

## HERITAGE OF THE WORLD SUMMER UNIVERSIADE-2013 AS A FACTOR OF SOCIAL-CULTURAL DEVELOPMENT OF THE REGION

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### Abstract:

Article reveals impact of heritage formed by XXVII World Summer Universiade on social and cultural development of the Republic of Tatarstan. Hosting multisport events has a great effect on social, cultural and economic development of the city and the region. The most important social and cultural outcome of a major sport event is its role in bringing people to physical education and sports, development of student sports and volunteering movement, growing region attractiveness. Innovations implemented during World Summer Universiade 2013 in Kazan will be used in order to upgrade quality level of such major sport events in the future. **Key words:** Heritage, World Summer Universiade 2013, Social and cultural development, Universiade Heritage Concept.

### НАСЛЕДИЕ УНИВЕРСИАДЫ-2013 КАК ФАКТОР СОЦИАЛЬНО-КУЛЬТУРНОГО РАЗВИТИЯ РЕГИОНА

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### Аннотация:

Статья посвящена исследованию влияния наследия XXVII Всемирной летней Универсиады на социально-культурное развитие Республики Татарстан. Подготовка и проведение мультиспортивных мероприятий значительно влияет на социально-культурное и экономическое развитие города и региона. Важнейшим социально-культурным эффектом спортивного мегасобытия следует считать его влияние на формирование у населения активно-положительного отношения к физической культуре и спорту, развитие студенческого спорта и волонтерского движения, рост узнаваемости региона. Использование реализованных в ходе подготовки и проведения Всемирной летней Универсиады 2013 года в г. Казани инноваций при организации мультиспортивных мероприятий позволит значительно повысить качество таких спортивных мегасобытий.

**Ключевые слова:** наследие, Всемирная летняя Универсиада-2013, социально-культурное развитие.

Major sport events determine further development of the hosting region. In this regard, they distinguish tangible and intangible heritage of sport events.

Tangible heritage of major sport events includes modern sport facilities, which are built and modernized for the major event; development of transport and urban infrastructure; creation of new jobs; growth of tourist attractiveness of the region, etc.

Intangible heritage of the major events include accumulation of new knowledge and experience of hosting major sport events; development of professional sports and sports for all;

bringing children, teens and students to physical education and sports; promotion of healthy lifestyle; intellectual heritage including innovations and new technologies tested during large-scale sport events [1].

Development process of sport infrastructure in the Republic of Tatarstan has been boosted with XXVII World Summer Universiade. 60 modern multi-purpose facilities became World Summer Universiade venues, 36 of them were brand new. Some of those facilities are unique for Russia and Europe [1, 2].

One of the most significant points of Kazan games is that along with preparation for Uni-

versade, the issues of rational and effective exploitation of sport facilities have been actively worked out. These issues became part of Universiade Heritage Concept. According to this Concept:

- Owners of 30 new sport facilities were initially determined. 18 sport facilities have been assigned to federal universities (picture 1), 4 others are owned by the Republic of Tatarstan, 8 others are supervised by local authorities;
- Most part of Universiade 2013 sport facilities are located in densely populated areas so that more city residents can be involved in sport activities;
- Sport facilities can be used by schoolchildren for their physical education classes and by people with disabilities free of charge;
- Sport facilities were equipped with webcams transmitting records to the Internet. Thus, people can be aware of functional features of the facility, its schedule and prices.

Facilities are maintained basically at the expense of state and local funds as well as commercial activities. Funds got from commercial activities mainly cover current maintenance of facilities, utility costs, increasing of staff salary, logistics and other services.

In general, sport facilities include everything you need for various sport activities. There are main competitive sport halls (open platforms) such as swimming pools, ice grounds, game halls and fields, specialized halls as well as auxiliary training halls (halls for martial arts, choreography and gyms, etc.) [2, 3].

New promotion form of healthy lifestyle are used at World Summer Universiade 2013 venues for cultural and social development of population (picture 2).

Sport competitions among students of universities and colleges, civil servants, retired people and people with disabilities are held.

Facilities are actively rented for corporate sport events. Thus, we have hosted VII Spartakiade of Federal Tax Service of Russia (about 300 participants), Spartakiade of Procuracy officers of the Russian Federation, Ukraine and Belarus (about 380 participants), X Russian Summer Gazprom Games (about 2000 participants), Sberbank Games (over 2000 partici-

pants), etc.

