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Article



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## ACTUAL ASPECTS OF TOURISM DEVELOPMENT IN THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

**Abstract:** *in the article, the authors consider aspects of tourism as one of the most popular and applicable schemes for the development of cities, including cities located in the Arctic zone. Numerous studies on the theory and practice of creating new tourism routes indicate that this concept contributes to the dynamic spatial development of cities, as well as the solution of a number of socio-economic problems, including increasing the competitiveness and innovativeness of the development of the country's economy as a whole. The purpose of the article is to study the experience of creating smart sustainable cities in the countries of Northern Europe in terms of applicability to solving the socio-economic problems of Russian cities located in the Arctic zone of the country. The article deals with the socio-economic problems typical for the cities of the Arctic zone of the Russian Federation. Particular attention is paid to the study of European experience in creating smart sustainable cities, in particular, the experience of the Nordic countries, which have made the greatest progress in implementing the concept of sustainable tourism in cities, as the basis for the effective functioning of the city and national economy, is considered. The article examines in detail the experience of the cities of Denmark, Sweden, Norway, Iceland and Finland, which have achieved the greatest success in implementing the concept. During the study of the experience of tourism development in the cities of Northern Europe, special attention was paid to the study of the urban concept, goals and objectives of creating popular tourism routes, as well as the main elements and smart city solutions that were implemented in these cities.*

**Key words:** *tourist routes in cities, elements of popular routes in the city, popular routes city, sustainable development, popular routes, open data, Nordic countries, cities of the Arctic zone of the Russian Federation.*

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## Introduction

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## Main part

The tourism sector has the ability to quickly recover from all sorts of cataclysms, as the need for travel does not go anywhere. At present, the main tourist destinations are being transformed and tourist flows are being redistributed. With the closure of Russia's borders, Russian tourists began to travel more within the country. With the partial lifting of restrictions, the demand for not crowded, independent tourism to the Arctic regions of the Russian Federation has grown significantly. Russians began to travel more in small groups and families in cars. In the European North, amateur sports tourism has again become popular with hiking and cycling trips, water rafting with overnight stays in tents in sparsely populated areas. Another trend is independent travel planning without using the services of a tour operator, which significantly reduces the cost of a tourist trip.

The peak of the tourist flow fell on the New Year holidays, despite the restrictions imposed on tourists from other regions. At the Murmansk airport, there was a large concentration of tourists at the entrance to the building and at check-in for the flight. Travelers from Asia were replaced by tourists, mainly from large Russian cities. Almost all places of accommodation in the most popular tourist centers in the region were booked at the end of November. The most popular location for the New Year was Teriberka, the infrastructure of which could not cope with the large flow of guests. Prices for hostels, rented apartments, hotels, local restaurant service, and private transport services have skyrocketed. In particular, the fare from Murmansk airport to the city reached two thousand rubles (against the usual cost of about five hundred rubles). In the few stores in Teriberka, long queues formed, there was not enough food for everyone. The Khibiny ski resorts were opened in December mainly for residents of the Murmansk region, and starting from mid-January 2022, all restrictions for tourists from other regions were lifted. Also at the end of December, charter flights to Murmansk were introduced with organized tourist groups of Russians with the winter program "New Year's Adventures in Russian Lapland". Currently, the tourism industry is undergoing a process of transformation, new trends have emerged. The consumer of the tourism product, along with everyone else affected by the negative impact of the pandemic, has changed. Interests, product requirements, purchasing power have changed. That is, there are many factors that primarily affect the tourism industry. The main trend is an increase in safety requirements and sanitary and epidemiological standards. Both the authorities and consumers have a number of requirements for the hotel and tourism business: first of all, keeping a distance, sanitizing

premises, rented equipment and clothing for active tourism. This, obviously, will increase the cost of forming a tourist product and, consequently, will lead to an increase in the price of it. But at the same time, the purchasing power of residents of large cities (these are the main suppliers of tourists to the Arctic) has significantly decreased. Thus, despite the increase in the cost of the product, there is still a need to keep prices at a level attractive to visiting tourists, and to find a balance between affordable tourism for locals and the high cost of regional tourism products. Measures are needed to support the industry and local tourists, for example, an analogue of the tourist cashback program at the regional level for local residents. This is especially true given the post-pandemic trend that people will drive close and preferably in their own transport, as it is safer in the current conditions: a person who interacts little with others is less likely to get infected. Since July, in the Arctic zones of Russia, there has been an explosive growth in tourist traffic in all directions, hotels and camp sites were completely filled. In the second half of 2022, the Sortavala district became the most popular location, where there was almost 100% occupancy of placements until the end of September. And in late autumn, Karelian weekend tours from Moscow and St. Petersburg were especially popular. According to forecasts, in 2023 the total tourist flow to the Murmansk region should be about 324 thousand people. Recovery of 2019 indicators (458 thousand people) is expected in 2024–2025. The third stage of the tourist cashback program is planned. It should be noted the unprecedented state support measures that became available for the tourism business in the Arctic region in 2023. These are tax incentives, preferential financing of investment projects, infrastructure support. It was decided to extend to the Arctic a service that is already operating in the Far East - the "Far Eastern hectare". It will allow private tourism businesses to take land for free for use, and then for ownership. The experience of the Far East has shown that land plots are often taken to accommodate camp sites, campsites and glampings. In the Russian Arctic, the service was launched on June 1, 2021. In September 2022 The Russian Arctic has become the world's largest special economic zone with unprecedented preferences for new investment projects worth over 1 million rubles. For the development of the tourism industry in the Arctic, it is necessary to create an appropriate infrastructure. In 2023, the volume of subsidies for the Arctic zones of Russia was increased from 16 to 120 million rubles, aimed at the implementation of infrastructure projects - the creation and arrangement of hotel, tourist and recreational complexes, as well as the organization of events to preserve crafts and local products. The main measure of state support for the industry during the pandemic was the annual competitive selection of projects in the field of domestic and inbound tourism

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in the regions of the Arctic zone. As part of the competition in 2023, more than one hundred applications were considered. Fifteen winning companies received subsidies totaling 120 million rubles. Among the projects are the creation of a roadside service, the arrangement of a hotel infrastructure, the construction of a bedroom complex, tourist facilities and catering facilities, as well as the purchase of specialized specialized tourism equipment. Another support tool is a long-term business project competition held by Norilsk Nickel. Participants are invited to implement industrial-investment and cultural-exhibition projects on the production area in the Pechenga region that has ceased operation using a number of supporting instruments - from a subsidy for paying interest on a loan to co-financing a project. The authorities are sure that active state support for tourism in general can increase the investment attractiveness of the Arctic regions of the Russian Federation. Among the new areas of northern tourism after the lifting of restrictions will be children's tours and digital tourism. Children's tour therapy is a vacation combined with cleansing the body of harmful toxins from large cities in sparsely populated places. And all this in an ecologically clean environment of the North. Digital tourism is an exclusive tour product with digital technologies. There are also prospects for the development of an innovative type of ecological recreation - plogging ("garbage races"), which has been widely developed in the Scandinavian countries. Plogging is an environmental movement based on the combination of jogging (jogging) with garbage collection, i.e. it combines physical activity with care for a clean environment. For the right to participate in the plogging race, participants usually pay a small registration fee.

In winter, the cost of living in a house for four is 20 thousand rubles, in summer the prices are reduced to 6 thousand rubles per day.

Russian experts and analysts have formulated some trends and forecasts regarding the development of Arctic tourism in the post-coronavirus period, namely:

*\*pent-up demand for tour products.* As soon as the epidemiological situation stabilizes, administrative restrictions are lifted, and the primary needs of people are satisfied, significant pent-up demand for tourism products, formed during the period of self-isolation, will begin to be realized. Since the purchasing power of the population will be lower than in the pre-crisis period, and the need for travel, reinforced by quarantine, will increase, relatively inexpensive destinations will be most in demand;

*\*changing market conditions.* The development of Arctic tourism will be affected by a significant change in market conditions. For Russian citizens, domestic tourism destinations will be more preferable

than outbound ones. The Russian Arctic may be in demand by foreign tourists due to its relatively low cost. However, one can hardly expect a quick return of international tourist traffic to pre-crisis levels;

*\*change of authors.* Apparently, all participants in small and medium-sized businesses will suffer significantly, not excluding the largest players focused on super-expensive tourism products, which, in the absence of foreign tourists, will either have to make their services more accessible or transfer their activity from the Arctic zone to other regions;

*\*"zeroing" directions and brands.* In the current situation, when the world economy is being reformatted, the tourism industry as a whole, including its Arctic segment, will face the actual "zeroing" of all initial positions. After the quarantine period, many destinations and brands will have to be recreated in many respects, as the market conditions and market participants will change, and many popular destinations will disappear. This will open a window of opportunity for new players creating and promoting brands or trying to gain a foothold in market segments vacated after quarantine. At the same time, one cannot exclude the possibility of the complete elimination of some areas of tourism in the Russian Arctic due to a long-term lack of demand.

*\* there will also be a "zeroing" of the perception of the Arctic tourism itself as an elite form of recreation.* For a long time, one of the most expensive components of this direction, icebreaking cruises to the North Pole, will fade away, which is unlikely to seriously affect the activities of FSUE Atomflot, for which they were only an additional source of income. At the same time, a surge of interest in the most logistically accessible Arctic distances of Russia, located on the coasts of the Barents and White Seas and nearby islands, is possible. With favorable developments in the medium term, the Russian Arctic may become a popular and even fashionable destination in the post-pandemic world, responding to the wishes of consumers for an environmentally friendly and secluded vacation spot that is great for emotional unloading.

*\*transformation of Arctic tourism.* The processes taking place in the world, most likely, will lead to the transformation of tourism in the Arctic. He is likely to gradually move away from package tours towards self-planning trips using online services. Due to the decrease in the purchasing power of the population, the number of "savage" travelers will increase, and the share of tours planned in advance will inevitably decrease, especially in the first post-pandemic months.

The comprehensive development of the Euro-Arctic zone of the Russian Federation should also be aimed at stimulating tourism activities. This is one of the priority areas of socio-economic activity, due to the high natural and cultural potential of the Russian Arctic and the multiplier effect of the tourism

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industry. Arctic tourism is a strategic direction for the sustainable development of the northern regions, it can become a factor in the protection of the unique natural and cultural heritage and the most important driver of the economic development of the Russian Arctic.

As a result of global warming, with melting sea ice, more and more Arctic waters are opening up for cruise ships and summer navigation. Not only

mainland, but also island high-latitude territories are becoming more accessible.

The Euro-Arctic zone of the Russian Federation (Western Arctic) includes: the marine area of the Arctic Ocean (Barents Sea region) with high-latitude island territories, the entire Murmansk region, the Nenets Autonomous Okrug, the northern regions of the Arkhangelsk region and the Republics of Karelia and Sakha, adjacent to the White Sea (figure 1).



Picture 1. Map of the territories of the Arctic zone of the Russian Federation.

Statistics show that the Arctic zone is one of the most promising areas in tourism. In 2021, 1.17 million tourists visited the Russian Arctic. The Murmansk region is one of the leaders in terms of the number of guests, receiving up to 40% of all tourists in the Arctic. Along with the Murmansk region, tourists are actively received in the Arkhangelsk region - 18% of their total number, in the Republic of Karelia - 15%, in the Republic of Sakha (Yakutia) - 14%.

The Murmansk region and the Republic of Karelia are the main Arctic regions for the development of tourism in the Arctic zones of Russia. This is due to their most favorable economic and geographical position compared to other Arctic regions, the best transport accessibility for tourists from large cities in the center of Russia, and the presence of a developed tourist infrastructure.

One of the key areas for the development of Arctic tourism is the Primorsky District of the Arkhangelsk Region, the largest administrative region of Russia, which includes such popular tourism centers as the Franz Josef Land archipelago, the Solovetsky Islands, Lesser Karelians, and the Onega Pomorye National Park. If the high-latitude summer Arctic tourism is more focused on foreign tourists,

then the mainland of the Western Arctic is attractive mainly for Russian citizens. Russia has colossal infrastructural and natural opportunities for the tourist development of the Arctic zone, taking into account the importance of preserving the unique ecosystem of the region and the way of life of the indigenous peoples of the Far North.

The problems of tourism development in the western sector of the Arctic, due to the high cost of tourism and transport services, the underdevelopment of road transport infrastructure, the lack of ice-class ships, institutional and environmental restrictions, as well as the insufficiently high standard of living of the population in the Russian Federation, do not allow counting on mass high-latitude Arctic tourism in the short term.

Tourism in the Western Arctic has its own regional specifics associated with harsh natural and climatic conditions and the need to ensure the safety of tourists staying here. In addition, for the Arctic specially protected natural areas (PAs), the issue of transport accessibility seems to be very important, and the component of sea or air travel to the high-latitude Arctic for tourists plays an important role.

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When developing promising measures aimed at increasing the attractiveness of the high-latitude Western Arctic archipelagos for the development of tourism, one should proceed from the specifics of the geographical location of these territories. First of all, it is necessary to take into account the inaccessibility of the territory, the island sea location, harsh climatic conditions and pronounced seasonality, which does not allow us to talk about the possibility of visiting it all year round. The remoteness of the territory from major transport hubs and the priority of using sea transport to reach the island territories determine the high costs of organizing sea cruises, which prevail in the Arctic tourism business.

Arctic tourism remains an expensive product, since the high price of sea cruises objectively hinders the development of high-latitude tourism for many social groups within Russia. The key problem in organizing tourist flows is taking into account the optimal capacity of protected areas to receive a certain number of tourists from the standpoint of ecology. The balance of economy and ecology in the field of Arctic tourism is no less important than in other industries.

The development of tourism in the Arctic is complicated by severe environmental restrictions, a ban on the creation of tourist facilities in protected areas, where the most attractive ecological routes of the region are located. To solve the accumulated problems in Arctic tourism, it is necessary to create mini-tourist clusters on the borders of protected areas, create incentives for investors and local authorities to develop tourism, and organize new international and interregional routes. In order to increase the economic efficiency and payback of routes, it is necessary to form cross-border tours with neighboring countries of the Barents region.

The development of tourism in the Arctic requires very significant investments in infrastructure, the abolition of administrative barriers, visa facilitation and the introduction of electronic visas.

