
Sports Diplomacy and International Law: Russia and the Republic of Tatarstan

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Abstract

With the expansion of the process of globalization and the transition from hardware power and emphasis on soft power, different types of diplomacy were proposed in this field, among which we can mention sports diplomacy, which can be considered under the title of "public diplomacy", which is used to improve medium and long-term relations between governments by influencing the general public abroad to achieve foreign policy goals. Therefore, this article aims to investigate the role and impact of sports diplomacy in international relations among the international law. After expanding the conceptual space of the research topic, it will investigate the issue of sports in the form of sports diplomacy. According to the thematic documents presented in this article, the question that can be raised is, what effect does sports diplomacy have on international relations? Interdisciplinary studies of international relations have a high capacity to deal with various issues. Such a capability has increased a lot in the last few decades, and researchers in this field deal with various topics; No one can defend this closed attitude that international relations should be studied only from the perspective of the interactions of governments or dominant and central issues such as security considerations. Sports and campaigns related to it are considered among the very new topics that attract the attention of international relations researchers. The authors consider the sports diplomacy of Russia through the national and regional levels (the Russian Federation and the Republic of Tatarstan, as one of the dynamically developing subjects of the Russian Federation). The article used the historical and genetic method to consider the process of formation of sports diplomacy in Russia and other countries, the method of institutional analysis to consider the basic laws of the functioning of international sports diplomacy, the forecasting method to identify the main trends and prospects for the development of sports diplomacy. Sports diplomacy is perceived by the authors as an element of Russia's "soft power" strategy and as a resource for defending the country's foreign policy and economic interests, manifested in the use of large-scale world sports events to form the reputation of the Russian Federation in the world community as a country with positive achievements.

Keywords: Sports diplomacy, International law, Russia's foreign policy, Sports policy and practices of the Republic of Tatarstan

Introduction

The appeal to the presented story is due to the fact that many countries use sports diplomacy to promote their interests. Russia is no exception to this. However, the effectiveness of this diplomatic tool for the Russian Federation has faced large-scale challenges over the past decade.

Due to the doping scandal, according to the official decision of the World Anti-Doping Agency (WADA) on December 12, 2019, the Russian Federation was excluded from all sporting events for 4 years. The "McLaren Report" and the WADA decision led to the fact that an entire state was deprived of the opportunity to participate in the Olympic Games, the FIFA World Cup and even the Paralympic Games. This unprecedented case reflects the state of tension in the international arena and the politicization of sports and actualizes the consideration of the prospects for the development of Russia sports diplomacy after a blow to its image due to WADA sanctions, to restore Russia's reputation as a sports power.

It is relevant to study what tools Russia, the Republic of Tatarstan, as one of its dynamically developing regions, use to promote sports as a "soft power". And in this regard, what challenges they face, what potential and prospects they

have for this. That is important in scientific and practical terms: what are the possible ways to use sports in international relations as a means of restoring and improving relations between Russia and its potential partners. The literature about this topic is large. As a theoretical basis, we used the work of Professor Stuart Murray "Sports Diplomacy: Origin, theory and practice" [1], which contains an in-depth analysis of the emergence and historical development of sports, and sports as a diplomatic tool. The author writes about the further development of sports diplomacy as a theoretical discipline and about the possibilities of its practical application. Sports diplomacy is included in the concept of "soft power", developed by the American political scientist, professor at Harvard University J. Nye [2]. A special role in the formation of sports diplomacy in Russia was played by the work in which the authors investigated the relationship between sports and politics, various forms of application of sports diplomacy in practice in different countries [3]. The article by N.M. Bogolyubova "The Red Sports International and the birth of Soviet Sports Diplomacy" [4] proves that the USSR was the first state in the world to use sports diplomacy to achieve foreign policy goals in the 20-30 years of the XX century. To understand the current situation in Russian sports diplomacy and its prospects in the XXI century the work of S. P. Evseev [5] is important, the author concludes that WADA has become a monopoly organization that stands above sports and is able to influence not only the results of major international competitions, but also the policy of sports regulatory organisations, including the International Olympic Committee. There is a series of articles about the experience of the Republic of Tatarstan in branding the city as one of the sports capitals of Russia, making a significant contribution to the promotion of sports "as a soft power" in the interests of the city, agglomeration, country, about the role of regional programs in the development of modern sports, about the legacy of the World Summer Universiade 2013 as a factor of economic growth of the region on the example of Kazan, about the role of sports mega-events in the formation of the external and internal image of the Republic of Tatarstan and Kazan (on the example of the Universiade 2013, the World Aquatics Championships 2015) [7, 8, 9].