In order to develop youth sports sport schools are widely transferred to the newly created facilities. By the beginning of the current year 120 sports complexes including 26 ice grounds and 38 swimming pools have been assigned to state and local youth sport schools. In total, 25 000 young people practicing 50 sports have occupied new modern facilities in Kazan. One of the latest decision of the government of Tatarstan was opening 'Aquatic' youth sport school at the Aquatics Palace as well as youth sport school for people with disabilities. Republican sport school for winter sports is coming soon. In order to develop student sports excellent conditions for physical education and sports for about 100 000 students have been created close to their study places. Student football league, student hockey league, volleyball league, student basketball association are very successful.

Currently, Federal centers for national teams training are located at the Universiade 2013 venues including Gymnastics Center, Rowing Center, Bullet shooting center.

Hosting major sport events plays important role for exploitation of sport facilities. It gives rental benefits, experience and image promotion. 29 world events, 13 European events and 30 national events have been held at Universiade 2013 sport venues for the last 5 years.

Since most Universiade sport venues are located in densely populated areas, they are daily attended by over 30 000 people including schoolchildren (45%) and retired people (15%).

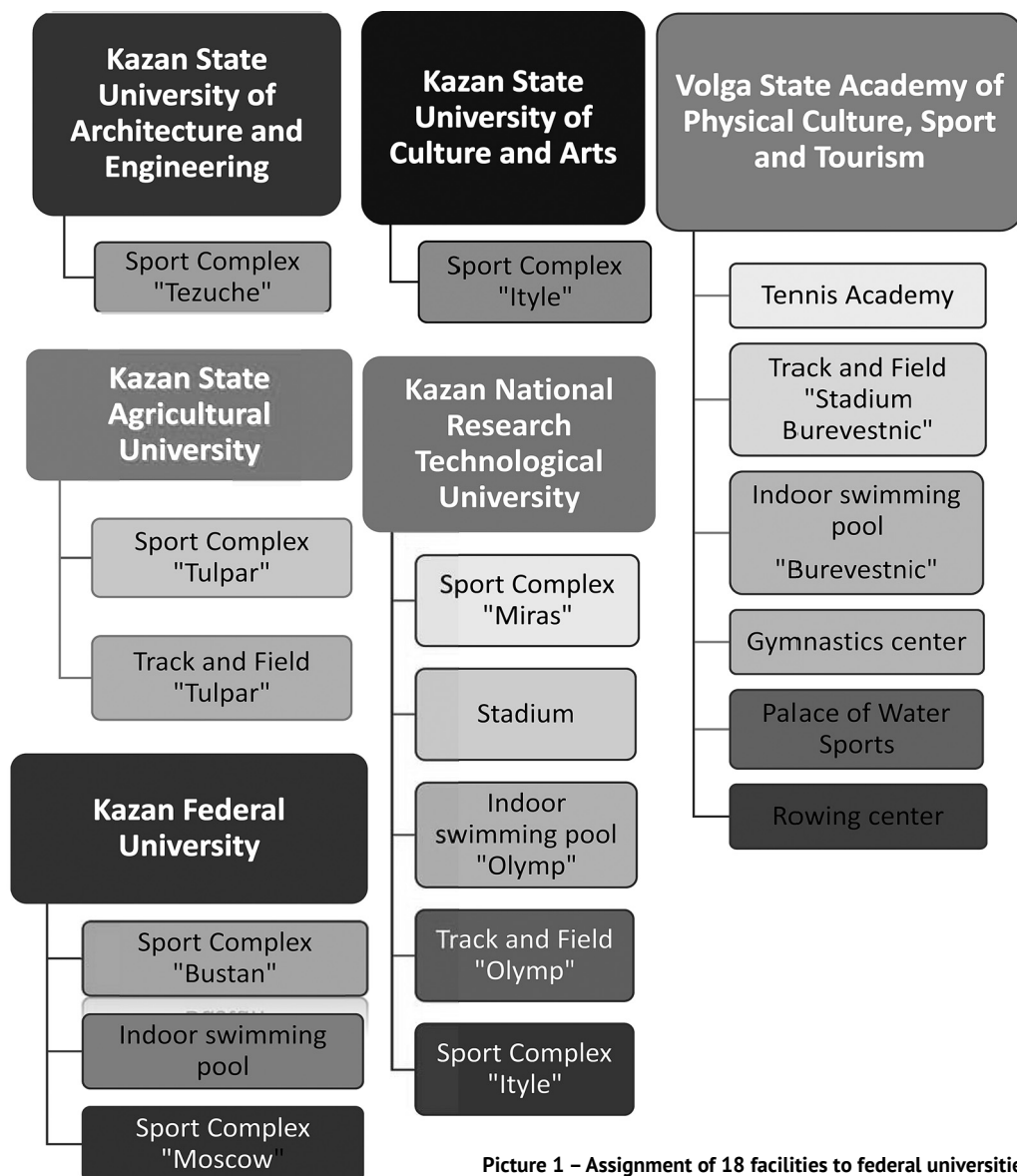
Analysis of Universiade 2013 venues workload, which was made by Ministry of Youth Affairs and Sports showed that average actual workload of major Universiade 2013 sport venues is about 97% [3].