In the regions of the Western Arctic, a comprehensive program is being implemented for the conservation and development of unique natural landscape and historical cultural territories and natural monuments based on the creation of new and sustainable development of existing protected areas involved in the field of ecological tourism. Remote Pomor settlements are being revived through the development of event tourism (Teriberka, Kuzreka, Umba), new ecological trails are being built. On the White Sea coast, along with diving and rural tourism, ecological "Watsh tourism" is gaining popularity - watching marine animals (Kandalaksha, Onega Pomorie National Park, Karelian Nilmoguba, Pomeranian Summer Zolotitsa, Beluga Cape on Solovki).

A characteristic feature of the historical and cultural heritage of the Arctic is that a significant part of it does not have an independent tourist attraction.

To integrate some monuments into the practices of the tourism industry, their purposeful updating is necessary: inclusion in excursion routes, popularization, museum-fication, etc. At the same time, some objects of historical and cultural value are not suitable for use in mass tourism (for example, existing or mothballed military infrastructure in the region).

The integration of the tangible and intangible historical and cultural heritage of the Arctic into tourism activities is associated with a number of potential threats. In addition to the dangers associated with an increase in traffic and the development of infrastructure, similar in their genesis to the problems created by tourism for the ecological situation (the risk of changing valuable cultural landscapes, damaging or destroying historical monuments), the interaction of the historical and cultural environment and the tourism industry faces a set of specific challenges.

In order to regulate the uncontrolled tourist flow, the sustainable development of ecological tourism and the preservation of the unique natural heritage of the Russian Arctic, new protected areas are being organized (a natural park on the Sredny and Rybachy peninsulas, the Khibiny National Park). A specific feature of tourism in the Western Arctic is the organization of tourism activities associated with the predominance of niche types of tourism (sea cruises, ski tourism), focused on tourists with a high level of income. Despite the fact that niche tourism is an expensive type, its contribution to the economy of the subjects of the Arctic zone of the Russian Federation is no more than 1% due to the transport remoteness of the territories, low investment activity of the regions, and low profitability of certain types of tourism.

Traveling to the Arctic should be accessible to tourists with different income levels. To improve transport accessibility and reduce travel costs, it is necessary to develop competition in logistics and transport services.

One of the promising areas for diversifying economic activities in small settlements in the Western Arctic is the development of tourism. Innovative investment projects in the field of Arctic tourism should attract tourists to the region, and this, of course, will attract additional investment in the modernization of infrastructure and the further sustainable development of the unique territories of the Western Arctic.

The experience of neighboring Arctic countries shows that the formation of tourist clusters in the Arctic should be based on the rational use of natural resources, the development of transport and hotel infrastructure. It is envisaged to actively use the potential of protected areas in the Arctic region - national parks and reserves, in which it is advisable to carry out nature-oriented types of tourism and environmental education of recreants. An indispensable condition for the effective

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implementation and development of Arctic tourism in modern conditions is the factor of international partnership and cooperation in order to ensure the safety of tourism in the Arctic and the transport implementation of Arctic travel. An example is the project "Public-Private Partnership in Tourism in the Barents Region" (BART).

The key problem of the Arctic maritime tourism is the lack of own passenger ships in Russia. Motor ship "Klavdiya Elanskaya" is the only specialized Russian vessel plying in the Arctic waters. Vice-President of the United Shipbuilding Corporation Dmitry Kolomyazhny said: "Russia is developing icebreaker-class cruise ships to create tourist routes in the Arctic, which in the future will make it possible to receive more than \$5 billion a year." It is possible to create local routes, for example, a Murmansk-Arkhangelsk-Solovki Islands cruise. The priority type of tourism in the Arctic zone is ecological (ecotourism). It is advisable to develop it in protected areas in order to regulate and account for the flow of tourists. Protected areas are increasingly involved in the tourism activities of the Arctic.

One of the main components of the development of ecotourism in protected areas is the creation of ecological trails (eco trails). They play an important role in regulating the allowable loads on protected natural areas. The main idea of the eco-trail is, first of all, in the ecological education and education of those who visit protected natural areas, in the protection of nature, as well as in the transfer of the flow of visitors to relatively safe directions for nature.

Traditionally, eco trails are laid in the recreational areas of national and natural parks, nature reserves, reserves, as well as in unprotected areas: in urban forest parks, suburban recreation areas, etc. To create a system of ecological trails, three main criteria must be observed: attractiveness, accessibility, information content. Ecological trails equipped in accordance with all safety rules, as a rule, do not have a negative anthropogenic impact on natural landscapes.

Currently, ecological trails have been built in different parts of the Arctic zone. Nine of them are laid in protected areas, most of all (five paths) in the Lapland Reserve. Five eco trails are organized on the territory of settlements.

In 2018, the first eco-educational walking route around Lake Semyonovskoye was opened with a length of five kilometers. For environmental education, activists installed signs and stands along the path of the eco-trail with information about local natural and landscape attractions and the need to respect nature. In the area of Semenovskoye Lake, you can see several natural zones at once: tundra, forest tundra, swamps.

In one of the most inaccessible reserves for tourists in Russia, located entirely in the border zone, the Pasvik Nature Reserve, a walking excursion route

has been equipped. The ecological path leads to Varlaam Island, to the house-museum of the Norwegian ornithologist Hans Skonning. With the help of volunteers from the Kola MMC, the house-museum was reconstructed, an eco-trail was equipped with the construction of an ornithological observation tower. Pasvik is a true open-air museum of nature, where the northernmost indigenous pine forests in Europe have been preserved. In the future, it is possible to realize the idea of creating an international ecological trail passing through the territory of the trilateral Pasvik-Inari National Park (located on the border of three countries - Russia, Norway and Finland), which has received a Euro park certificate.

During the festival "Teriberka. New Life" in the vicinity of the Arctic Pomor village of Teriberka, an ecological trail was organized that leads to a bird colony on the shores of the Barents Sea. The trail introduces the unique ecosystem of the Arctic tundra. Its further arrangement is necessary with the ordering of the arrangement of information stands installed on the route rather haphazardly, and the imposition of wooden decks across the swampy area.

The most famous equipped ecological trails of the Kola North are laid in the Lapland Reserve. Over the past two years, there have been more hiking trails on which environmental education tours are conducted. New show objects have appeared: the visitor center, the TIC and Father Frost's tower.

Among the most popular routes are the eco-trail to the old manor along the lake, the trail to Mount Yelnyun, the educational trail "Forest Pomuchochka", the hiking route to the observation deck over the Yelyavruai stream. A new 3.5-kilometer trail, equipped in 2019, was laid along the banks of the Chunozero and leads to the place where the first cordon of the Lapland Reserve was located in 1930, where its history began. There are wooden decks on the trail, ascents and descents, places for rest and observation platforms are equipped, information stands and dry closets are installed. It is important that the eco-trail has become more accessible for people with disabilities. On the way, travelers get information about the peculiarities of the northern nature, the change of vegetation zones, and the habits of animals.

\*corporate volunteering;

\*Program "World of New Opportunities".

The Kola MMC allocated about 5 million rubles of the won grant for the creation of walking routes. The key event of the eco-marathon was an ecological rally, as a result of which volunteers helped equip an observation deck and installed twenty information boards along the eco-trails. The main goals of the project are environmental education and increasing the culture of attitude towards nature. The innovative project "Information trail "Forest Pomuchochka"" is a part of this program: sculptures of animals, birds, small architectural forms and information boards appeared on the interactive route. In the future, several

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more sculptures will be installed, lighting of the trail is planned, and the creation of the Baba Yaga Laboratory and the Well of Knowledge is in the process of completion. The ecological trail "Nizhnyaya Chuna - Chunozerskaya estate" with a length of five kilometers starts from the cordon of the Nizhnyaya Chuna TIC (official entrance to the reserve) on the federal highway "Kola" (1221 km) and leads to the Chunozerskaya estate of the reserve, where two historical museums are located and visit center. Along the route of the marked trail, you can visit the Sami churchyard "Siit", an arboretum, parking lots, viewing platforms, a place for bird watching "Capercaillie Hill".

The route "Climbing Mount Yelnyun II" with a height of 590 meters and a length of about three kilometers was laid back in the 1930s. and is very popular in summer. For the convenience of visitors in winter, the reserve has purchased special equipment - snowshoes. This route is interesting because when climbing the mountain, you can clearly observe the altitudinal change of vegetation belts - taiga, forest tundra and tundra. From the top of the mountain there is a panoramic view of the Chun Lake.

Currently, the territory of the Lapland Reserve is visited by about 5 thousand tourists a year in different seasons, work will continue to expand and improve the infrastructure. In the near future, it is planned to increase the length of equipped trails and open a new exhibition dedicated to the Sami people. Volunteers, many of whom live in Monchegorsk and work at the Kola MMC, traditionally help to equip the nature reserve.

In 2020, the creation of the Lapland Circumnavigation of the World ring route from the old estate of the reserve with an ascent to Mount Elnyun I, a transition to Mount Elnyun II and a descent to the Chunozero estate (starting point) began. The length of the route will be 14 kilometers. In addition, it is planned to build a new house of Father Frost, and over time, forest houses for tourists will be built on the southern border of the reserve. The new investment project involves the renewal of the Chunozero estate - the Estate of Father Frost, the construction of an open-air visitor center of the reserve. It is planned to create

viewing platforms, equip the recreational and educational complexes "Deer House" and "Chum", the construction of a rope park.

The issue of financing the project is yet to be resolved. The reserve hopes that they will be able to attract grants and receive support from industrial enterprises in the region. It is also necessary to solve the problem of transport accessibility. Currently, the Lapland Nature Reserve can only be reached by car. Bus excursions are carried out only from the nearest cities - Apatity, Polyarnye Zori, Monchegorsk. It seems expedient to organize one-day public bus tours. In one of the northernmost botanical gardens in the world, the Polar Alpine Botanical Garden (PABSI), two ecological trails have been created to get acquainted with the local flora. The oldest ecological trail of the Kola Peninsula was laid in the mid-1930s. and is called the "Path of geographers." This educational walking route is located on the northeastern slope of Vudyavrchorr mountain. It provides an opportunity to introduce tourists to representatives of the three altitudinal vegetation belts of the Khibiny Mountains.

In the natural reserve "Seydyavr" in 2018. Volunteers from different regions of Russia laid a two-kilometer ecological trail in the Seydozero area with tourist information navigation and places for recreation, and in 2020 an eco-trail for people with disabilities was equipped here. In this remote area of the Lovozero tundra, there is a hiking route popular among amateur travelers.

Hiking enthusiasts in the Kandalaksha region can choose four diverse eco-trails: two environmental and local history trails - "Kandalaksha Shore" and "Kolovitsa", a mountain trail to the top of Volosyanaya Mountain and the city health trail. The three-kilometer walking route "Kandalaksha Shore" is popular among locals and tourists. The trail was equipped in 2022, equipped with signs and signs describing sights. The route starts at Monastyrsky Navolok, within the city, runs along the Kandalaksha Bay along the upper path of the Baryn rock and ends in the picturesque Pitkul Bay (Figure 2). Here, on the peninsula, a monument of archeology has been preserved - a stone labyrinth.



Figure 2. Kandalaksha Bay of the White Sea

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In the village of Kolvitsa (28 kilometers from the city of Kandalaksha), an eco-trail to the Kolvitsa waterfalls with a length of 2 kilometers is equipped for tourists. The path starts from the bridge, then goes along the pine forest along the left bank of the Kolvitsa River to the Black Padun waterfall (Figures 3 and 4). On the trail there are signs with information about natural objects, steps are equipped on the slopes.

On Mount Volosyanoy there is an ancient temple, which is the largest accumulation of Saami sacred stones - seids. There are more than two hundred of them in the Kandalaksha region. The trail starts from the snow park, three kilometers from the city, has a length of almost five kilometers, runs along the slope of Mount Volosyanaya, to its very top, from where a panorama of the bay, the city and the surroundings opens. The height of the mountain is 475 m above sea level. In the middle of the route in 2018, an innovative tourist shelter was built - Double House with all amenities and a panoramic window. The trail is also used as a downhill mountain bike trail. The cyclists equipped the route with wooden footbridges and springboards.

The city's "health path" starts from the suspension bridge near the "Spolohi" hotel, passes through a pine forest along the left bank of the Niva River, upstream. It is a walking path-terrenkur, equipped with places for rest - benches and gazebos. Information boards and signs, wooden sculptures and sports grounds are installed on the trail. The highlight of the trail is squirrels, which can often be found. In 2018, in the Tersky district, a project was

implemented to equip the ecological and local history trail "Ancient Pomeranian village Umba" with a length of 5.5 kilometers (Figure 5). The project became the winner of the all-Russian competition of projects "Cultural Mosaic of Small Towns and Villages", organized by the Elena and Gennady Timchenko Charitable Foundation in the nomination "Space of Life" and received a grant for the implementation of the idea. Along the entire walking route, local volunteers and young ecologists installed information boards telling about the history of the Pomor settlement, traditional crafts, flora and fauna of the Tersky coast. Parking lots for tourists with an observation deck were also equipped. From 3 to 4 thousand tourists pass along the trail every year.

In the Tersky district, they also plan to equip a walking route to petroglyphs on the islands of Lake Kanozero. The Kanozero petroglyphs are located in one of the most inaccessible places in the Kola North; now you can get to them only by boat or all-terrain vehicle. The project of the open-air museum "Petroglyphs of Kanozero" - "Walking to the Stone Age" became the winner of the grant competition "Museums of the Russian North". The funds received will be used to find an investor and build an ecological trail 18–20 kilometers long from the Umba-Kandalaksha highway to the cordon on the western shore of Lake Kanozero. The trail will also be available for cyclists, it is planned to install information boards, signs and places for rest on the route.



Figure 3. The territory of the Arctic zone - Kolvitsky waterfall

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**Figure 4. Territory of the Arctic zone - Kolvitsa River**



**Figure 5. The territory of the Arctic zone - Staraya Umba**

In 2021, in the city of Polyarnye Zori, in the main recreational area of the city, the national park "Our Park", with the support of the Kola NPP and the Lapland Reserve, an ecological trail was built on the shore of Lake Pinozero. In Kovdor, in the area of the Vars ski complex, on Mount Lysaya, in 2022, the construction of an eco-trail 5 kilometers long began as part of the project "Kovdor - the Capital of

Hyperborea". The pedestrian ecological route "In the footsteps of the snowy owl" passes through canyons, lakes and seids and is equipped by local enthusiasts without the use of budgetary funds. Eco trail in 2023 will be equipped with navigation and information stands. At the moment, a three-kilometer ecological trail is being built in the city of Apatity, from the Belorechensky microdistrict to the Vorobina ski hill.

