years. In 1941, a tobacco factory was located within the walls of the Bogorodsky Convent. Equipment for production was evacuated from Leningrad.

According to the recollections of the workers of the enterprise of those years, it is known that they were careful about the historical building of their factory. Everyone knew that before the revolution, the oldest Temple of the Kazan Icon of the Mother of God was located there, which was part of the Bogorodsky Monastery, which according to legend was built on the site where the icon of the same name was found. And when the tobacco factory was founded in it, this place was designated in a special way. The workers and the factory management were cautious of him and even specially fenced. Production closed in 2005, and the building was returned to the Kazan diocese.

Confectionery factory "Dawn" was opened in 1924. In the Soviet years, the Zarya factory produced more than 30 thousand tons of products per year and was among the ten largest enterprises in Russia. It produced more than 200 items of

confectionery. One of them has become a true legend - this is the cake "Tatarstan". In 2008, the Zarya factory closed.

In the third group, we included enterprises that were formed in the postwar years and the era of "developed socialism". During this period, technologies for the production of products were already improved and therefore, the need arose to create large and powerful enterprises with modern equipment. In addition, in Zakamye Tatarstan in the late 60s and early 70s, a grandiose All-Union Komsomol construction project was erected to erect the country's largest KAMAZ truck factory. At the same time, the cities of Naberezhnye Chelny, Nizhnekamsk and the petrochemical giant Nizhnekamskneftekhim were built during this period.

In previous years, the technical characteristics and consumer properties of cars have been improved - both through the use of automotive components from leading manufacturers, and the introduction of their own original developments. All this allowed the company to create the so-called "2010 model line", which formed the basis of the company's production program to create a completely new model line of KAMAZ vehicles. Since 2013, with the introduction in Russia of technical regulations that meet international Euro-4 standards, KAMAZ trucks have been equipped with engines of this environmental level.

OJSC Nizhnekamskneftekhim is one of the largest petrochemical companies in Europe; it occupies a leading position in the production of synthetic rubbers and plastics in Russia. Included in the TAIF Group of Companies. The main production facilities are located in Nizhnekamsk. Now the company occupies a leading position among domestic manufacturers of synthetic rubbers, plastics and ethylene.

Culture and language have often been described as inseparable and the relationship between them is highly complex. Language isn't just the sum total of words, grammatical principles and sentence construction, but also unique cultural norms, social systems and cognitive processes. Understanding these cultural-specific contexts along with linguistic principles of a particular culture is central to effective language acquisition.

The evolution of language is often shaped by the culture of the particular group who speak it. If you truly want to master a second language, knowledge of cultural contexts that underpin the language you're learning can provide you with invaluable insights into certain phrases that are often spoken by natives of a particular cultural group.

The same could also be said for learning about other cultures. Take the ancient Egyptians for example. It would be a challenge to gain a deep understanding of ancient Egyptian culture without learning about their native language and Egyptian hieroglyphics, in tandem.



#### **4. Summary**

The historical and industrial heritage of the enterprises of Tatarstan has a high potential for the development of industrial tourism, the creation of specialized industrial tours.

Language and culture are intertwined. A particular language usually points out to a specific group of people. When you interact with another language, it means that you are also interacting with the culture that speaks the language. You cannot understand one's culture without accessing its language directly.

When you learn a new language, it not only involves learning its alphabet, the word arrangement and the rules of grammar, but also learning about the specific society's customs and behavior. When learning or teaching a language, it is important that the culture where the language belongs be referenced, because language is very much ingrained in the culture.

When analyzing the historical and industrial heritage of the republic, 3 groups of enterprises that emerged in the pre-Soviet, Soviet and modern era are most clearly distinguished.

Culture is increasingly an important element of the tourism product, which creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity.

The development of industrial tourism in Tatarstan will allow expanding opportunities in attracting tourist flows not only in megalopolises, but also in small towns of the republic, as well as in single-industry towns: Naberezhnye Chelny, Nizhnekamsk, Elabugu, Chistopol, Zelenodolsk, Mendeleevsk and Kamsky Polyans. In addition, the potential of industrial tourism will improve the state of industrial architecture in cities, recreate the “new life” and significance of those abandoned industrial buildings that in the past constituted the production structure of enterprises.

#### **5. Conclusion**

Industrial tourism is a direction in tourism, which assumes as an object for showing tourists the industrial space that was previously used or is currently operating.

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation.

The *Impact of Culture on Tourism* examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness. Based on recent case studies that illustrate the different facets of the relationship between tourism, culture and regional attractiveness, and the policy interventions which can be taken to enhance the relationship, this publication shows how a strong link between tourism and culture can be fostered to help places become more attractive to tourists, as well as increasing their competitiveness as locations to live, visit, work and invest in.

The historical and industrial heritage of the enterprises of Tatarstan has a high potential for the development of industrial tourism, the creation of specialized industrial tours.