Opening sport facilities give an opportunity to carry out many indicators ahead of schedule. Thus, one of the main indicators of sport development is the scale of people involved. Currently, the Republic of Tatarstan is one of the country's leaders for number of residents involved in physical education and sports for all. By the end of 2016 the quantity of residents systematically involved in physical education

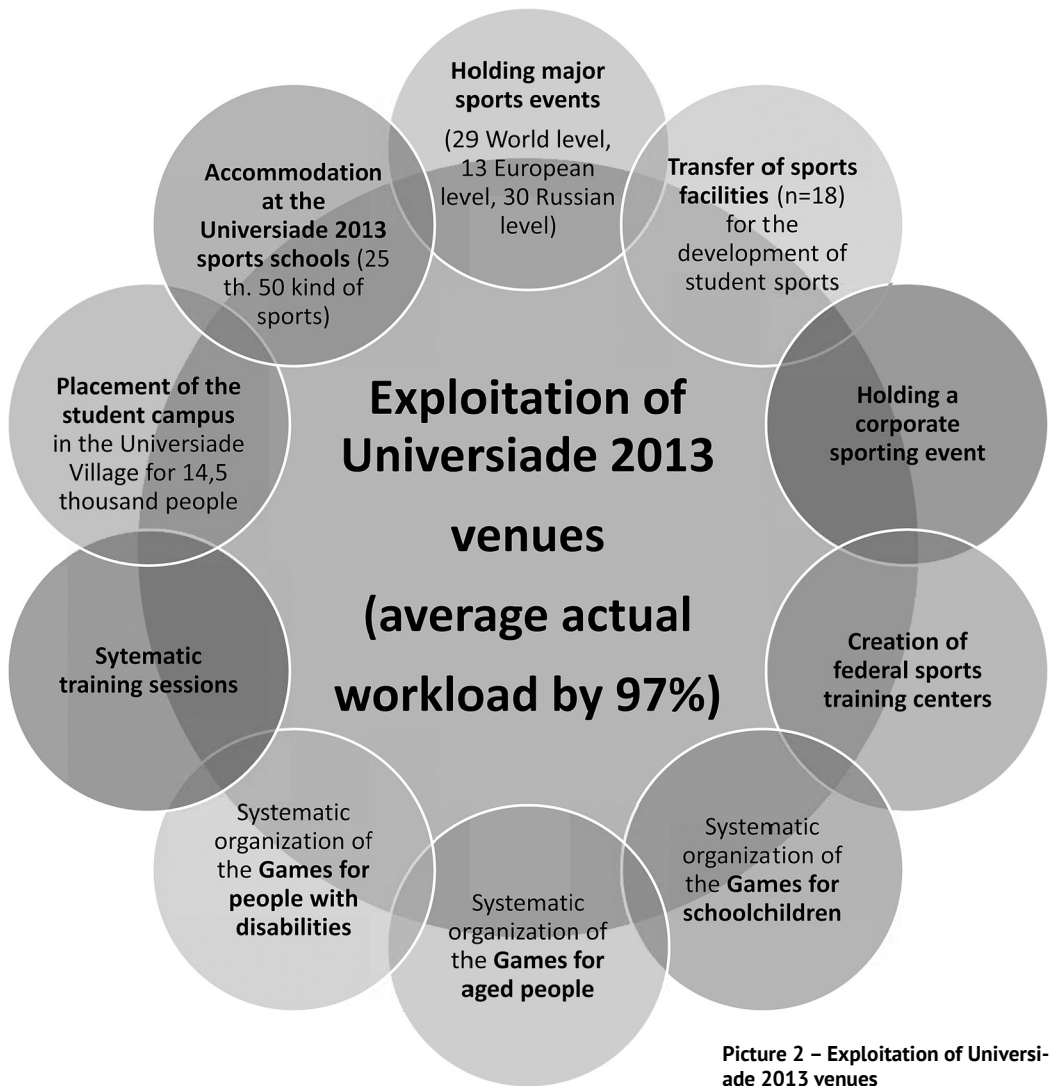
and sports has achieved 41,5%; students – 79% and people with disabilities – 12% (picture 3). Social and cultural heritage of World Summer Universiade 2013 is demonstrated in picture 4. One of important indicators of social and cultural heritage of World Summer Universiade 2013 is the Educational and Sports Cluster with Volga Region State Academy of Physical Culture, Sport and Tourism as the central brand new educational institution. Academy includes 8 modern sport facilities, 3 departments, research center, advanced training center, two Federal centers for national teams training. Academy

