

WELCOME TO CHEBOKSARY

My offered presentation to you is devoted to Cheboksary, the capital city of the Republic of Chuvashia.

The subject of study (предмет исследования) of the presentation, based on research studies, is to invite more our guests, schoolmates, students, future business partners, potential investors from other Russian regions and abroad to visit our Chuvash land, mainly Cheboksary with tourism purposes. Tourism is good for all.

The study purpose (цель исследования) is to develop business plan for tourist companies in Cheboksary.

The main aims of study (основные задачи исследования) are

- to find out attractive realities about Cheboksary which might be mostly interesting and useful for our guests and tourists
- to get their critical estimations, opinions for successful project promotion and adaptation.

The relevance of the study theme (актуальность темы исследования). Changeable business environment requires new approaches in seeking, making and developing business contacts. My great ambition is to join tourism market in Cheboksary. Business plan of my start-up is needed.

The Basics:

Distance from Moscow:	647 km (401 miles)
Time zone:	Moscow time
City population:	454.300
City power authorities:	Mayor of the city, Head of the city, City legislative assembly
Major industries:	heavy industry (machine building) electrotechnics chemical production high technologies light textile industry construction

Weather:

High temperature in summer:	+30 C
Low temperature in winter:	- 35 C

Annual Temperature Range:

January	-20	July	+21
February	-20	August	+20
March	-5	September	+10
April	+5	October	0
May	+12	November	-7
June	+18	December	-21

Glimpses on the Chuvash Republic

Republic population:	1.349.000 (40% - rural)
Republic territory:	18,3 thousand square km
State languages:	Chuvash, Russian
High power authorities in the Republic:	Head of the Republic, legislative and executive bodies
Chuvash Republic:	multinational and multiethnic
Nationalities:	Chuvash – 67,8%, Russian – 26,7%, Tatar – 2,7%, Mordva – 1,4%, others – 1,4%

The territory of the Chuvash Republic can be compared with that of Albania in Europe, Swaziland in Africa and Kuwait in Asia. The landscape is slightly hilly, with plenty of small lakes (400) and rivers (nearly 2500). The climate is moderately continental. Almost one third of the territory is covered with woods (mainly pine and oak trees). Among natural resources there are considerable volumes of gips (запасы гипса), phosphorities (фосфориты), oil-shales (горючие сланцы), dolomites (доломиты), carbonates (карбонаты), sand, clay (глина) and mineral paints (минеральные краски). There is a considerable number of mineral springs (минеральные источники) on its territory.

Legends about Cheboksary

The capital of the Republic of Chuvashia, Cheboksary, sits on the steep, picturesque bank of the Volga River. The city is located at the very heart of European Russia, between the cities of Nizhny Novgorod and Kazan.

There are some tales and legends in the history of the city. Some will tell you the city developed from a merchant's port, while others will insist it was a great fortress town. But every "babushka" will tell you with a smile that the city was born of legend. The tale goes that the old man Shubash and his grandson were travelling in the region when they came upon a clear and fresh spring (источник). Shubash was so enchanted by the beauty which surrounded him that he decided to settle right by that very spring. Thus the town became known as "Shubashkar" in its native Chuvash language. The name "Shubshkar" was adapted to the more Russian-sounding "Cheboksary" as it is called today. Or another legend goes that two young people were floting in a boat on the Volga River. Their names were Chebok and Sara. When they got sleep, their boat stopped near the river bank. It turned out that young people got married, stayed and settled here for ever. Thus in the honour of the young people's names – Chebok and Sara - the town became known as "Cheboksary".

A Brief History of Cheboksary

The first record of Cheboksary dates back to 1469. That period of time warriors of the Moscow state stopped in the settlement for the night on their way to the Kazan Kingdom. Some archeological findings date back to the 12th century, discovering as a Bulgarian settlement. Our scientists are of the opinion of that Chuvash people were/are the descents (предки) of Bulgars. It is not merely chance that so many have inhabited this area of the Volga with its abundant natural resources and wildlife. In addition, the Volga river and woods served as a natural barrier from attack. The Volga river served and allowed Cheboksary's merchant community to sell their wares in far off settlements and the town. The river was a great facilitator in the development of the town Cheboksary.

In the 17 th and 18 th centuries, Cheboksary was a very trading and merchant town along the Volga river.

At the time of the 1917 Revolution, Cheboksary's population numbered around five thousand. The city was known for its highly developed economy, its major industries were bell casting, brick making, leather tanning, fat melting and milling. During that period, 300 craftsmen and 7 industrial plants operated in Cheboksary. Its commodities were exported mainly to Kazan and St. Petersburg. Cheboksary was best known as the bell supplier (поставщик колоколов) of the Volga Region, a well-suited fame as Chuvashia was then called "the land of a thousand churches". 70 years ago there were 15 churches and cathedrals in the old part of the city.

The Chuvash land is rightfully called the land of a hundred thousand songs and embroideries (вышивки). The rural (сельское население) as well as city inhabitants strongly follow national traditions, their folklore and handicraft (народное ремесло). The Chuvash embroidery and carving (резьба по дереву) are famous since old times.

In 2019 Cheboksary will celebrate its 550 th birthday.

Development of the City

During the decades Cheboksary became the economically developed, industrial region of the Russian Federation. Today it is a modern megapolis with the developed infrastructure.