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An observation deck overlooking the city will be built on the slope of the hill.

In the near future, it is planned to equip pedestrian tourist routes in the created protected areas: the Khibiny National Park and the nature park on the Sredny and Rybachy peninsulas (based on the implementation in 2022 of the concept of a modern route and navigation system with a mobile visitor center). The number of information stands, full houses, bonfires, places for garbage collection will increase in order to ensure a comfortable stay of tourists in protected areas. It is also planned to organize an ecological trail around Lake Rogozero (the city of Murmansk). An innovative direction in the development of ecological tourism in the Kola North can be the organization of a national hiking trail. National trails are systems of amateur tourism routes that are equipped with the necessary infrastructure. It is possible to propose organizing such a trail on the territory of the Khibiny and Lovozero tundras with a visit to the sacred Saami lake, Seydozero, which is especially popular among tourists, on the shore of which there is a rock depicting the giant Kuyva. The national walking trail should be long, equipped, publicly accessible to all segments of the population and free to visit. The trail should be laid by experienced tourists and volunteers along dirt paths with entry to the most beautiful and interesting places in the region. Director of the Lapland Reserve Sergey Shestakov proposes to revive one of the oldest ecological routes in Russia and the world - the Lapland trail from Kandalaksha to Kola. The main route is set. It can be partly overcome on foot, partly by boat, for example, from Zasheyk to Olenegorsk, or rafting along the Kola from the former portage, from Lake Pivnus, where the watershed of the White and Barents Seas passes, and where possible - to travel by car or off-road equipment. You can make radial exits from it: to the Tersky coast, to the Khibiny National Park, the Lapland Reserve, Murmansk, Teriberka and the Pechenga region. Sergey Shestakov believes: "The development of a strategy or program for the development of tourism in the region based on this trail would unite tour operators. At the same time, it is possible to lay investments not only for tour companies, but also for the budget. Everyone will benefit from this project!" The idea of a unifying strategic landmark to attract tourists to the region is not new. Currently, work is underway to create an ecological trail "Lomonosov's Way", which, as expected, will pass through the territory of six constituent entities of the Russian Federation (Moscow, Moscow, Yaroslavl, Vologda, Arkhangelsk regions and the Republic of Karelia). From the point of view of tourism development in the Russian Federation, one of the most advantageous positions is occupied by the European North of Russia. There are 22 historical cities, ten national natural parks, seven resorts, six world-class architectural and historical

museum-reserves, the largest (Kirillo Belozersky) and the most ancient (Valaam) monasteries in Russia, about 19 thousand objects of cultural heritage on the territory of the region. Four sites of the European North are included in the UNESCO World Cultural and Natural Heritage List - Ferapontovo, the Solovetsky Archipelago, the Kizhi Museum-Reserve and the virgin forests of the Komi Republic (Pechora-Ilychsky Reserve and the Yugyd-Va National Park). Valaam archipelago, Karelian petroglyphs (Onega and White Sea), The Kenozero National Park is included in the provisional UNESCO World Heritage List. The Russian North is the north of Russia, its European part. This concept is rather vague, not having a precise definition. The belonging of this or that region to the Russian North is not generally accepted. This area is more historical and cultural than administrative or geographical. Russian geographers prefer to attribute the Republic of Komi to the Ural region rather than to the Russian North, and the Murmansk region to the zone of the Euro-Arctic region. Most experts under the concept of "Russian North" mean primarily the territory of the Republic of Komi and the Arkhangelsk region. The formation of the European North as an integral region, first of all, was influenced by the geographical position. It is characterized by several important features.

*northern position.* Although the district is located in the European part of the country, most of its territory, with the exception of the Vologda Oblast, belongs to the zone of the Far North.

*seaside position.* In contrast to many regions of Russia, the European North extends on a wide front to the vast waters of the Barents and White Seas. This largely determines the benefits of the economic and geographical position of the region. Large ports - Murmansk and Arkhangelsk, which arose on the coasts of the northern seas, play an important role in the transport system of Russia and its foreign trade. Access to the seas also affects the geopolitical position of the region.

The most accessible regions of the European North in terms of transport are the Republic of Karelia and the Vologda Oblast (a night train ride from Moscow and St. Petersburg). Arkhangelsk and Murmansk regions can be reached by train in 1–1.5 days or in 1.5–2 hours by plane from the two capitals. The most remote region is the Nenets Autonomous Okrug (the most non-tourist region in Russia), which can only be reached by plane. The most expensive region in terms of providing tourist services is the Murmansk region. For example, the cost of a one-day excursion by minibus from Murmansk around the region can reach up to 3-5 thousand rubles per person, which is on average 2-3 times more expensive than the cost of a similar excursion from Petrozavodsk or Arkhangelsk. The Russian North is a miraculously surviving island of historical Russia, after all, the North escaped the Tatar-Mongol invasion. The

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Russian North for many centuries has preserved ancient customs, the traditional system of rural settlements and forms of nature management, the appearance of ancient Russian villages and cities, and historical folk crafts. Most of the surviving monuments of stone and wooden architecture date back to the 17th–19th centuries. Friendly, hospitable and hospitable local population, peace of mind, lack of crowds and constant metropolitan rush make the European North even more attractive for tourists. The unique natural heritage is represented by a variety of natural landscapes - from mountain ranges to endless tundra, virgin forests, emerald lakes, waterfalls, rivers rich in fish of valuable species. In the Russian North are the largest lakes in Europe - Ladoga and Onega, became the centers of especially popular cruise tourism. The European North occupies an exceptional place in the historical and cultural development of Russia due to the pronounced manifestation here of primordially Russian traditions, customs, the presence of wooden religious architecture, the traditional living culture of the Pomors, as well as the specificity of the modern way of life of the local population. A harmonious combination of natural and anthropogenic principles has led to the formation of a unique type of specially protected areas - cultural landscapes. Due to the fact that national parks occupy an important place in the system of protected areas due to their natural and historical and cultural value, they have become one of the main organizational forms for the protection of cultural landscapes - natural and cultural territorial complexes formed as a result of the evolutionary impact of nature and man, its socio-cultural and economic activities and consisting of characteristic stable combinations of natural and cultural components that are in close interconnection and interdependence.

The development of tourism in the northern regions is hampered by: the seasonality factor; large spaces that do not allow for dynamic and rich tourism products; harsh climate; monotony of tourist products; lack of long-term planning in tourism and systematic work to create an attractive image of the Russian North. The key problems of northern tourism are also the lack of quality accommodation facilities, the low level of service, the poor condition of the road and transport infrastructure, the lack of financial resources for the creation of new display facilities and the restoration of architectural monuments. In order to fully implement all plans for the development of tourism in the North, large-scale modernization and construction of tourist and road transport infrastructures are necessary.

In the regions of the European North, a network of tourist and recreational clusters (TRCs) is being formed in order to expand and increase the competitive advantages of regional tourism products. Innovative investment projects in the field of tourism should attract tourists to the region, which will provide

additional investment (in the form of private-public partnerships) in the modernization of infrastructure and the further sustainable development of unique territories.

At the present stage, tourism is actively developing in all regions of the European North, and there is an annual increase in the tourist flow. The main tourist season is summer. Only two regions of the Russian North - the Murmansk and Vologda regions - attract tourists also in winter and early spring. New Year holidays and Chinese New Year are considered high season, when Veliky Ustyug, Kirovsk, Vologda, Teriberka, Murmansk, the Sami village "Saam Syit" receive a large number of tourists. During this period, mainly groups from China come to the Kola North. Europe's largest network of nature reserves and architectural and ethnographic open-air museums, which is being formed in the Russian North, can be considered as the main factor for the sustainable development of tourism.

*Types of tourism and tourist routes.* The most popular tourist routes of the Russian North are water lake-river cruises along the Volga-Baltic (Cherepovets, Goritsy-Kirillov, Vytegra), Ladoga (Valaam) and Onega (Petrozavodsk, Kizhi) lakes. In the Arkhangelsk region, along the Northern Dvina from Arkhangelsk to Brin-Navolok and Severodvinsk, as early as 2019, river cruises were carried out on the oldest paddle steamer in Russia, Nikolay Gogol, built in 1911. Cruise tourism requires solving the problem of shipowners with a river register and lack of regions of the Russian North, ships of the river-sea class. Due to pollution and shallowing of large navigable rivers (Sukhona, Northern Dvina, Vychegda, Mezen), cruise and passenger traffic (except for ferries) has been almost completely stopped.

In addition to water cruises, the following types of tourism are actively developing in the Russian North: cultural and educational, skiing, ecological, ethnographic, rural, event, business, recreational fishing, sports, religious and pilgrimage.

The most promising interregional tourist routes in the region are: the mega project "Silver Necklace of Russia" (uniting all regions of the Northwestern Federal District), the projects "Hanseatic Roads of Russia", "Lomonosov's Road", "Patterns of Russian Cities". Innovative types of tourism in the European North are Arctic sea cruises, hunting for the northern lights, watching marine animals, traveling to filming locations, gastronomic, industrial, border, geological and mineralogical, socially responsible tourism. Outdoor tourism is also promising - outdoor recreation and leisure, entertainment and sports at the same time.

For a brief description of the region on a European scale, the slogan "The Russian North is the wild nature and water expanses of Europe" can be used. This is the main factor for the development of ecological tourism - the sector of the fastest growth in tourism.

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*Ecological tourism* mainly develops in the national parks "Yugyd-Va" (Komi Republic), "Paanayarvi", "Kalevalsky", "Vodlozersky" (Republic of Karelia), "Kenozersky", "Russian Arctic", "Onega Pomorye" and "Vodlozersky" (Arkhangelsk region), "Russian North" (Vologda region). The Vodlozersky National Park is located on the territory of two regions of the European North at once. Any form of regulated tourism (especially ecological and eco-cultural) is the preferred activity for most national parks.

Mass flows of amateur tourists mainly prefer rafting on the rivers and reservoirs of Karelia and the Murmansk region, hiking and skiing in the Khibiny.

*Ethnographic tourism.* The European North is a real reserve of traditional folk culture of world importance. The cultures of various peoples and ethnographic groups are represented here: Saami, Pomors, Nenets, Komi, Karelians, Veps, Finns, Russians, which predetermines wide opportunities for the development of ethnographic tourism.

\*From the point of view of preserving the indigenous peoples and the living traditional culture of the Russian North, it is much more efficient to develop small-scale low-cost cultural and natural tourism, which opens up opportunities for finding livelihoods throughout the region and does not require large investments. The initial impetus for the implementation of a new idea could be the creation of innovative cores based on ethno-cultural centers and ethno-natural parks in different parts of the European North. The integration of cultural heritage into the local zones of the ethno-cultural center makes it possible to combine the idea of preservation with the idea of reviving a unique territory in the best possible way.

The open-air museum ethno park is an object of cultural tourism that interprets the dialogues of different cultures through authentically created ethno courtyards, in which tourists can live and learn the technology of manufacturing folk art crafts from local craftsmen.

Currently, there are four architectural and ethnographic open-air museum-reserves in the European North: the largest in Russia - "Small Korely" in the Arkhangelsk region, "Kizhi" in Karelia, "Semenkovo" in the Vologda region, the Finno-Ugric ethno park in the Republic Komi (Yb village).

On the Kola Peninsula, the main centers of ethnographic tourism are the village of Lovozero (the place of compact residence of the Saami and Komi-Izhma), the Saami village "Saam Syit", the village of Umba, the museum Pomor tonya Tetrino, the village of Loparskoye.

Tourists are also attracted by the preserved culture of the Old Believers in the historical settlements of Kimzha (Arkhangelsk region) and Ust-Tsilma (ancestral homes and the site of the Ust-Tsilemskaya Gorka folklore festival) in the Komi

Republic. Of interest are also Olonets (the most ethnically Karelian city in Karelia), the village of Kalevala (the birthplace of the Kalevala epic) and the national village of Izhma (the place where the Komi-Izhma people live in the Komi Republic). Rural tourism is actively developing in the villages of Karelia, Vologda and Arkhangelsk regions. Promising in the European North and industrial tourism (Cherepovets, Kirovsk). Orthodox pilgrimage tours are focused mainly on Valaam, the Solovetsky Archipelago, the Kirillovsky District, Vologda, the Antoniev Siysky Monastery, and the Orthodox monasteries of the Komi Republic.

Gastronomic tourism is gaining great popularity among tourists. All regions of the European North are included in the federal project "Gastronomic Map of Russia" in order to promote local culinary brands and traditions. Tourists can try such dishes of traditional northern cuisine as Pomeranian shangi, Karelian kalitki, fishmongers, salmon fish soup, pies with berries, venison, and cod. For example, in the Murmansk region, the umbrella brand "Made in the Arctic" has been formed to support producers of arctic cuisine. The Kola North will be able to compete in venison dishes with other northern regions, and in seafood - with the Far East.

On the territory of the Russian North there are 22 historical cities of regional significance, of which five are small towns that have the status of a historical city of federal significance. The shortened list for 2020 of particularly valuable historical cities in Russia includes small towns in the Russian North that have retained most of the old buildings: the Vologda cities of Belozersk, Totma and Veliky Ustyug, the Arkhangelsk cities of Kargopol and Solvychevodsk. Such large cities as Arkhangelsk, Cherepovets and Vologda have lost the official status of a historical city.

The most visited regional center of the Russian North is the ancient Vologda; over the past five years, the flow of tourists to the cultural capital of the Russian North has grown by 70% as a result of the active development of the tourist infrastructure and a competent marketing policy to promote the city in the tourist market. It was planned that by 2022 the tourist flow to the regional capital should increase to 1 million people, which would provide an additional inflow of funds to the city budget in the amount of 10 billion rubles.