is one of leading institutions for training and advanced training of sport professionals from coaches up to top managers.

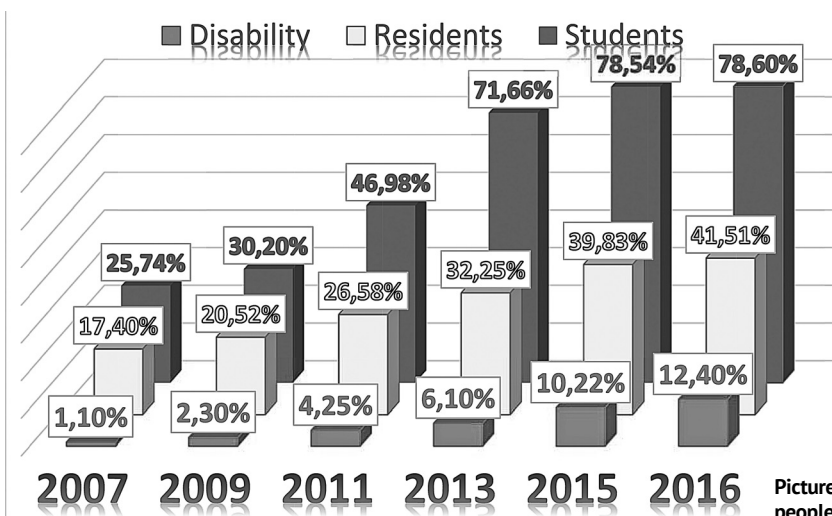
The most significant non-material heritage of Universiade in Kazan is the Directorate of sport and social projects, which is the official organizing body of major international and national sport and other events. Thus, in 2016 Directorate held 18 sport events, 15 of which are international. At the suggestion of Ministry of Sports of the Russian Federation Directorate has been determined as the main operating body for the All-Russian 'Ready for Labor and



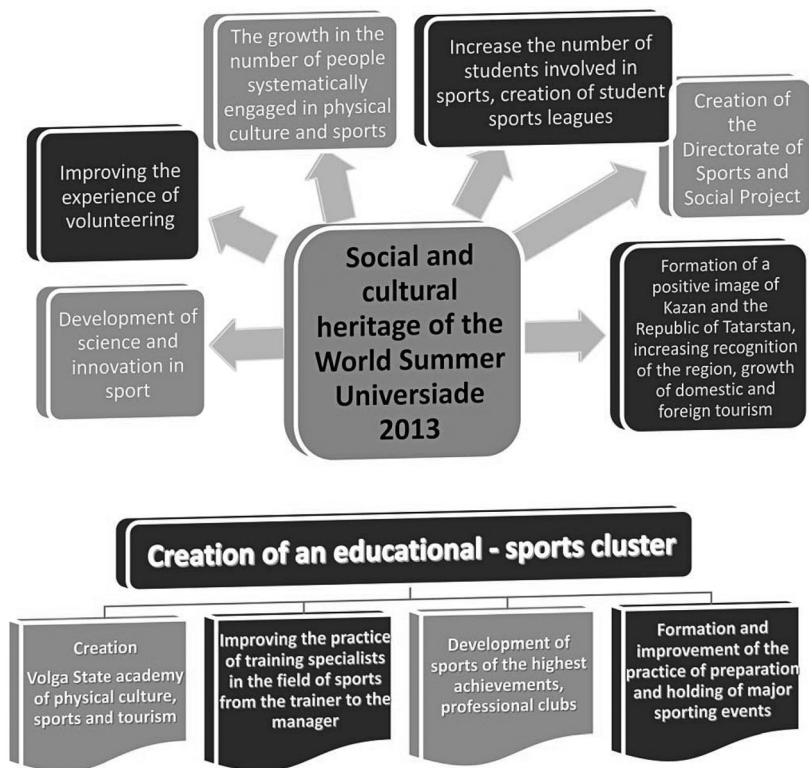
Picture 1 – Assignment of 18 facilities to federal universities