Methods

The article used the historical and genetic method to consider the process of formation of sports diplomacy in Russia and other countries, the method of institutional analysis to consider the basic laws of the functioning of international sports diplomacy, the forecasting method to identify the main trends and prospects for the development of sports diplomacy.

The main materials were documents adopted in various periods by international organizations: the UN, the Council of Europe, UNESCO. Thus, on November 21, 1978, the "International Charter of Physical Education and Sports" was adopted, which was the first legal document that proclaimed that "physical culture and sports are the fundamental right of every person." In 2015, this document was updated and approved on 18.12.2018 at a meeting of the UNESCO General Conference. Resolution 48/11 of October 25, 1993 on the "Observance of the Olympic Truce" of the UN General Assembly urged Member States to observe the Olympic Truce during the period beginning seven days before the opening and ending seven days after the closing of each Olympic Games. In the field of sustainable development for the period up to 2030, world leaders have recognized sport as one of the most important tools for ensuring sustainable development. Special attention is paid to the international legal basis of the Olympic Movement. The idea of sport as an instrument of soft power is enshrined in the Strategy for the Development of Physical Culture and Sports of the Russian Federation until 2020. The document adopted in 2009 is not exclusively of an internal Russian nature, it enshrines provisions on strengthening the national teams of other countries and the need to strengthen the Russian national team against this background. Of great importance were such documents as the Foreign Policy Concepts of the Russian Federation of different years the state program of the Russian Federation "Development of physical Culture and Sports" and the program for the development of sports of the highest achievements. The documents published in Russia speak about sport as an instrument of foreign policy and sports diplomacy, about the forms and possibilities of its application. International documents create common rules and restrictions on the actions for States' actions in this area. Annual reports of a number of non-profit organizations were also used to obtain objective data. In particular, data from FIFA reports, the World Anti-Doping Agency WADA, and Nielsen marketing reports.

Results

Lately, we had the chance to notice the developing impact of game as a public organization on the whole arrangement of global relations. With regards to the disturbance of political contest between states, the strengthening of the data battle, the completion of sports talk as a powerful channel of impact on the mass awareness and the arrangement of the worldwide picture of nations and areas is occurring.

Russia is very dynamic around here, and its games discretion is pointed not just at extending a positive picture of itself, yet additionally at building spans with post-struggle social orders.

Russia involves sports strategy in public marking really. How about we focus on the World Universiade of Understudies in Kazan in 2013, the Olympic Games in Sochi in 2014, the FIFA World Cup in 2018. In Sochi, 62 piano players and ballet artists acted as one at the end function, pictures of legends of Russian traditional writing were utilized. As the leader of the Global Olympic Board of trustees Thomas Bach said in a meeting: "We accompanied extraordinary regard for the rich and different history of Russia. We are leaving as companions of the Russian public."

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Russia likewise considers game to be a component for discourse and compromise, since game can permit the country to impact relations with common society. For instance, this is the visit of three Russian Olympians (grappler Alexander Karelin, athlete Svetlana Khorkina and swimmer Alexander Popov) to the city of Tbilisi in 2016 for the introduction of the film "Champions: Quicker. Higher. More grounded." The occasion was coordinated in Tbilisi by the Primakov Russian-Georgian Public Community fully supported by the Alexander Gorchakov Public Strategy Establishment. One of the visitors - an individual from the Russian parliament, three-time Olympic hero Alexander Karelin - proposed to lay out great friendly relations between the two nations. Four-time Olympic boss and six-time title holder in swimming Alexander Popov concurred with him and expressed that regardless of political contrasts, competitors and standard individuals keep on conveying warmly. It is quite important that Russia and Georgia have not had political relations starting around 2008. The respective discourse is kept up with inside the system of the Geneva conversations on security and solidness in the South Caucasus, as well as normal dealings between Delegate Unfamiliar Pastors. By the by, the channel "individuals to individuals" is effectively working.