According to economic calculations, on average, one tourist leaves at least 10 thousand rubles in the RF AZ. This is about 3.5 thousand rubles per day in a hotel, 2 thousand rubles in cafes and restaurants, 1 thousand rubles when buying souvenirs and 3.5 thousand rubles when visiting excursions and museums. If 700,000 tourists and sightseers come to the RF AZ every year, and 30% of them stay for at least a day, it turns out that investments in the city's economy amount to at least 2 billion rubles. Of the

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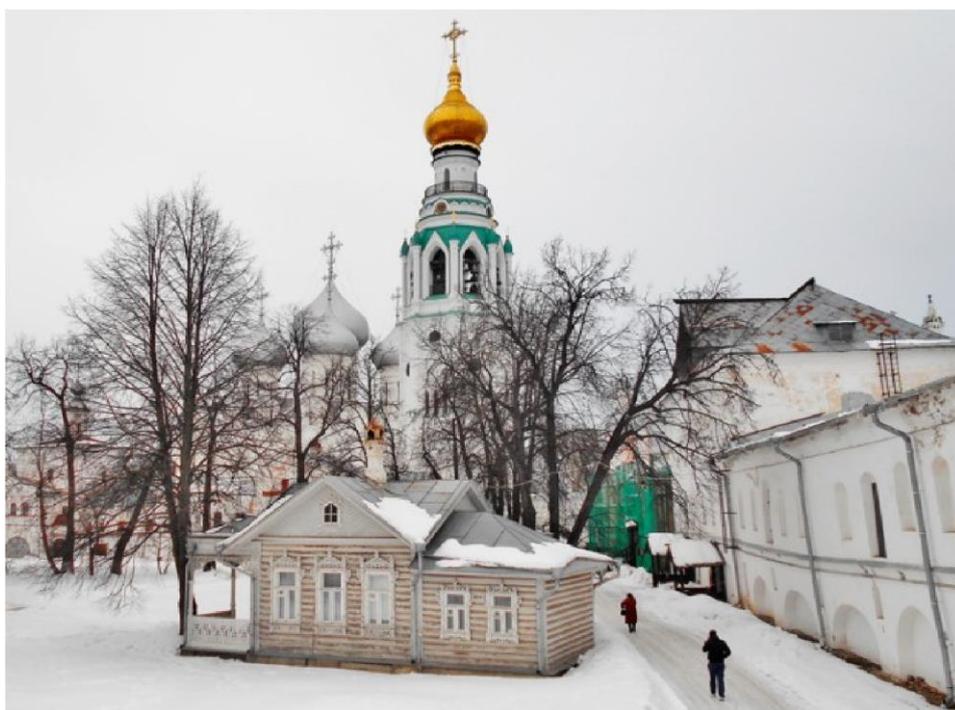
700-800 thousand tourists a year, 70% are sightseers, 30% are tourists. More than half of the guests stay in the city for business purposes, 23% of tourists are people who travel to the Arctic zone to get to know the city, its architecture and history (Figure 6). Another 21% of tourists come to events.

The problem of preserving one of the main brands of Vologda - carved wooden architecture - causes concern. Instead of demolished and burnt wooden architectural monuments, as a rule, faceless structures made of glass and concrete grow, at best, the so-called dummies - new things that only imitate the appearance of historical buildings. In the capital of Pomorye, Arkhangelsk, there is also a trend towards demolition and the loss of environmental wooden buildings.

The best examples of the successful development of tourism in the small historical

settlements of the Russian North, along with Veliky Ustyug, are Totma, Kirillov, Belozersk and Yarensk. The tourist flow is growing here, new jobs are being created, additional investments are being attracted, the revenue side of local budgets is being replenished, and new event events are being developed.

A specific problem of small historical towns in the Russian North lies in a significant proportion of the aging wooden fund of valuable environmental development, the loss of which and the corresponding change in the urban historical environment means the erosion of the identity of the settlement. The sphere of cultural and historical heritage (protection of architectural monuments and preservation of authentic appearance) is the main problem of small towns in terms of culture and tourism.



**Figure 6. The territory of the Arctic zone of the Russian Federation - The Kremlin**

Among the small towns of the Arkhangelsk region, Kargopol, Velsk and Solvychevodsk should be especially noted, in which, despite the small tourist flow, the system of tourist information navigation is actively developing in the historical center near the main display objects (Figure 7). The city-museum of Kargopol is the only city in the Russian North that has been accepted into the Association of Small Tourist Cities of Russia and is a venue for bright year-round festivals and celebrations. The city is visited annually by about 10 thousand tourists (Figures 8 and 9).

The Kargopol Museum has prepared a new brand project "Kargopol is the birthplace of the President of Russian America A. Baranov", within the

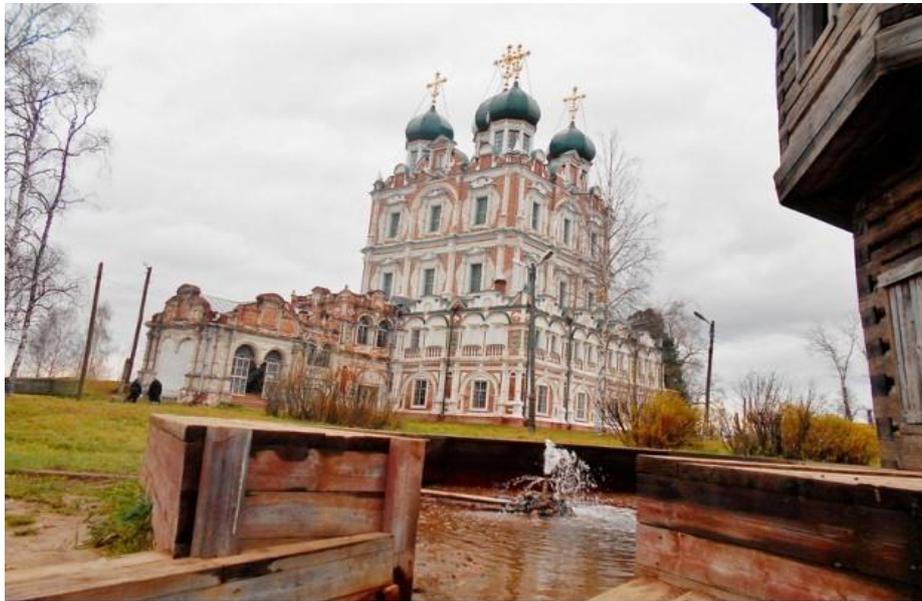
framework of which it is planned to create a cultural and business complex in the historical part of Kargopol, where temple white-stone ensembles and part of the civil buildings of the late 19th - early 20th centuries have been preserved. The most significant object of this project is the museum of Alexander Baranov, the president of Russian America from Kargopol. It is also planned to create a memorial museum-apartment of the Kargopol artist Gennady Kulishov "Artist's House" and the exhibition and trade complex "Gostiny Dvor".

The historical center of ancient Velsk is replenished with new cultural display objects. The park of wooden sculptures of the Tree of Life festival

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was opened, and a pedestrian museum quarter was created on the central square. In 2020, the exposition and exhibition complex “Museum of House Art

Paintings of Povazhye” was opened in the Kichev House, a monument of wooden architecture transported from the outback.



**Figure 7. The territory of the Arctic zone of the Russian Federation Solvychevodsk Vvedensky Cathedral**



**Figure 8. The territory of the Arctic zone of the Russian Federation Kargopol. Nativity Cathedral**

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**Figure 9. Territory of the Arctic zone of the RF AZKargopol. Trinity Church**

And in Solvychegodsk, one of the smallest cities in Russia with a unique mud treatment resort and a powerful cultural heritage associated with the Stroganov dynasty, information stands about the history of existing and lost architectural monuments were installed, a sculpture park of the Kozma Prutkov festival was created, and the first comfortable accommodation facility was opened - a hotel "Merchant".

The former county town of Shenkursk is attractive to tourists not only for its well-preserved historical buildings, but also for its natural heritage - within the city there are several old-aged pine forests on the hilly banks of the Vaga. Because of this feature, the tourist brand of the city was developed - "Pine Holidays in Shenkursk". Potential candidates for joining the ASKDGR are small towns of the Russian

North that have preserved authentic architectural monuments, the original culture of local residents and the traditional historical habitat - Kirillov and Belozersk (Figure 10). In 2020, the candidate cities of Kargopol and Solvychegodsk have already been included in the association. Kargopol in the same year received the status of a UNESCO creative city among the creative cities of the world in the field of crafts and folk art. In Russia, such a high status in addition to Kargopol, they have only two cities - Ulyanovsk and Kazan. This network brings together cities based on creativity: arts and crafts and folk art, music, design, literature and gastronomy. The cities that are part of the UNESCO network define creativity and the creative economy as one of the priority areas in their development.

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**Figure 10. The territory of the Arctic zone of the Russian Federation Kirillo-Belozersky Monastery**

Among the small historical cities of the Russian North, Kirillov occupies the first place in terms of attendance, receiving about 360 thousand tourists a year (of which 66 thousand are foreigners), mainly as part of a water cruise along the Volga-Baltic River, the most popular tourist route in the European North. The economic potential of the Kirillovsky district is 45% formed by the tourism and services sector. Kirillov is one of the three most popular small towns in Russia among tourists. In the summer season, the Gorica pier annually receives up to 500 cruise ships. Several residences of the Arkhangelsk region are included in the federal project "Fairytale Map of Russia". The most famous among tourists are the brands of the former county town of Yarensk, Lensky district, "Motherland of Mother Winter" and "I'll leave everything, I'll go to Yarensk." Despite the transport remoteness of Yarensk, tourist flow to the ancient village has increased from 200 people. in 2012 up to 19 thousand people. in 2022. Unfortunately, the deplorable state of most of the historical buildings of the village does not allow it to count on potential inclusion in the ASKDGR in the near future.

Small and medium-sized cities, especially those with a rich historical heritage, are waiting for simple and quick solutions for their development, a sharp increase in the number of tourists, and hence an increase in income and employment. Cultural and educational tourism is the basis for economic growth and an opportunity for the sustainable development of the historic city. However, one should not expect mass tourism in small towns, especially in cities with

underdeveloped logistics (for example, Kargopol and Mezen). Tourism for such cities will not become a city-forming industry, but can be an important development factor.

Mass tourists, as a rule, choose the most affordable, optimal places to visit in terms of price and quality. Any successful examples of tourism development in the northern towns are associated either with strong branding, mainly using federal resources (for example, Veliky Ustyug), or with a favorable geographical position (for example, Kirillov). Each small historical city should look for its own special zest, which could be the main elements in creating an attractive image of local identity. It is necessary to look for some little things that could become branded products, symbols of the city and which are specific or even unique. For example, in Kargopol there are public wash basins. These are places where people still rinse clothes in river water after washing, and there are specially adapted buildings for this. Absolutely usual thing for a Kargopol citizen, but completely unusual and interesting for a tourist. Even in Kargopol there is a well-known Kargopol toy and "sushchik", dried fish in a special way for cooking fish soup. Perhaps, with good marketing, all these artifacts could become a commercial product, subject to an increase in the tourist flow to the city. Obviously, for successful development, the economy of a small town can only be diversified. Moreover, the accelerated development of tourism and the experience economy as the dominant one carries certain risks for the

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identity of the city. A small town like Kargopol can earn partly from timber processing, partly from agriculture, and partly from tourism (mainly domestic). Sustainable development requires.

In small and medium-sized cities, the departing youth can be replaced by people (for example, creative intelligentsia), who, on the contrary, are ready to leave a large and expensive city, where they already experience discomfort from the high pace of life. How can Kargopol attract them? Calmness, social homogeneity, relatively low cost of living. A mutually beneficial exchange is possible: a big city needs active, young people, and a small city needs creative, calm and mature people. It should be a new economy of services associated with a different workforce, this approach can be effective for small towns. We must try to "sell" the attractiveness of solitude and locality. Places like Kargopol can offer this. In Kargopol it is possible to find your own unique core, which can be a common passion for history, folk culture, crafts or unusual customs. In the conditions of the almost complete destruction of the real sector of the economy of a small historical city, only culture and the creative industry can become a source of sustainable development. This fundamental reversal implies that the result of activity will have a cumulative effect, i.e., it will accumulate for a long time before its visible manifestation, and the increase in income and well-being of the population will not occur at the first stages. The difficult conditions of Kargopol, associated with social conservatism and economic stagnation, together with the surrounding natural landscape and the ancient history of the North Russian lands, make the idea of a reserved northern Russia the most promising. Unification of the interpretation of the medieval history of Kargopol as the center of the Russian North, plus the unification of mythologems with the subsequent creation of museums, schools of arts and crafts, cultural attractions are the most basic direction of turning towards culture in the existing conditions. One of the serious problems of small towns is the low social activity of residents, the lack of effective technologies for involving the population in the development of the city.

In the historical cities of the Russian North, it is necessary to create a comfortable urban environment based on the development of friendly public spaces and new attractions (pedestrian zones, embankments, bike paths, the museum quarter, street art objects and murals, creative installations, small urban sculpture) and tourist information navigation on base for the installation of signs, information boards and stands with tourist maps on historical streets and cultural heritage sites. The stands can display a photo history or legend associated with a particular architectural monument. It is possible to organize pedestrian thematic tourist routes with their application and display objects on information stands with maps and even color marking of routes on the sidewalks (the

best examples are the historical settlements of the Arctic zone of the Russian Federation, the city of Kotelnich). When designing urban cycle paths and cycle lanes, it must be taken into account that they must be safe and separated from pedestrian paths and the roadway. To create a developed cycling infrastructure in cities and use it all year round, we can take into account the positive experience of developing cycling in northern European cities and Russian Almet'yevsk, where people ride bicycles all year round, including winter. The quality of working out a comfortable urban environment directly affects the tourist attractiveness of the city. The formation of profiles of high-quality public spaces is the first step towards the sustainable development of hospitable territories, a necessary factor in the return of the tourist flow. The main principles of open public spaces are: safety (from crime and cars), comfort, availability of points of attraction and activities for local residents and tourists. Public spaces need to be created where they will be in real demand, with good accessibility for people. On a crowded pedestrian street or embankment with saturated places of attraction, investment and tourist attractiveness increases, small and medium-sized businesses are actively developing, and the level of street crime is decreasing. With existing problems with budgetary financing in cities, it is possible to use the innovative method of tactical urbanism in the transformation of urban public spaces. Tactical urbanism is a relatively new concept, introduced into use in 2018. In fact, this is a generalizing term, which describes methods for rapidly changing the urban environment with a minimum of financial resources and the active participation of local communities. Urban designer Eric Reynolds described the term as follows: "Easy. Fast. Cheap". After all, the idea of tactical urbanism is to take part of the territory of the city and transform the urban environment as soon as possible and with minimal effort.

The active participation and interest of the local population in the creation of a comfortable tourist urban environment, the preservation and effective use of cultural heritage, as well as its cooperation with the tourism industry and local authorities is necessary.

At present, the problem of preserving the historical and cultural heritage is acute in Russia, which is often perceived by the authorities, the professional community of urban planners and architects as a serious obstacle to the development of cities. Historical settlements and their borders, which have become the subject of heated discussions, are considered a heavy burden. The leadership of a number of historical settlements is trying by any means to get rid of this status or to replace the federal status of the settlement with a regional one. This desire is due to the ability to resolve all issues of development of the settlement at the regional level without the intervention of federal authorities.