Culture in all its forms is likely to figure strongly in the tourism product and promotion of most regions, even those which have traditionally relied on their natural assets, such as sun and beach or mountains, for their attractiveness. Destinations are also trying to increase their comparative advantage by adding to their stock of cultural attractions. They are also trying to develop their intangible culture and creativity.

Structuring the data of the historical and industrial heritage of the Republic of Tatarstan makes it possible to more efficiently use information materials on the history of enterprises in excursion activities, in the formation of tourist products of industrial tourism, as well as attracting tourist flows.

Culture creates authenticity and distinctiveness in the global tourism market. In this regard, “tourism experiences” that can connect people and visitors to local cultures are very important. In many cases, the theming of destinations is also linked to specific cultural events (e.g. connected to famous places, people or historical events) which can also play a catalyst role in this development.

Evidence from case studies indicates that the main factors linking tourism and culture to competitiveness and attractiveness include the ability of culture to provide distinctiveness for tourism, the ability of tourism to support tangible and intangible culture, the role of regional stakeholders, the leadership qualities of public sector stakeholders and administrative arrangements for tourism and culture.

Each of the presented chronological-thematic groups can attract tourists with its own features of historical development, interconnection with other types of tourism, such as historical, cultural, educational.

In summary, language is an important tool used as a means of disseminating information to tourists. In other words, language is a communication means between the tourism providers and tourists. This paper thus discusses the functions of language in shaping various types of information to cater diverse needs of tourists. Moreover, in order to prevent cultural misunderstandings that could leave two parties fumbling their way out of an awkward conversation, the promotion of cultural understanding

is vital to language learning – especially if you’re conducting business meetings in another market in their native tongue.

### **Acknowledgements**

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

### **References**

- Damen, L. (1987). *Culture learning: The fifth dimension in the language classroom*. Reading, MA: Addison-Wesley.
- Dredge, D., & Jenkins, J. (2007). *Tourism planning and policy*. USA: John Wiley and Son.
- Eidelman, B. M., Fakhrutdinova, L. R., & Bunakov, O. A. (2018). The analysis of content of territorial brands of Kazan and the Republic of Tatarstan. *Journal of Social Sciences Research*, 5, 448-453.
- Garrod, B., & Fyall, A. (2001). Heritage tourism: A question of definition. *Annals of Tourism Research*, 28, 682-708.
- Ghorbandordinejad, F., & Bayat, Z. (2014). The effect of cross-cultural background knowledge instruction on Iranian EFL learners’ reading comprehension ability. *Theory and Practice in Language Studies*, 11(4), 2373-2383.
- Hassan, H. (2014). The representation of Malaysian cultures in tourism brochures. *PSBS*, 118, 140-151.
- Kadyrov, R. V. (2012). Enterprises of polymer production as a recreational resource of industrial tourism: statement of the problem. *Bulletin of Kazan Technological University*, 15(10), 123–125.
- Kramersch, C. (1993). *Context and culture in language teaching*. Oxford: Oxford University Press.
- Namaziandost, E., Sabzevari, A., & Hashemifardnia, A. (2018). The effect of cultural materials on listening comprehension among Iranian upper-intermediate EFL learners: In reference to gender. *Cogent Education*, 5(1), 1-27. <https://doi.org/10.1080/2331186X.2018.1560601>.
- Poria, Y. (2001). Challenging the present approach to heritage tourism: Is tourism to heritage places heritage tourism? *Tourism Review*, 56(1/2), 51-53.
- Porter, B. W. & Noel B. S. (2005). Heritage tourism, conflict, and the public interest. *International Journal of Heritage Studies*, 11(5), 361–370.
- Pozo, B., & Gonzalez, P. (2012). Industrial heritage and place identity in Spain: From monuments to landscapes. *The Geographical Review*, 102(4), 460.

- Prentice, R.C., Witt, S. F., & Hamer, C. (1998). Tourism as experience: The case of heritage parks. *Annals of Tourism Research*, 25(1), 1-24.
- Richards, G. (1996). *Production and consumption of European cultural tourism*. Annals of Tourism Research. Tillburg University Press.
- Ryan, C., & Glendon, I. (1998). Application of leisure motivation scale to tourism. *Annals of Tourism Research*, 25(1), 169-184.
- Starzmann, M. T. (2008). Cultural imperialism and heritage politics in the event of armed conflict: prospects for an 'activist archaeology'. *Archaeologies*, 4(3), 368-389.
- Tahmasbi, S., Hashemifardnia, A., & Namaziandost, E. (2019). Standard English or world Englishes: Issues of ownership and preference. *Journal of Teaching English Language Studies*, 7(3), 83-98.
- Todd, S. (1999). Examining tourism motivation methodologies. *Annals of Tourism Research*, 26(4), 1022-1024.
- Yassine, S. (2006). Culture issues in FL teaching towards the fostering of intercultural awareness. *Annals of Legacy*, 5, 31-37.