It is the crossroads (пересечение, узел) of all major systems of transportation including air, water, road and rail. It has an access to M7 highway, Vyatka highway and well-developed motor roads. Transportation from Moscow-Domodedovo airport to Cheboksary is available by plane. Length of average flight is 1 hour 50 minutes. Length of train ride from Moscow to Cheboksary is 15 hours. From 1995 the airport became international. In future the river transport along the Volga insures the access to the Azov, Baltic, Caspian, Black and Mediterranean Seas. At present the river port is undergoing its reconstruction towards the huge hub of water ways.

This ancient city is considered to be the administrative, educational, cultural and economic center of the Republic. The economic priorities of Cheboksary and of Chuvashia itself include such strategic industries as agriculture, heavy engineering, electrical engineering and construction, chemical industry, wood-processing industry. The agricultural industry includes hop growing, cattle breeding, and grain and potato farming. Over 30% of Russia's hop harvest comes from Chuvashia.

The electrical engineering cluster, based in Cheboksary, is internationally recognized. The names of ВНИИР, Экра, ЧЭЭАЗ, Элара speak for themselves. About 100 world known companies are operating here nowadays.

Agricultural and industrial products of our business community have demands by customers in Russia and abroad. For example, industrial tractors, looms without shuttles, vans, electro-loaders in the machine-building industry. We export different kind of chemical products, consumer goods, secondary resources, agricultural raw materials.

For many years Cheboksary has held the leading position by volumes of residential construction (строительство жилья). It is a huge construction side and a platform for very ambitious architectural projects.

Education and Medicine

24 Higher Education Institutions, most of them are based in Cheboksary, teach and train highly-qualified specialists in humanitarian sciences, engineering, medicine and economics. There are many secondary high schools of various types, outschool educational and creative centers, professional clubs and circles for children and teen-agers in Cheboksary.

One of the realities of Cheboksary is that it is widely famous for the regional center eye “Microsurgery”. This center is equipped with up-to-date medical instruments and apparatus, possesses unique medical technologies. Clients, guests and foreigners get admired and fascinated with high level operations and treatment of different eye diseases. The Republican center of acupuncture (акупунктурный центр) and traditional medicine (традиционная медицина) is at the disposal for excellent treatment.

Cultural and Sports Life

Cheboksary is very rich in its calendar of wide cultural events. The city is the heart and home of international opera and ballet festivals.

They take place in our Chuvash Opera and Ballet Theatre (слайд). Any night of the week during the summer season there are performances of Swan Lake and Carmen. It features one of the most beautiful interiors in all of Russia. We are very proud of it.

There are a lot of museums here: state and national museums. Among them more than 20 museums, exhibition halls and galleries. Thousands of exhibits are displayed in these museums. We have 6 professional theaters, more than 30 national theaters, taking into consideration all culture institutions in the Republic.

Cheboksary is the most recognized as the most sporting region in Russia. Almost each year Cheboksary hosts sports athletes from European and western countries to take part in European and Race Walking Cups. The city will welcome sportsmen in 2018 too.

Going for Sightseeings

I would like to pay your attention to *The Eternal Flame and Monument of World War II Heroes*. It is on the hill overlooking the Volga and the old part of Cheboksary (слайд). The monument is a 5 minute walk from the so-called “Dvoretz Khuzangaya” by bus or a car.

Entering the city from the southern part of it you face *Square Chapayev*. It is not far from the railway station. The square features a large statue of the Chuvash national hero *Chapaev* (слайд). 15 meters of height. There is also the museum of Chapayev on the square. They say that on cloudy, moonlit nights people walking in the square can hear hoofbeats of an approaching horse.

The Embankment along the Volga is beautiful for strolling (слайд). Two bridges cross the embankment: for automobiles and pedestrians. It is located in the historical part of the city.

Here you come across *the Red Square*. There are often concerts and festivals in this, the main square of the city. All of Cheboksary’s churches and monasteries can be seen from here. Strolling along the embankment you can’t pass quickly *the Monument Mother-Patroness*. It was opened in 2003. 46 meters of height. The monument symbolizes spiritual rebirth (духовное возрождение) of the people.

Recreation areas, sanatorium complexes

Chuvashia and its capital Cheboksary are not just lands. They are the motherland of generals and cosmonauts, scientists, artists, musicians, dancers, Olympic champions.

Chuvashia and its capital Cheboksary are not just territories. They are recreation and tourism zones. Sanatorium complexes offer unforgettable rest and treatment. It is worth to mention some of them – “Kurortnaya”. It is also part of Republican recreation complex which also includes mud baths. In sanatorium “Chuvashia”, on the left side of the Volga river, in the pine forest. Here you will get proper rest, treatment. You will enjoy different kind of entertainments.

Unique area of Zavolzhye is a part of Cheboksary lies on the left side of the Volga river. It is a popular tourists destination. The pine forests, pure water, therapeutic muds, sand beaches and the well-developed infrastructure make Zavolzhye attractive for their resort.

Cheboksary is not just a city, it is the city where people want to live and to work side by side in peace and harmony. It is the city where you easily find and make reliable friends.

Cheboksary holds great potential for growth and economic prosperity.

Welcome to Cheboksary!