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Development, as a rule, means new construction in the historical center, ignoring the legislation of the Russian Federation in the field of heritage conservation. The real brand of the Russian North is folk wooden architecture. Two types of traditional wooden residential buildings in Rus' predominate here: Russian (three-slope roofs, often with carved architraves and a light) and Finno-Ugric (Northern Russian, with gable roofs).

In order to preserve the most valuable environmental buildings both in rural settlements and in cities, it is necessary to revise the regional registers of CHOs (mainly in the Vologda and Arkhangelsk regions and the Komi Republic) and include them in the list of newly identified protected CHOs. In the Republic of Karelia and the Murmansk region, almost all historical buildings, due to their small number, have the status of OKN. If the building does not have the status of a CHO, the appearance of the house often depends on the tastes of the private owners of the object, which can completely change the historical appearance of the building. If the house is recognized by the OKN and is under the protection of the state, then its owner does not have the right to any restructuring without the consent of the relevant authorities. In large historical cities of Russia, degradation of the urban environment is noted, the demolition of ordinary historical buildings. Our cities are losing their local identity and originality, the memory of the place, the connection between generations is being destroyed. In place of demolished and burned buildings, multi-storey "monsters", new businesses and shopping and entertainment centers in the style of capitalist romanticism (kapromat) and European-style renovations appear. There is a rupture of the integral historical fabric. Valuable and attractive are not individual preserved monumental houses, but a holistic historical environment, a continuous architectural context of the place. The preservation of the architectural heritage is the support of the unique appearance of the urban landscape, its originality and identity. Now in Russia there is no culture of preservation and restoration of historical heritage. In pursuit of momentary comfort or profit in historical buildings, metal doors, plastic windows are inserted, stucco molding and carved decor are knocked down, facades are sheathed with cheap siding. In any old European city, the streets with wooden historical buildings become the center of active city life, a place of attraction for tourists, small businesses with the attraction of money to the city

budget. The potential of Russian historical cities is clearly underestimated. Such beautiful carved lace architraves, as in Russia, are nowhere else in the world. In the cities of Western Europe, wooden carved decor is much more modest than in Russia. Wooden folk architecture is an original Russian style in architecture. Russia gave the world constructivism and a Russian hut. A distinctive feature of Russian historical cities is a holistic urban environment, formed by wooden buildings of the second half of the 19th - early 20th centuries, which demonstrates the national architecture that is disappearing in modern Russia. The wooden architecture of Russian cities of this period is considered by experts to be a unique phenomenon of world culture and a national treasure of Russia.

At the same time, the regions of the Arctic zone of the Russian Federation are among the cities of Russia where unique wooden architecture has been preserved in all its stylistic diversity. It is important to preserve the little that remains in the city, using the positive experience of restoration and reconstruction of such buildings in Irkutsk (Irkutskaya Sloboda, or the 130th quarter) and Tomsk. In order to save wooden Rus', city defenders propose to create clusters where wooden buildings have been preserved, and designate a special status for these territories, which would allow developers to understand that it is possible to build here, attract small businesses, and create conditions for the development of tourism infrastructure (Figure 11). It is also necessary to prohibit the construction of new deeds-duplicates on the site of the burned and demolished originals, because otherwise the monuments will be demolished and set on fire ad infinitum. According to experts, a federal targeted program is needed that will unite the historical centers of the Russian Arctic Zone (Republic of Sakha (Yakutia), Arkhangelsk, Irkutsk and Tomsk). Today it is recognized that the preservation of the architectural heritage is of value not only for culture, but also for the economy of the regions, as it increases their investment and tourist attractiveness.

Arkhangelsk, where ordinary wooden buildings are also being lost, is saved by the fact that the city has a reserved pedestrian street - Chumbarova-Luchinsky Avenue, where samples of folk wooden architecture were transferred in a timely manner, which became a popular object of display for tourists (Figures 12 and 13).

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Figure 11. The territory of the Arctic zone of the Russian Federation - Wooden architecture



Figure 12. The territory of the Arctic zone of the Russian Federation - Pomorsky Arbat (Arkhangelsk city)

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**Figure 13. Territory of the Arctic zone of the Russian Federation Monument to Senya Malina (Arkhangelsk city)**

In order to preserve the remaining memorial houses and give them a new life, the Tom Sawyer Fest festival is being held in the ancient cities of Russia - a public initiative project for restoring the historical urban environment with the help of volunteers and sponsors. Tom Sawyer Fest is a festival for those who want to make the city better, move from words to deeds, tidy up the appearance of the city, pay attention to the value of the historical environment and unite urban activists into an active community. Particular attention is paid to the restoration of wooden houses. Most of the objects of the festival are buildings that do not have a special conservation status of an architectural monument or historical heritage. Andrey Kochetkov, a journalist from Samara, became the ideological inspirer of the festival. The festival was founded in Samara in 2015 and since then has been developed throughout Russia. In 2022 "Tom Sawyer Fest" reached the Russian North. Interesting wooden buildings were chosen in Arkhangelsk, Vologda and Totma for renovation and restoration of facades. For example, in Arkhangelsk, a well-known architectural monument, the Marfin House on a pedestrian street, was chosen for restoration.

To restore the architectural heritage, the Attention Foundation (a charitable foundation for the preservation of historical heritage in Russia) was also created by Ilya Varlamov and Maxim Katz, which provides assistance in raising funds, consults and helps to save cultural heritage sites of our country from destruction. The Foundation is creating a model structure that can raise funds quickly and efficiently and contribute to the conservation and restoration of sites. In the European North of Russia, the Attention

Foundation has begun a public fundraiser for the restoration of the wooden town hall in Sortavala, a club in the village of Ust-Pocha (Kenozersky National Park), a wooden church of St. John the Evangelist in the village of Anisimovo of the AZ of the Russian Federation. In order to preserve the valuable cultural and historical heritage of historical cities and settlements of the Russian North, it is necessary to expand the federal list of historical cities, including ancient cities and settlements in which valuable and integral historical buildings have been preserved. Historical rural settlements of the Russian North with an untouched cultural landscape and unique architectural monuments can receive the status of a historical and cultural reserve or a landmark of federal or regional significance. The preservation of national identity, history and culture, materialized in the architecture of the historical settlements of the Russian North, will contribute to the growth of national identity and love for one's place of residence, continuity in the formation of a comfortable living environment, and the development of domestic and inbound tourism. The most striking example of the successful development of rural tourism in the outback of Russia is the village of Vyatskoye, Yaroslavl region. Entrepreneur, Oleg Zharov, a scientist and philanthropist from Yaroslavl, set the goal of creating mechanisms for the socio-economic development of a unique rural area based on the revival of cultural and historical heritage. The village of Vyatskoye, depressive and "dying", but possessing the most unique cultural and historical heritage, was chosen as a research site. In the village, 114 historical buildings have been preserved per one thousand of the

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population, of which 53 are architectural monuments (Figure 14).



**Figure 14. Territory of the Arctic zone of the Russian Federation Vyatskoe village**

Since 2018, the AZ RF has been implementing a program for the reconstruction of the village in order to turn it into a museum and tourist center. As part of the program, work is underway to reconstruct the buildings of the historical part of the village, as well as the construction of new structures and buildings. First of all, he called the local residents to subbotniks in order to ennoble the appearance and clean the territory of the village from garbage. Sewage, water supply were installed, a hotel, a restaurant, seven museums (including the Museum of Russian Entrepreneurship) were opened in restored buildings. An Orthodox church has been restored, two holy springs have been ennobled. A local brand "Vyatskoe - Cucumber Country" was created. At the moment, the village of Vyatskoye is the most attractive and comfortable village in the AZ of the Russian Federation, a comfortable environment and infrastructure for life and business has been created, and practically without the help of the state and attraction of budgetary funds.

### Conclusion

The study allows us to conclude that the tourism industry in the Arctic zone of the Russian Federation is in the stage of active development. At the moment, it is important to develop competitive innovative tourism products and investment projects. Tourism is actively developing in all regions of the Arctic, there is an annual increase in tourist flow.

Based on an expert assessment of the analysis of the current state, main problems and prospects for the development of tourism in the regions of the Arctic

zone of Russia and the western sector of the Russian Arctic, the economic-geographical and socio-cultural aspects of the sustainable development of the tourism industry have been studied. Emphasis is placed on the most dynamically developing areas and types of tourism. Particular attention is paid to the development of Arctic, environmental, international, cultural, educational, event, cruise and rural tourism in the regions. Among the new trends are gastronomic, industrial, scientific, socially responsible ("volunteer holidays") tourism. Tourism in the northern regions is rapidly diversifying, but in the system of development of the hospitality sector for each territory, a regional strategy for the quality of service is needed, the availability of not only basic services, but also those that increase the attractiveness of the trip through events, the emergence of new attractions, tourist information navigation and improving the quality of the urban environment. It is shown that the COVID-19 pandemic had a significant impact on the development of the tourism industry in 2020. At present, the main tourist destinations are being transformed and tourist flows are being redistributed. During the pandemic and post-pandemic periods, special attention should be paid to active types of natural and ecotourism in sparsely populated places, individual and family tours, car and cycling tourism. Among the new areas of northern tourism after the restrictions are lifted will be digital detox tours (time spent away from the Internet, computers and phones) and plogging.

The main factors contributing to the investment and tourist attractiveness of the regions of the Arctic

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zone of the Russian Federation are identified: the presence of unique display facilities and high-quality infrastructure, geographical location and transport accessibility, tourist potential and branding of tourism centers, the price of a tourist product and its profitability, advertising and informational fame of the region, the level of security for tourists, the level of state support for entrepreneurs.

The main problems of tourism development in the Western Arctic are identified, due to the high cost of tourism and transport services, the underdevelopment of the relevant infrastructure, the lack of ice-class ships, institutional and environmental restrictions. The key problems of northern tourism are also the lack of quality accommodation facilities, the low level of service, the poor condition of the road and transport network, the lack of financial resources for the creation of new display facilities and the restoration of architectural monuments, the inaccessibility of unique territories and the seasonality factor.

To implement plans for the development of tourism in the Russian North, a large-scale modernization and construction of tourism and transport infrastructure is necessary. The lack of infrastructure facilities and their significant deterioration are the main obstacles to the development of tourism.

Tourism is one of the promising areas for diversifying economic activities in small settlements in the Arctic zone of the Russian Federation.

The most cost-effective, competitive and promising for the development of unique tourist and recreational areas of the Arctic zone of the Russian Federation is the use of a cluster approach. Innovative, investment projects in the field of tourism should increase the tourist flow, which, in turn, will attract additional investment in the modernization of infrastructure and the further sustainable development of unique territories, and improve the quality of life of the local population.

A specific problem of small historical towns in the territory of the Arctic zone of the Russian Federation lies in a significant proportion of the aging wooden fund of valuable environmental development, the loss of which and the corresponding change in the urban historical environment means the erosion of the identity of the settlement. The sphere of cultural and historical heritage - the protection of architectural monuments and the preservation of the authentic appearance - is the main problem of small towns in terms of culture and tourism.

The priority strategic objectives for the development of tourism in the Arctic zone of the Russian Federation are formulated, namely:

1) increasing the availability of unique Arctic and northern territories and remote tourism centers for tourists with different income levels;

2) organization of regional tourism and recreation clusters based on the modernization of transport and tourism infrastructures;

3) attraction of investments in the tourism industry in the form of a public-private partnership;

4) a strategy for the global promotion of the tourism potential of the Russian Arctic and the Russian North;

5) the development of competition in the field of transport, the simplification of logistics, the combination of sea cruises with air tourism will make it possible to reduce the cost of travel for those wishing to visit the unique high-latitude Arctic territories and increase the tourist flow;

6) minimization of anthropogenic impact on the natural environment of the Russian North;

7) preservation of objects of historical, cultural and natural heritage;

8) expansion of the list of historical cities and settlements of federal significance, revision and addition of the register of cultural heritage objects of the European North;

9) in the cities of the region, it is necessary to increase the level of comfort of the urban environment through the development of friendly public spaces and new attractions (pedestrian zones, embankments, bike paths, museum quarters, street art objects and murals, creative installations, small urban sculpture) and tourist information navigation ;

10) creation of an attractive image of local identity and branding of tourism centers in the territory of the Arctic zone of the Russian Federation.

The development of tourism in these regions depends on increasing the degree of use of the tourist potential of the region, smoothing uneven distribution of tourist activity on the territory of the republic and increasing the role of organized tourism in the structure of tourist activity.

Various approaches to the classification of types of tourism are considered, the tourist potential for the development in the territory of the Arctic zone of the Russian Federation of such types of tourism as military-historical, active, event, religious, rural, ecological, gastronomic is presented. However, the tourism industry of the Arctic zone of the Russian Federation is not limited to the considered types of tourism, which indicates the need to continue research in this direction. The study of special types of tourism that are developing on the territory of the Arctic zone of the Russian Federation will allow creating a variety of unique tourism products that fully meet the principles of customer-oriented service.

Research and development of the tourism potential of the Arctic zone will help promote the tourism potential and tourist offer to the Russian and international tourism markets, create conditions for the sustainable growth of an organized tourist flow in the Arctic, expand the range of tourist services to meet the needs of residents of the Arctic zone, Russian and

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foreign citizens. The scheme of tour places that are popular for non-resident tourists is shown in Figure 15.