One more device that influences the viability of the advancement of sports tact is monetary help for their games groups, or sponsorship, which is one more apparatus in the state strategy of "delicate power" in Russia. We see that Gazprom possesses perhaps of the main spot in sponsorship. Likewise, we see an unmistakable global focal point of his "delicate power" sponsorship portfolio. In football sponsorship bargains the way that the support doesn't simply purchase a put on a games uniform or position on a turning sign. Generally, a bundle of advantages is bought, including the legitimate right to utilize the name of the property and access, for instance, to corporate lodging offices inside arenas. Gazprom partakes in the sponsorship of UEFA and FIFA, as they give the organization admittance to enter chiefs in the public authority and energy organizations in key domains where football is extremely well known. Essentially, VTB (one of Russia's biggest state-possessed banks) and Aeroflot (Russia's biggest state-claimed carrier) additionally take part in Russia's delicate power sponsorship programs. This further builds up the case that the sponsorship of the advancement of the state with the assistance of "delicate power" is turning into an undeniably noticeable and new type of sponsorship. One more devices in the state strategy of "delicate power" in Russia that influences the adequacy of the advancement of sports discretion is monetary help for their games groups, or sponsorship. We see that Gazprom possesses perhaps of the main spot in sponsorship. Furthermore, we see a reasonable worldwide direction of his sponsorship arrangement of "delicate power". In football sponsorship bargains the way that the support doesn't simply purchase a put on a games uniform or situation on a pivoting sign. Typically, a bundle of advantages is bought, including the legitimate right to utilize the name of the property and access, for instance, to corporate inn offices inside arenas. Gazprom partakes in the sponsorship of UEFA and FIFA, as they furnish the organization with admittance to enter leaders in the public authority and energy organizations in key domains where football is exceptionally well known. Additionally, VTB (one of the biggest Russian state-possessed banks) and Aeroflot (the biggest Russian state-claimed aircraft) likewise take part in Russian delicate power sponsorship programs. This further supports the case that the sponsorship of the advancement of the state with the assistance of "delicate power" is turning into an inexorably apparent and new type of sponsorship.

Sponsorship bargains are something typical in football. Yet, not at all like most organizations that support football crews, Gazprom is constrained by the Russian express, whose international objectives stretch out a long ways past the football field. While different organizations use sponsorship to sell customer products, Gazprom involves it as a method for extending its gas network in Western Europe — and, in like manner, grow Russia's impact. The FC "Schalke 04" group from Germany has a well established sponsorship manage Gazprom. Nicknamed "Kick the bucket Knappen", or "Excavators", this group is perhaps of the most renowned club in Germany. The origin of the "Schalke 04" club is the Ruhr district, situated in the core of the German energy industry. What's more, starting around 2007, the Gazprom logo has showed up on their Shirts. To comprehend which job this logo played in forming the international relations of Russia and Western Europe, we should remember that Germany is the biggest

purchaser of Russian gas and Gazprom's most established accomplice. Mr. Gerhard Schroeder, the previous German Chancellor, is director of the investors' council of Gazprom's Nord Stream to Germany. Prior to leaving office, Schroeder endorsed a mystery credit for Gazprom, which gave supporting to the task in how much in excess of a billion euros. Before long, the narrative of Gazprom's enormous undertaking in Germany turned into an account of embarrassment, debasement and Russia's extending impact. However, that changed with Gazprom's help of "Schalke 04".

The most fascinating thing about football sponsorship bargains is that the support doesn't simply purchase a put on a Shirt or situation on a pivoting sign. Normally, a bundle of advantages is bought, including the legitimate right to utilize the name of the property and access, for instance, to corporate lodging offices inside arenas.

Accommodation boxes at UCL matches - and at World Cup matches - are charming spots that are many times involved by previous players, superstars, persuasive chiefs, and, above all, lawmakers. This gives a probable second clarification to Gazprom's interest with football. The game has an enormous number of fans who can not avoid the compulsion to watch the match.