Picture 2 – Exploitation of Universiade 2013 venues



Picture 3 – Quantity of disabled people, residents and students



Picture 4 – Social and cultural heritage of World Summer Universiade 2013

**Table 1**  
List of innovations implemented during XXVII World Summer Universiade 2013 in Kazan

№	Activities	Dates
<b>1. Research project</b>		
1.1.	Research for the impact of Universiade 2013 on the hosting city and the region.	01.06.2013 - 18.08.2013
<b>2. Cultural development</b>		
2.1	'Cultural Universiade' project	2010-2013
2.2	'Universiade Faces' project	01.12.2012 - 01.08.2013
2.3	'Universiade Park' project	2013 r.
<b>3. Games heritage</b>		
3.1	Universiade Museum	01.01.2013-20.07.2013
3.2	Anti-doping system of Universiade 2013	Dates of test competitions and Universiade 2013
3.3.	FISU International Educational Center	Opening 01.10.2012
<b>4. Educational projects</b>		
4.1	'2013 Team' project	24.04.2010 - 31.12.2012
4.2	'Summer Universiade' project	01.05.2012 - 30.09.2012
4.3	'Universiade Class' project	01.03.2009 - 01.11.2012
<b>5. Games preparing and planning</b>		
5.1	Implementation of the project oriented methodology and the approach based on these two models of the Games on the way to Universiade 2013	12.2010 - 01.09.2013
<b>6. Knowledge transfer</b>		
6.1	'Kazan 2013 Observer' program	29.06.2013 - 18.07.2013
6.2	FISU Debriefing	21.10.2011 - 18.07.2013
<b>7. Staff training</b>		
7.1	'English 4 U' project	01.03.2010 - 01.02.2013
<b>8. Promotion of the Games image</b>		
8.1	'Universiade Ambassadors' project	01.01.2011 - 01.08.2013
8.2	'Universiade 2013 Flame Relay' project	01.01.2011 - 01.08.2013
8.3	'FISU Flag Relay' project	01.11.2011 - 30.11.2011
<b>9. Services for the Games</b>		
9.1	Implementation of PayPass multiservice card	12.2010 - 01.09.2013
<b>10. Logistics</b>		
10.1	Modern mobile communication and high speed Internet	12.2010 - 01.09.2013
10.2	Automatic game management system	- 01.08.2013

Defense' sport program (hereinafter referred to as 'GTO'). Directorate coordinates the work of regional executive authorities in the field of physical education and sports as well as regional operators of GTO program, and ensures stable functioning of national electronic database and Internet site of the program.

The experience of hosting World Summer Universiade 2013 in Kazan was used in preparation for such major sport events as FINA 2015, European Judo Championship, European Badminton Championship, Confederations Cup draw, European Sambo Championship and many others. Holding such large-scale events is a good solution for the problem of Universiade sport venues exploitation.

The significant social and cultural heritage of Universiade 2013 is the innovations, which were applied in the framework of this multisport event for the first time.

Thus, in the framework of preparatory process for Universiade 2013 they created 'Innovation Chronicles' that is a set of innovative projects implemented during XVII World Summer Universiade 2013 in Kazan with a number of explanations and compulsory characteristics. Table 1 presents the list of innovations mentioned in the 'Innovation Chronicles'.

### Conclusion.

Hosting multisport events significantly affects social, cultural and economic development of the city and the region. The most important social and cultural effect of a major sport event is its influence on people's positive attitude to physical education and sports, student sports and volunteer movement development, growing recognition of the region. The use of innovations implemented during World Summer Universiade 2013 in Kazan will definitely improve quality of major sport events.

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