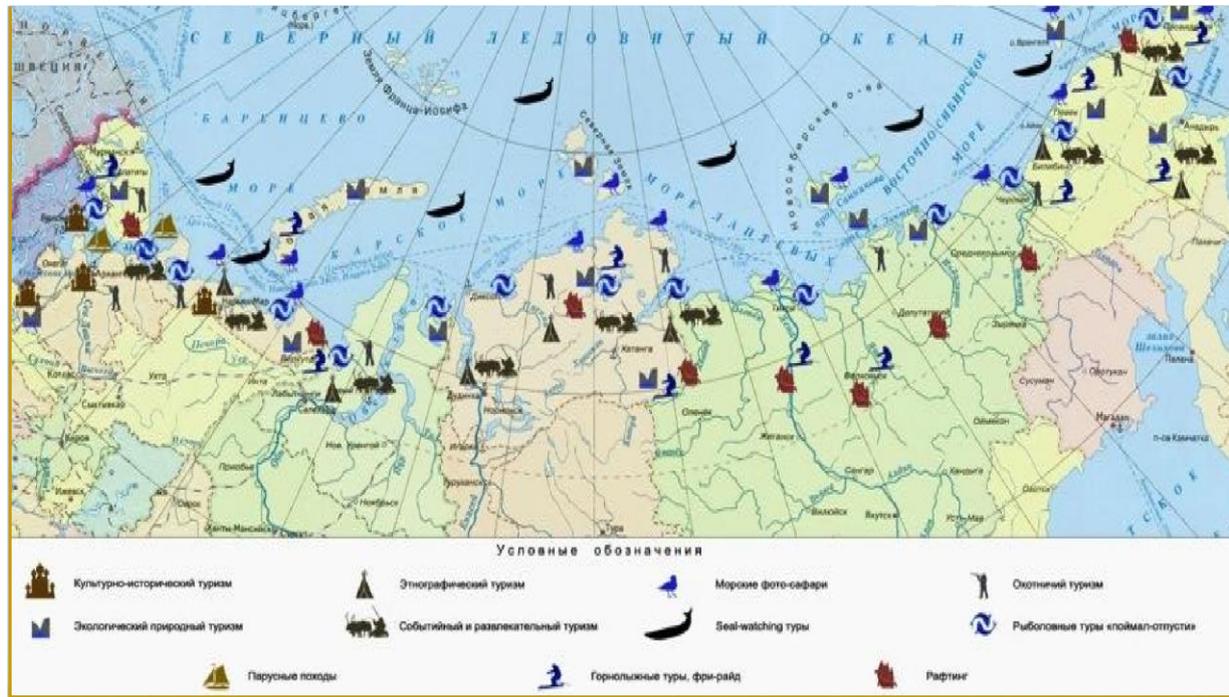


Figure 15. Map of types of tourism / Shevchuk A.V. St. Petersburg, November 2014.

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Article



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## FEATURES OF TOURISM DEVELOPMENT IN THE ARCTIC ZONE OF THE RUSSIAN FEDERATION AT THE REGIONAL LEVEL

**Abstract:** *in the article, the authors consider aspects of tourism as one of the most popular and applicable schemes for the development of cities, including cities located in the Arctic zone. Numerous studies on the theory and practice of creating new tourism routes indicate that this concept contributes to the dynamic spatial development of cities, as well as the solution of a number of socio-economic problems, including increasing the competitiveness and innovativeness of the development of the country's economy as a whole. The purpose of the article is to study the experience of creating smart sustainable cities in the countries of Northern Europe in terms of applicability to solving the socio-economic problems of Russian cities located in the Arctic zone of the country. The article deals with the socio-economic problems typical for the cities of the Arctic zone of the Russian Federation. Particular attention is paid to the study of European experience in creating smart sustainable cities, in particular, the experience of the Nordic countries, which have made the greatest progress in implementing the concept of sustainable tourism in cities, as the basis for the effective functioning of the city and national economy, is considered. The article examines in detail the experience of the cities of Denmark, Sweden, Norway, Iceland and Finland, which have achieved the greatest success in implementing the concept. During the study of the experience of tourism development in the cities of Northern Europe, special attention was paid to the study of the urban concept, goals and objectives of creating popular tourism routes, as well as the main elements and smart city solutions that were implemented in these cities.*

**Key words:** *smart city, smart city elements, smart sustainable city, sustainable development, living labs, open data, Nordic countries, cities of the Arctic zone of the Russian Federation.*

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## Introduction

UDC 379.85:339.44.

Tourism is one of the leading and most dynamic sectors of the world economy, for its rapid growth it is recognized as the economic phenomenon of the century and in the coming years will become its most important sector. The world market for services is an integral part of international economic relations along with the world markets for goods, capital and labor. An increase in the role of the service sector is also observed at the national level, an example of which can be the most developed countries of North America, Asia and Europe. This must be taken into account in the context of the formation of a new model of economic development, since the strategic interests of the Russian Federation are associated with an increase in its export potential and harmonization of the export structure, including by increasing the share of service exports. The development of international tourism is inextricably linked with the processes of integration and globalization, which bring obvious advantages, such as: the expansion of international economic relations in tourism production, the formation of a single information field, etc.

In the countries of the world, tourism plays an increasingly significant role in the formation of the gross domestic product, the development of employment. The tourism sector has a huge impact on many sectors of the economy, including communications and transport, agriculture, construction, production of consumer goods and others, that is, tourism is a kind of catalyst for the socio-economic development of regions. The potential of Russia, according to the estimates of the World Tourism Organization, with a certain level of development of tourism infrastructure, can receive about 40 million foreign tourists a year. However, currently the number of foreign visitors coming for business, tourism and private purposes is 26.85 million, which is well below its tourism potential.

Today in Russia the tourism business is developing mainly with a focus on outbound travel. Until 2014, the majority of travel companies operating in Russia preferred to engage in foreign tourism. But, given the international situation, many travel companies have become more active in offering tours in Russia. Based on the resources available in the country, tourism can and should develop in the regions of Russia. The main goal of the state policy in the field of tourism is to create in the Russian Federation a modern competitive and highly efficient tourist complex that can meet the needs of Russian and foreign citizens in obtaining a variety of tourist services. In recent years, there has been a growing demand for ecological recreation in sparsely populated areas where the natural pristine has been preserved, and, at the same time, there is an originality of ethnic cultures.

Siberia is a very promising region for the development of the tourism industry. Located on the territory of the Arctic zone of the Russian Federation today is one of the most stable regions of the Russian Federation. Thanks to a stable positive reputation, the existing prospects for business cooperation, a favorable investment climate, the interest of domestic and world business in the region is constantly growing and there are all conditions for this. The subject of the study is the problems and trends in the development of tourism in the Arctic zone of the Russian Federation. The object of study is the Arctic zone of the Russian Federation.

The purpose of this article is to consider the possibility of developing measures for the development of tourism in the Arctic zone of the Russian Federation and to express the hope that federal, regional and municipal authorities will be able to show great interest in the development of tourism in the Arctic zone of the Russian Federation in order to create such socio-economic conditions for the population of these regions. to provide them with decent living conditions and remove their desire to migrate from these regions.

In accordance with this goal, the authors formulated the following tasks that could implement their proposals, namely:

- explore the state of domestic tourism in the Russian Federation;
- explore the program-target method of tourism development in the Arctic regions;
- characterize the real state of tourism in the Arctic zone of the Russian Federation;
- assess the real state of tourism development in the Arctic zone of the Russian Federation;
- make proposals for the development of tourism in the Arctic zone;
- to determine the socio-economic investment model for the development of tourism in the Arctic zone of the Russian Federation.

The sources for the study will be both official statistics, including those published on the pages of the official websites of the administration of the Arctic, and our vision on the research topic.

The target consumer of the study can be tourism authorities, potential investors, travel companies offering tours around the region, contractors, consumers who want to travel through the territory of the Arctic zone for the purpose of tourism and recreation and an objective assessment of its condition.

In this regard, the development of tourism at the regional level was studied, for which the current state of tourism in Russia was studied and the program-target method of tourism development in the regions was considered.

A study of the state of tourism in the Arctic zone was carried out, the state of the tourism business and

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an assessment of the real costs of developing tourism in this region were considered.

Measures for the development of tourism in the Arctic zone were proposed, proposals were made for the development of tourism in the regions, and a socio-economic investment model for the development of tourism in the Arctic zone of the Russian Federation was developed.

The Federal Strategy for the Development of the Russian Arctic until 2035 against the backdrop of rapid climate change in the region, the development of targeted programs for innovative economic development of the Arctic, contribute to the intensification of tourism activities in the regions. The tourism industry is becoming one of the drivers in the development of the economy in the Arctic. It was included in the programs for the socio-economic development of the Murmansk and Arkhangelsk regions, the Komi Republic, YaNAO and other subjects of the Arctic zone of the Russian Federation. A similar process is typical for other circumpolar countries of the world, which contributes to the development of international cooperation in this area. The established areas of Arctic tourism include: ecological, business, ethnographic, event, scientific, hunting and fishing, extreme, its structure is constantly expanding, testifying to the demand even during the period of pandemic economic difficulties. At the same time, there was a decrease in the export role of Arctic tourism in 2020-2021, associated with the pandemic, as well as with geopolitical factors. At the same time, despite the difficulties that have arisen, the investment attractiveness of the tourism sector of the economy continues to grow, which is facilitated by the growth in demand for recreation in areas with undisturbed nature not only in Russia, but also in other countries of the world. The Ministry of the Russian Federation for the Development of the Far East and the Arctic in the next 15 years plans to increase the annual number of tourists in the Arctic zone to 3 million people, despite the longer payback period for tourism projects than in the more southern regions of Russia. Note that in Northern Norway, which has a much smaller Arctic space, this number has already been reached. The contribution of the tourism industry to the formation of the GRP of the Arctic regions of the Russian Federation ranges from 0.3% to 2% and gradually decreases as you move from west to east, which is not due to significant differences in recreational resources, but to transport accessibility and the quality of tourist infrastructure. The development of tourism contributes to the improvement of the socio-economic situation in the region: it creates new jobs for young people and the female population; opens up new opportunities for involving representatives of indigenous peoples in this area of activity, while ensuring the preservation of their traditional nature management, etc. The importance of the development of the tourism industry

in the Arctic region encourages the study of its new promising areas, which was the goal of this research. The study was prepared on the basis of the analysis and generalization of thematic scientific publications, own developments on promising types of tourism activities and research in the region. The main study areas were the water area, island territories and the coast of the Barents Sea. A promising direction for the development of Arctic tourism is the polar cruise, which has its own characteristics compared to cruises along the coast of the Arctic, a few of which took place even this year against the backdrop of all kinds of pandemic restrictions. Pole Arctic tourism is developing in the western sector of the Arctic and includes two tourist routes: visiting the North Pole and Hooker Island of the Franz Josef Land archipelago, which is part of the Russian Arctic National Park. In 2021 the possibility of including the cluster of this park located on Severny Island of the Severnaya Zemlya archipelago in this route was studied. A feature of polar Arctic tourism is that it is still unique and is carried out only by the Russian nuclear-powered ship "50 Years of Victory". The duration of the trip is 10-14 days. Despite the harsh natural conditions of high latitudes, the cruise ship provides comfortable accommodation, thematic talks about the nature of the Arctic are held, a festival dedicated to visiting the North Pole, excursions are organized along the O. Hooker ecological trails and a visit to the northernmost post office located on this island, open especially for tourists. Currently, the tourism product is complemented by a virtual educational program, forming the metaphysical image of the Arctic in the representation of different peoples and over different eras. Such a product becomes a unique resource for polar Arctic tourism. Due to the high cost, polar Arctic tourism is currently an export product and is focused on tourists from China, Germany, Japan and other economically developed countries of the world.

The second promising area for the development of Arctic tourism is astro tourism. The main goal of astro tourism is to observe the iconic objects and phenomena of the dark sky, which is possible in the absence of its anthropogenic illumination, the territory of the Arctic belongs to such areas. Interest in astro-tourism is stimulated by the growing process of light pollution that accompanies urbanization. Territories of the distance of astro tourism - astro parks (Dark Sky parks). They have exceptional conditions for observing the sky at night, as well as features of the "night life" of nature (nocturnal birds, mammals, active at night, etc.). Such territories are protected for scientific, educational purposes, as well as an object of natural and cultural heritage, which receive such status from the International Dark Sky Association. The possibility of organizing the first astro park in Russia was studied by us near the village of Teriberka in the Murmansk region in the summer of 2021 (Figure 1), the following were carried out:

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instrumental measurements of the illumination of the sky and visual measurements on the Bortl scale, a landscape description of the territory was made, an initial assessment of the aesthetics of landscapes in promising areas of tourist routes was carried out.

Teriberka is located on the coast of the Barents Sea, which creates excellent conditions for exploring the nature of the Arctic. The territory in the relief represents a small hilly and coastal flat part of the coast of the Teriberskaya Bay. The absolute elevations are 0–177 m, the relief is erosion-denudation, sharply dissected. The climate of the territory is maritime, subarctic. In the landscapes, shrub and shrub-lichen tundras are most widespread; forest-tundra thickets of hypoarctic shrubs, subarctic light forests, coastal meadows, and swamps occupy smaller areas. Remoteness from urban and industrial centers determines the low level of atmospheric pollution, ensuring its transparency, which is conducive to observations of the night sky. On a clear night, light pollution measurements with a luxmeter gave results of less than 1 lux, and on the Bortl scale - class 2, which indicates the absence of light pollution.

Tourist activity can be stimulated by educational tours to observe the phenomena of the Polar day and Polar night, unfamiliar to most Russians, unique bird colonies on the shores of the Barents Sea, visits to aesthetically valuable natural landscapes of the coastal zone and the river valley of the river. Teriberka. The

development of sports tourism is possible - skiing and hiking, diving, as well as fishing tourism. The village is located 130 km east of Murmansk, which can be reached by private or public transport. However, in winter, the only road is often closed due to snowstorms for 3–5 days. In the last 3-5 years, a modest hotel chain (branches of Murmansk hotels, private hotels of local residents) and catering places have appeared in the village.

- expansion of the structure of the tourism product on the basis of further scientific research;
- increasing the export value of new tourism products through active introduction to the international market;
- development of mechanisms to stimulate domestic demand through a flexible tax policy, the development of transport and tourism infrastructure, and broad information support.

The Russian Arctic, which occupies a significant part of the circumpolar space, where more than half of the entire population of the region lives, has all the prerequisites to become the world leader in Arctic tourism, which will contribute not only to the socio-economic development of the region and the strengthening of Russia's geopolitical positions in the Arctic.



Figure 1. Attractive areas for tourists in the Arctic zone.