On account of the sponsorship of the Crvena Zvezda football club, Gazprom marked the agreement when Russia looked to impact the choice of the Serbian government to lay the Russian South Stream gas pipeline through the country. Thusly, there were tales that Gazprom was attempting to obtain the Serbian club, in any case, this arrangement in the end didn't happen because of rehashed proclamations by the Serbian government about its craving to join the European Association. All things considered, South Stream shows how football is progressively lined up with Russian state energy interests - most likely with more extensive key interests too. In this unique situation, it isn't is business as usual that the Russian Football Relationship in 2019 named Gazprom's CEO Alexander Dyukov as its new president. Dyukov likewise recently filled in as leader of the Russian Zenit St. Petersburg, which is situated in a similar city as Gazprom, claimed by Gazprom and supported by Gazprom. Organizations frequently own different arrangement of sports resources, as does, for instance, Fenway Sports Gathering.

Abu Dhabi City Football Gathering, with its quickly developing club establishment organization and Qatari property and political interests based on Paris Holy person Germain (PSG), gives more than adequate extra proof of how football is turning into a necessary evil. Thus, when you watch the UCL game supported by Gazprom, perhaps with Zenit playing either PSG or Manchester City, recall that as a matter of fact the match is a microcosm of a lot bigger international game.

On similar premise, we likewise guarantee that Gazprom takes part in the sponsorship of UEFA and FIFA, as they give the organization admittance to enter chiefs in the public authority and energy organizations in key domains where football is extremely famous. An example of the application of sports diplomacy, which we will talk about, is the use of mega sports events as platforms for informal negotiations between heads of state and other honorary persons. There are 2 trends revealed here: positive, when through such events relations are deepened and issues are resolved or, at least, a contact is created for further joint work; and negative, when, due to political differences, invited persons refuse to take part in official openings or competitions in protest against the host country, thus creating a kind of semi-boycott of such events. Given the difficult foreign policy situation, taking into account the events in Ukraine, the Syrian crisis, as well as a number of ongoing local conflicts, it can be assumed how important a platform with favorable external conditions is for Russia to discuss existing problems, exchange opinions and form an external political course.

We are talking about the most important sports mega-events. The first of them is the Winter Olympics in Russia in Sochi in 2014. It is difficult to estimate the effectiveness of the "sports summits" that were held in Sochi, but based on the number of Heads of state who came to the Olympics (60 guests), we can conclude that this effect had positive consequences. In particular, the Russian president discussed the existing problems with the Prime Minister of Japan, the head of China, the presidents of Iran, Afghanistan, Kyrgyzstan, Belarus. Cooperation with Georgia during the Olympics has also become important. Georgia was one of the first countries to offer to help Russia ensure security at the Olympic Games.

The second mega-sporting event that should be mentioned is the FIFA World Cup, which will be held in Russia in 2018. This championship has gone down as the most successful World Cup in history, even according to FIFA President Gianni Infantino and FIFA financial reports for 2018. The perception of Russia has radically changed in the society of football fans (almost half of the world's population). The championship deepened relations between nations thanks to the so-called people's diplomacy, the perception of Russia has radically changed among football fans who came to Russia to support their national teams. In addition, many high-ranking VIPs arrived, meetings of the President of Russia with heads of state took place. A group of leaders of foreign countries - Abkhazia, Azerbaijan, Armenia, Belarus, Bolivia, Kazakhstan, Kyrgyzstan, Lebanon, Moldova, Panama, Paraguay, Rwanda, Tajikistan, Uzbekistan, South Ossetia - arrived in Moscow for the opening of the World Cup. Official talks were

held with some of the guests, for example, with the President of Rwanda Paul Kagame, with the President of Bolivia Evo Morales, with the Prime Minister of Lebanon Saad Hariri, as well as with the Prime Minister of Armenia Nikol Pashinyan. Also with the Presidents of Azerbaijan, with Chairman of the Presidium of the Supreme People's Assembly of the DPRK Kim Yong Nam and with Crown Prince of Saudi Arabia Mohammed bin Salman. As Vladimir Putin said: "I wish you to spend time in Russia with interest and benefit... With interest - because the game is beautiful, and with benefit - because many colleagues from different countries arrive, and there is an opportunity to talk to everyone, meet someone, get acquainted".

During the final match, Russian President Vladimir Putin met with the head of the International Olympic Committee Thomas Bach for the first time after the doping scandal, the Presidents of France and Croatia Emmanuel Macron and Kolinda Grabar-Kitarovich came to the final match of the 2018 World Cup, who met with Vladimir Putin on the eve of the match. With the President of France, Vladimir Putin discussed, in particular, the situation in Syria and Ukraine, as well as relations with Iran. According to the transcript of the meeting available on the Russian president's website, during its public part, Putin spoke mainly about trade and economic relations between the countries, while Macron mainly talked about football and congratulated on such a magnificent organization of this event. The French President also noted that "all this was organized in excellent security conditions". The day before, Putin held bilateral meetings in Moscow with the presidents of Sudan, Gabon, Moldova and the head of the Palestinian Authority, who also became spectators of the final match. Besides them, the Presidents of Belarus and Armenia, the Prime Ministers of Hungary, Kyrgyzstan, Sao Tome and Principe, the Emir of Qatar, as well as the heads of the self-proclaimed republics of Abkhazia and South Ossetia attended the game, as expected. Among the guests at the World Cup were representatives of a number of African states who came not just to "support their own", because their national teams were not participants in the championship. We assume that they were invited, and a year later the first-ever Russia-Africa summit, which was held in Sochi in October 2019, is being held. Sport has ceased to be a simple entertainment for the people, but has become a comprehensive tool for promoting the political and economic interests of states.

The results of sports diplomacy in Russia is mostly positive. However, recently a powerful image blow has been dealt to Russian sports (numerous doping scandals, ambiguous decisions of international organizations on the non-admission of athletes to competitions, information anti-Russian campaigns in the Western media).

To increase the approval rating of the government, in the near future Russia will have to look for alternative tools of public diplomacy and "soft power" resources. For example, Russia may focus on alternative sports disciplines that are not included in the WADA Code. At the same time, in those disciplines where Russia has established itself as a sports superpower, it will have to support Russian athletes who will compete under a neutral flag. Smaller-scale sporting events may also be held in the country (for example, regional competitions instead of international ones). A key priority today is the development of an effective image strategy and the definition of a national branding concept designed to promote a positive image of the Russian Federation through all communication channels. The first of the channels through which Russia can promote its sports diplomacy is interaction with a foreign audience directly, through the organization of sports events among young people.

Let's focus on the regional experience of using sports diplomacy on the example of the Republic of Tatarstan (Russian Federation). In the Republic, the tasks facing the region and the country, solved by initiating large-scale sports projects, are of great importance. And the Republic of Tatarstan strives to use them as much as possible for the development of its human capital.

The experience of the Republic of Tatarstan is indicative of the application of an integrated approach in the interests of the city, agglomeration, country and is characterized by the following.

1. The material and technical base for holding international-level sports competitions, campus accommodation of athletes, infrastructure for the development of professional sports (hockey, game sports, equestrian sports, rowing, swimming, bench shooting, wrestling, gymnastics, athletics) is being created, which is successfully used for the development of mass sports. Sports facilities were rapidly built in Kazan (Tatneft Arena Ice Palace, Basket Hall, Kazan International Equestrian Complex, 45,000-seat football stadium, Aquatics Palace, Tennis Academy, Ak Bars Martial Arts Palace, St. Petersburg Volleyball Center, Boxing and Table Tennis Center⁶ rowing channel on Srednyy Kaban Lake, Sviyaga shooting stand complex) which have become a venue for numerous international and all-Russian competitions. The Universiade Village was built, with a capacity of 14.5 thousand. a person, which later began to be used as a campus for Russian and foreign students.

2. The transport and road infrastructure of the city of Kazan was modernized. 11 transport interchanges and several new highways were built, landscaping and landscaping works were carried out. The passenger terminal of the Kazan International Airport has been opened. A railway transfer hub with a terminal for 600 passengers has been built.

3. A cultural and recreational cluster for tourists was created, with a modern and multi-level hotel and service offer. The hotel fund has increased by 1.5 times, well-known hotel brands have come to the city: "Ibis", "Park Inn": "Marriott", etc. Inbound tourism has become increasingly important in the regional economy and socio-public life.