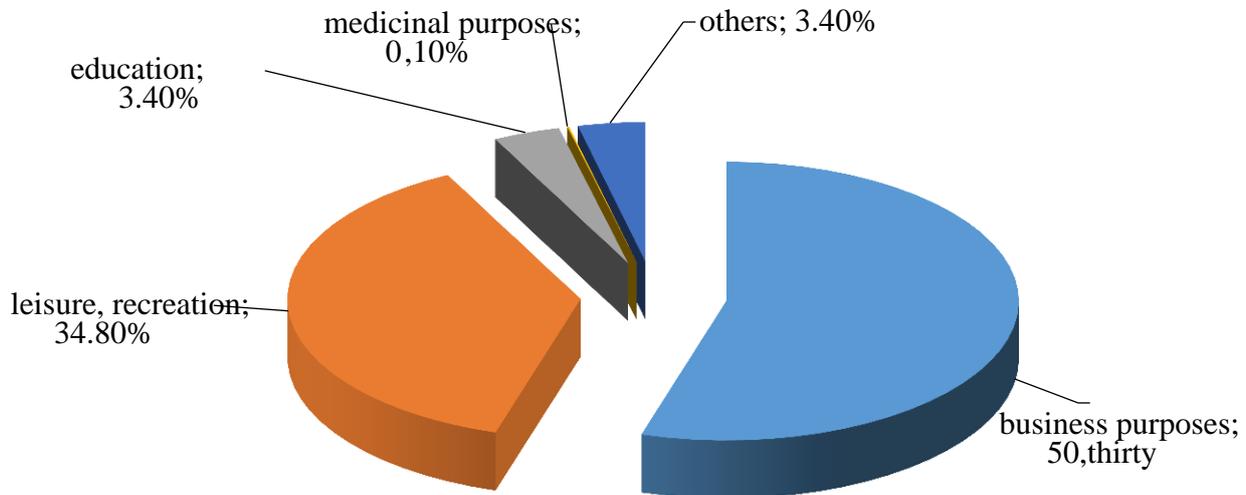
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**Main part**

Among other purposes of trips to the territory of the Arctic zone of the Russian Federation, the guests

named: education and training 3.4%; medical - health trips 0.1%; 11.3% named other goals.

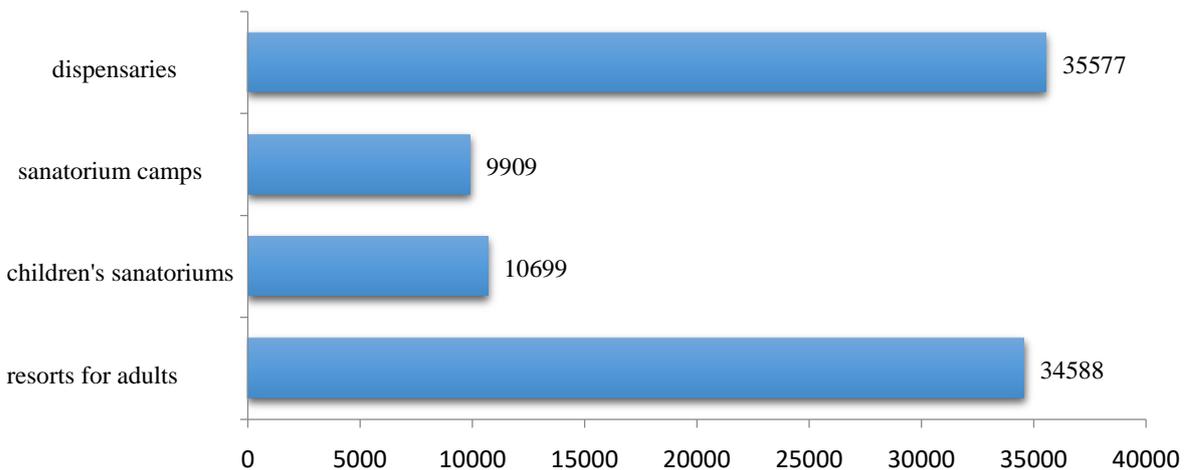


**Figure 2. Goals for visiting guests of the Arctic zone living in accommodation facilities in 2022.**

Among the guests served (Figure 2), 3,290 citizens from the CIS countries were accommodated in hotels in 2022, among which 1,787 people arrived for business purposes, 375 people arrived for recreation purposes. In addition, 4,968 citizens of foreign countries were accommodated, of which 65.3% came for business and professional purposes, 849 foreign guests came for recreation, 466 people came for education and training.

accommodated, including: 34.6 thousand people were accepted by sanatoriums for adults. The total number of overnight stays was 572.11 thousand units; children's sanatoriums accepted 10.7 thousand people; 9.91 thousand people were accepted by sanatorium and health camps, the number of overnight stays in sanatorium institutions amounted to 76.8 thousand; 35.6 thousand people were accepted by sanatoriums, and the number of overnight stays was 490.1 thousand units (Figure 3).

In the sanatorium and resort enterprises of the Arctic in 2022, 90.8 thousand people are



**Figure 3. Number of visits to special accommodation facilities in 2022, persons**

The income of all special-purpose accommodation facilities (rest houses, sanatorium enterprises, camp sites) in 2022 is 1,003.75 million rubles. Among the sources of income, 47% - revenues of the state budget of different levels amount to 469.5

million rubles, 4% - revenues from commercial organizations - 41.23 thousand rubles, the rest of the income was received on the free market.

Thus, summing up the study of the state of tourism infrastructure, we can conclude that the

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collective accommodation infrastructure in the Arctic is not developing enough, there is no balanced approach to the formation of hotel infrastructure in the region. At present, the problem of the lack of comfortable hotels of the category 3 - 5 stars, and tourist class hotels remains relevant. This necessitates the implementation of an integrated approach to the development of tourist and recreational potential in the Arctic zone of the Russian Federation, including hotel infrastructure as an essential element of tourism.

The solution to the problem of developing accommodation facilities consists not only in the construction of new large hotels, but also in the need to attract private housing stock of the population for the organization of "small family hotels". The use of such an approach can quickly and with significant savings in financial resources solve the problem of shortage of accommodation places, in addition, offer the population conditions for obtaining additional income.

In regional policy, priority is given to the development of inbound and domestic tourism, since they provide the greatest contribution to the gross regional product (GRP), create jobs and assist in the development of other sectors of the economy.

An analysis of tourist flows to the territory of the Arctic allows us to conclude that in 2018-2021, the outbound flow from the Arctic regions abroad increased from 80 thousand to 89.7 thousand tourists.



**Figure 4. Dynamics of internal tourist flow to the territory of the Arctic zone of the Russian Federation, thousand people**

Tax revenues to the budgets of all levels for 2022 from business entities in the field of hotel and restaurant business amounted to 426.2 million rubles, which is 2.7% more than the results of the previous year. Including, from the provision of air transport services - 8.6 million rubles, from the organization of recreation and entertainment, culture and sports - 507.6 million rubles (table 1). The forecast for 2023-2024 is to maintain the same positions.

Turkey is the most popular holiday destination for Krasnoyarsk residents. Of the international destinations, China and Thailand remain the most popular due to good transport accessibility, good price-quality ratio, as well as stable climatic conditions. The second most popular direction of outbound tourism is holidays in Russia, where the resorts of Karelia and the Murmansk region are popular due to good transport accessibility. There is a trend towards an increase in the number of tourists in the Republic of Sakha and the Republic of Khakassia.

Recreation within the region also remains a priority, since half of the domestic flow - 12% of all tourists in 2022 rested on the territory of the Arctic zone of the Russian Federation. The total tourist flow of domestic tourism in 2022 increased to 646.1 thousand people (Figure 4).

According to the forms of domestic tourism, the inhabitants of the Arctic prefer active recreation, cultural, educational and recreational recreation to the greatest extent.

According to statistics, the volume of paid services to the population from tourism, hotel and health-improving services in 2022 amounted to 2348 million rubles, which is 3% more than in the previous year. Forecast for 2023 - 2024 - maintaining the same positions.

However, despite the positive dynamics of the development of the tourism industry, there are many constraining factors, such as: insufficient promotion of the region in the tourism market; insufficient development of engineering and transport infrastructure in places of recreation and tourism; weak information base; lack of a database of investment projects; lack of qualified personnel for the tourism sector.

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**Table 1. The volume of tax revenues from tourism in the Arctic**

	Hotel and restaurant business	Air transport services	Leisure and entertainment services	Total
Total by area	426.2 million rubles	8.6 million rubles	507.6 million rubles	942.4
% of total taxes received	45.2%	0.9%	53.8%	100%

The analysis carried out allows us to conclude that the collective accommodation infrastructure in the Arctic is not developing enough, there is no balanced approach to the formation of the hotel infrastructure in the region. At present, the problem of the lack of comfortable hotels of the category 3 - 5 stars, and tourist class hotels remains relevant. This necessitates the implementation of an integrated approach to the development of tourist and recreational potential in the Arctic zone of the Russian Federation, including hotel infrastructure as an essential element of tourism. In the ranking of regions in terms of tourism potential in Russia, the Arctic takes 34th place. The region has a great tourist attraction. In terms of tourist and recreational potential, the Arctic has great opportunities for the development of inbound and domestic tourism.

At the same time, three key types of tourism have the greatest development potential in terms of the volume of tourist flow and the number of jobs created: ski, cultural and educational and sports. A large number of protected natural areas have been created in the Arctic zone, on the territory of which opportunities for ecological tourism can and should be developed. Priority areas in the field of state support for the development of tourism in the Arctic are the support and development of domestic, inbound and social tourism in the Arctic zone of the Russian Federation. Currently, local authorities have begun the process of forming programs for the development of the tourism potential of the Arctic to ensure the growth of the tourist flow by transforming small and medium-sized cities from a transit to a main tourist destination.

Domestic tourism in the territory of specially protected natural areas (specially protected natural areas) of the Arctic is developing to a greater extent in the form of recreation. On the territory of the RF AZ there are active protected areas, on the basis of lease agreements, recreational activities are carried out by 58 users - legal entities and individuals, individual entrepreneurs. So, on the territory of the natural monument of regional significance "Anashensky Bor" recreational activities are carried out by the State Public Institution "Novoselovskoye Forestry" - gazebos - awnings, tables, benches, toilets, garbage containers are installed. During the summer season, the territory was visited by more than 10,000 residents of the Arctic regions.

Within the boundaries of the existing reserve of regional significance "Krasnoyarsky", recreational

activities are carried out by LLC "LesEcoProduct", KGKU "Emelyanovskoye forestry". For the comfortable rest of the townspeople, gazebos with lighting, barbecues, toilets, garbage containers are installed, places for making fires are set aside, there is a play area for children, thematic events are held - celebrating the New Year, seeing off winter, Victory Day. It is planned to build a winter gazebo, expand the children's town. In 2022, the site was visited by 7629 people. Tourism in the form of rafting on the Mana River is carried out by the travel company LLC "Tourism and Service" - gazebos, dry closets are installed in the parking lots, sites for setting up tents, sports grounds, places for making fires, there is a road and path network. For the summer season 2022 more than 1,000 people have used the services.

In the future, it is planned to equip an ecological path and parking lots for the rest of the population visiting the territory of the monument for recreational, environmental and educational purposes.

Measures are also planned for the arrangement of existing trails: strengthening wetlands, mowing tall grass, installing full-house signs at some forks and at the entrances to the territory of the natural monument. The work will be carried out with the involvement of volunteers.

All activities aimed at the implementation of new projects will be covered in the city and regional media in the Arctic.

In addition to these objects, there are a sufficient number of protected areas in the regions that have a high recreational value. Recreational use of protected areas initially requires financial investments. For the organization of tourist and recreational use of protected areas, it is necessary, namely:

- conduct a thorough selection of protected areas containing recreational resources and their zoning;
- equip the territory (arrangement of ecological paths, installation of containers for collecting garbage, preparation of visual propaganda (full houses, information boards, etc.));
- prepare guides, specialists to calculate the maximum allowable recreational loads according to approved methods.

It is necessary to make wider use of foreign experience in integrating protected areas into the economy. Such methods are known and widely used in the West. In particular, it is possible, namely:

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- sale of the PA brand for placement on environmentally friendly goods and products produced in the region;

- development and implementation of mechanisms for the provision of environmental services by staff of protected areas;

- payment for the use of resources and tourism in protected areas;

- development and implementation of mechanisms for attracting extrabudgetary funds to achieve the goals of creating and solving problems of biodiversity conservation, including protected areas.

Currently, an important condition for the effective functioning of any sector of the economy is the interaction of government agencies and business. At the same time, the nature of such interaction, methods and forms differ significantly according to the features of economic relations.

The state is always socially responsible, as it is connected with national interests, while business acts

as a source and engine of development and growth of its own wealth. This type of interaction is called public-private partnership (PPP).

PPP in PAs can be used in various ways, with the most relevant of them being the development of PA territories for civilized tourist visits.

Efficient management, the formation of comprehensive services should be based on the cooperation of authorities and non-governmental entities.

The main subjects of PPP in the production of tourism services are: specially protected natural areas, business, local residents, authorities, non-profit organizations, scientific organizations authorized in tourism matters. Based on the principles of commonality of interests of PPP participants in the framework of the implementation of state policy, each entity has its own tasks (Table 2.).

**Table 2. Characteristics of PPP subjects.**

Partnership subjects	The purpose of the partnership	Partnership objectives
State	Creation of an efficiently functioning tourism services sector	<ol style="list-style-type: none"> <li>1. Development of the concept and development programs.</li> <li>2. Development and adoption of the necessary regulatory legal acts.</li> <li>3. Formation of public tourism infrastructure.</li> </ol>
Business	Making profit from the provision of a complex of tourist services	<ol style="list-style-type: none"> <li>1. Development of tourist infrastructure (guest houses, food outlets, entertainment).</li> <li>2. production of competitive products.</li> </ol>
protected areas	Conducting environmental education, environmental protection,	<ol style="list-style-type: none"> <li>1. Work in compliance with the established maximum permissible loads for the recreation of the territory.</li> <li>2. Ecological training.</li> </ol>
Non-profit organizations	Protecting the interests of tourists and the local population;	To protect the interests of the local population: <ol style="list-style-type: none"> <li>1. Holding public hearings on the construction of new tourist facilities.</li> <li>2. Adoption of the Code of conduct for tourists on the territory of protected areas</li> </ol>
The science	Development of indicators of permissible loads on recreational areas	<ol style="list-style-type: none"> <li>1. Monitoring.</li> <li>2. Assessment of investment attractiveness of territories.</li> <li>3. Assessment of the economic efficiency of tourism development.</li> </ol>

Such a platform could be round tables on the proposed interaction in the service sector. Each PPP subject will present on the site a list of services offered for development in the protected area, taking into account their own resources and planned services that require additional funding (Figure 5). As a result, the wishes of commercial structures will be determined and, taking into account the directions of development determined by the state, representatives of the authorities or the DOOPT will form a draft program

for the development of a specific territory of the protected area, determine the list of necessary infrastructure and the necessary funding.

Such round tables may be initiated by the Directorate of Specially Protected Natural Territories or any other interested organization.