4. The modernization of the medical infrastructure has been carried out: two largest republican hospitals, the construction of an emergency hospital has been completed.

5. A design and management infrastructure was created for the organization of major competitions and forums, f.e. The ANO "Executive Directorate of Sports Projects". During the days of the international competitions, the number of staff numbered more than 5 thousand people, with the assistance of about 20 thousand volunteers. The XXVII World Summer Universiade of Students, held from July 6 to 17, 2013 in Kazan, was attended by 7.98 thousand athletes and 3.798 thousand members of official delegations from 160 countries of the world. About 150 thousand people became guests and fans of the Universiade. Competitions were held in 27 sports. According to the report, 351 sets of awards were awarded on the official website of the Kazan City Hall.

This led to a significant improvement in the quality of life of the population, has stimulated the development of many sectors of the economy and the service sector.

During the preparation and holding of the 2013 Summer Universiade, Kazan has already begun to position itself as the sports capital of Russia and the world capital of student sports. A significant event for the Republic of Tatarstan in 2015 was the World Aquatics Championships. About 2.5 thousand athletes from 190 countries took part in the competition. According to a study conducted by the British company Kantar Media, the total audience of viewers of the World Cup in Kazan amounted to 6.8 billion viewers, according to RIA Novosti. In 2016, Kazan hosted the World Curling Championships in the mixed discipline, the European Championships in judo, sambo and badminton, the World Cups in hockey among youth teams and Thai boxing, the international Silk Road rally. In 2017, Kazan hosted matches of the Confederations Cup (a football tournament among national teams held under the auspices of FIFA), and in 2018 the city hosted six matches of the FIFA World Cup.

Thus, the Republic of Tatarstan has accumulated a scalable experience of holding international events. According to RIA Novosti, one and a half million Tatarstan citizens are involved in systematic sports, about 10 thousand specialists of physical culture and sports work in the republic.

The achievements of athletes from the Republic of Tatarstan at major Russian and international competitions have made a significant contribution to the formation of the international image of Tatarstan, contributed to the recognition of the region, the formation of a positive image of Russia in the world [10].

The Republic of Tatarstan has built working relations with Russian and international sports federations, as was studied in detail in the monograph *International and Foreign Economic Relations of Russian Regions: Experience of the Republic of Tatarstan*, published in Kazan in 2017 (11). In July 2017, the VI International Conference of Ministers and Senior Officials Responsible for Physical Education and Sports (MINEPS VI) was held in the capital of Tatarstan. According to news agencies, the event was attended by heads and representatives of sports authorities of 117 UNESCO member States, as well as interested international organizations, including the Director General of the World Anti-Doping Agency (WADA) Olivier Niggli

Summary

Summing up, we note that Russia has significant potential as a sports power, and it has achieved successful results in several areas. The country is ready to interact with foreign partners and also meet the highest standards. However, it should continue to study its mistakes, especially with regard to the leadership of sports associations, and thus develop new approaches to the use of sports as a tool of "soft power" and thus promote its foreign policy interests. The results achieved by the Republic of Tatarstan (Russia) in the field of sports diplomacy significantly increase the competitiveness of the region and the country in the world. They made it possible to consider international sports ties and sports diplomacy of Russia an important factor in strengthening peace and friendship, an essential element of the "soft power" of the Russian Federation.

Conclusions

For Russia, sport is one of the key platforms for interaction with foreign audiences, especially in the modern period and in the current conditions of escalating confrontation with Western countries. The USSR had a wonderful experience of sports diplomacy. The culture of sports developed in the Soviet Union during the XX century, it became a legacy for the modern Russian state, which effectively applied it and created, by supporting sports within the country and winning sports competitions around the world, its own reputation as a great sports power of our time. We note that Russia faces a big task in developing new approaches to sports. We note the significant potential of the Russian people to promote their own brand abroad through their own sports such as SAMBO. The

transformation of sports regulatory bodies is necessary in order to find ways to return Russia's deserved status in the society of other peoples of the world and the international sports community as a whole as a great sports power of our time. The experience of the Republic of Tatarstan (Russia) deserves attention, which contributes to the competitiveness of the region and the positive branding of Russia in the world.

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