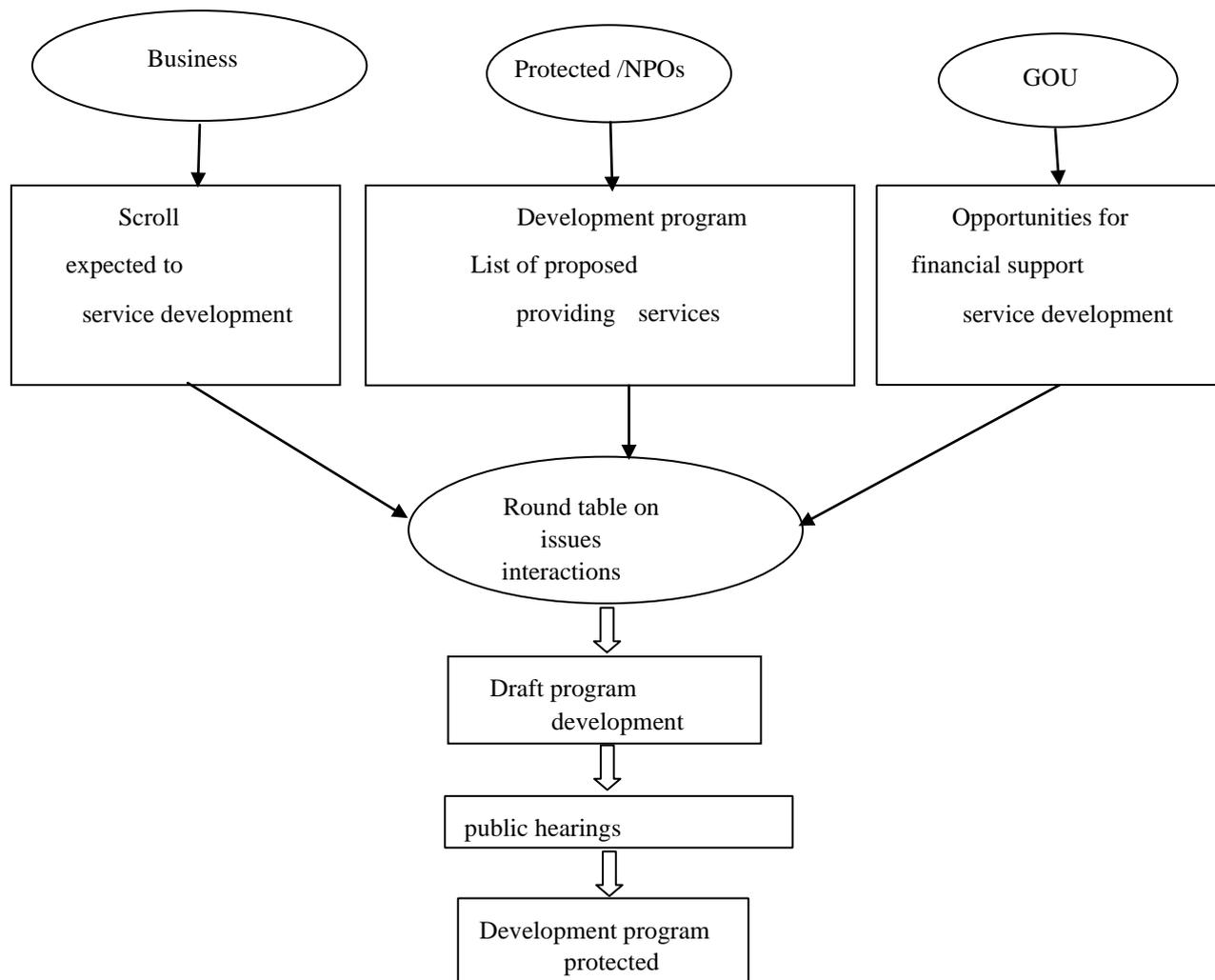
The principle of taking into account the interests of the local population is carried out by the procedure of public hearings - each development program must receive public approval. At the next stage of

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development planning, the subject of protected area management develops a development program for a

specific area, which is a comprehensive plan taking into account all adopted programs.



**Figure 5. Model of interaction between PPP participants at the territory level**

In order to attract the attention of private investors, it is proposed to hold a project competition. The attractiveness of the competition will be given by the participation of the authorities in financing the project of the winner on a parity basis. To identify specific participants in the creation of infrastructure, the project development activities should be discussed in the forums. Based on the results of the forum, preliminary agreements on cooperation are concluded. After that, the program of measures for the development of services in the territory of a particular protected area is approved. Within the framework of PPP, various services can be developed on the territory of protected areas:

folk crafts, guest houses, tourist and excursion activities, collection and processing of dead wood, and other events.

Today, the investment strategies of the tourism sector in the Arctic zone of the Russian Federation are

implemented in the form of attracting direct investment, including foreign ones, as well as through direct and indirect state support at the state, regional or local level. Direct state support is provided through the implementation of federal, regional and municipal targeted programs for the development of tourism and promotion of the tourist product.

The most important form of investment support for tourism is tax incentives at the state and regional levels, preferential targeted investment loans for the development of the tourism industry and infrastructure. Tax incentives, as a rule, are of a general nature and apply to the main business entities in tourism, regardless of ownership, legal forms and types of activities, etc. Such tax benefits include value added tax benefits. Previously, these benefits were of a general nature and were extended to almost all tour operators and some travel agencies that sell services in the international and domestic markets, but after the

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introduction of the second part of the Tax Code of the Russian Federation and to the present, these benefits have a target.

In addition, for some time, tourism organizations were granted benefits at the federal level, including tax benefits on land, advertising, property, customs duties, and others.

But with the introduction of the Tax Code, in accordance with the concept of equalizing the conditions for commercial activities of business entities, the previously existing tax incentives for all enterprises and organizations, including the tourism sector, were gradually abolished.

As a result of the current situation, as an effective investment mechanism to improve the efficiency of the tourism sector, experts proposed to use the principles of state support for entrepreneurship with the status of small enterprises. In the small business sector, comprehensive targeted state (including direct tax) support for business entities is being implemented. In the Tax Code of the Russian Federation, small businesses are the only business entity for which there is a special preferential tax regime. Belonging to small enterprises, in accordance with applicable law, includes enterprises that have, namely:

- average number of employees for the previous calendar year not exceeding 100 people;
- proceeds from the sale of goods, works, services excluding VAT for the previous calendar year does not exceed 400 million rubles. rub.;
- not exceeding the 25% stake in the authorized capital of organizations that do not belong to small and medium-sized entities;
- lack of branches and representative offices.

If these criteria are met, more than 65% of all registered tourist organizations can meet the status of a small enterprise, according to expert estimates.

Obtaining such a status involves the transfer of organizations to a single tax on income at a rate of 15% or a single tax on revenue at a rate of 6%. Compared to the much more severe tax exemption in the area of general taxation, this tax regime for small businesses is a powerful form of investment support for them.

Summing up, it can be concluded that tourism organizations currently have potential access to direct public investment through tax incentives if they have acquired the status of a small enterprise in the prescribed manner.

In order to stimulate the development of social tourism, experts propose introducing a special amendment to the Tax Code, which makes it possible to use the social tourist tax deduction for individuals, by analogy with educational and health services, as well as a reduction in income tax for tourist companies engaged in social tourism.

In general, it can be stated that despite the decrease in direct budget investments, tax support for

tourism enterprises has a stimulating effect on the development of this sector of the economy, but is not decisive. In addition to the above types of direct investment support from the state, various indirect forms of investment are used, namely:

- formation of a positive investment image of the country as a whole and the tourism sector in particular;
- formation of a legal framework for attracting investments;
- development of types of state guarantees to investors;
- reducing the level of potential investment risks;
- creation of an effective financial and credit system;
- implementation of information and infrastructure support;
- assistance in the promotion and implementation of tourist services at the international level and others.

Today, the formation of investment investments by tourist organizations occurs independently at the expense of depreciation deductions, own profits of companies, capitalization of income in the form of dividends, funds of the founders, loans guaranteed by business support funds or their own guarantees and other sources.

A certain volume of direct and indirect investments is made at the level of subjects of the federation or at the level of municipalities. The specified investment support is provided, most often, to tourist organizations with the status of small enterprises, from innovation funds, regional funds for supporting entrepreneurship, as well as domestic and foreign public organizations.

All this proves that there is a need to develop public-private partnerships. To preserve tourism resources, public-private partnerships should be used, which received fundamental support from the Government of the Russian Federation. The use of the public-private partnership mechanism should provide for the state's contribution to the created production through the financing of infrastructure facilities, including the construction of a network of forest roads.

The role of the state can be fully manifested in such sectors as subsoil use, forest management, and water use. Private business will bring its own financial resources, entrepreneurial initiative, human resources, and modern management technologies. It is important to note that the use of public-private partnership methods, provided with a resource base and involved in marketing programs at the federal and regional levels, will be an attractive borrower for domestic banks.

Specialists have compiled a rating list of investment priorities (Figure 6) that must be taken into account when developing business projects and investment programs for the development of

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infrastructure and the tourism industry both at the federal and regional levels.



**Figure 6. Rating series of investment priorities in the tourism sector**

In order to form an investment model for the development of tourism, experts propose the creation of an organization that would be a special form of corporate management of the investment process and perform the task of consolidating investment resources in the tourism sector. According to the plan, the founders of this organization could be the federal tourism administration represented by the Ministry for Economic Development. The co-founders of the organization can also be the tourism administrations of the subjects of the federation, the Federation of Independent Trade Unions of Russia, which is the owner of large tourist property, regional Business Support Funds, the Chamber of Commerce and Industry of the Russian Federation and its regional branches and other interested organizations and funds. As the authorized capital of this organization, shares and shares of tourist enterprises and organizations that are in federal, regional and public ownership, and other funds of the founders, including intellectual property, transferred for management can be used. In the structure of such an organization, a financial and credit unit should be created in the status of a bank or credit union. The tasks of such a corporation will include, namely:

- consolidation of financial resources for direct and indirect support of national tourism;
- implementation and financial services of the target program "Development of tourism in the Arctic zone of the Russian Federation";

- creation of a bank of investment projects and their expertise;
- creation of a bank of potential investors;
- informational and legal support of investment projects and others.

At present, a single coordinated concept of the state investment policy in the tourism industry has not yet been formed in the Arctic zone of the Russian Federation. Some of its fragments are present in various legal acts and programs, including the program "Development of tourism in the Arctic". In this regard, experts are invited to implement the idea of coordinating investment programs, consolidating "inter-program" investment resources, assisting the federal tourism administration in promoting investment projects in the domestic and international markets for investment services. The provisions listed above are the basis of the proposed socio-economic investment model to support tourism in Russia. The main principles of the proposed model are:

- \* formation of investment strategies for the development of the economy in general and the tourism sector in particular;

- \* development of a regulatory framework for the formation of an investment strategy that does not contradict the current legislation;

- \* formation of an attractive investment climate in the country and a high investment rating for the tourism sector;

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\* determination of the most important areas of tourism development that require investment in the first place;

\* conducting a market inventory in the field of tourism to determine the state and cost indicators of infrastructure facilities and the tourism industry;

\* formation optimalny organizational and legal schemes of management and development of new credit and financial structures of national tourism;

\* development of standard guidelines for the preparation of investment proposals, business plans, passports of investment projects, a comprehensive assessment of their effectiveness, to determine the creditworthiness of the borrower of financial resources;

\* determination of forms of participation of authorities in the implementation of investment projects in tourism, as well as non-governmental organizations and funds;

\* use of new investment instruments for tourism through leasing, franchising, factoring, venture investment schemes, etc.;

\* formation of the state system for the implementation of investment support for tourism;

\* development of an effective advertising investment strategy to promote investment projects for the development of tourism;

\* determination of priorities in investment support for tourism in terms of economic and social efficiency;

The development of an investment strategy for the tourism industry should be preceded by the creation of a unified Cadastre of tourism resources and their economic assessment, as well as the construction of science-based investment priorities for tourism

infrastructure elements at the federal, regional and municipal levels.

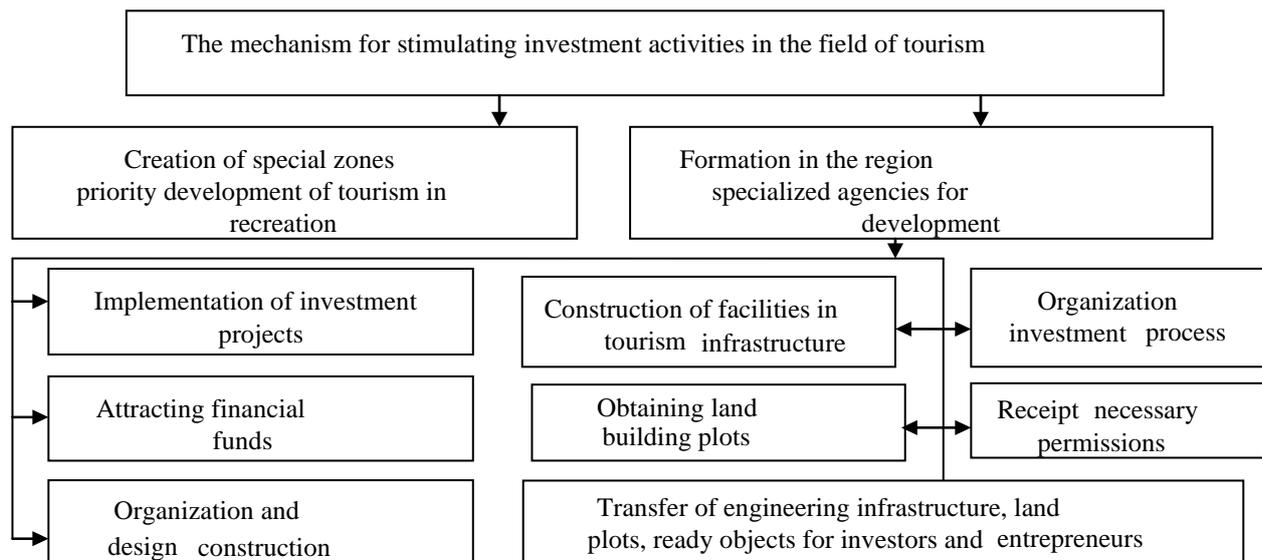
In order to attract investment in tourism, additional mechanisms are needed that can stimulate this activity. Among them, the most effective, namely:

\* creation of special zones with priority development of tourism and recreation, where the most favorable economic regime for investment and business development is established;

\* formation on the territory Arctic zone of the Russian Federationspecialized development agencies that will be engaged in the implementation of investment projects in the field of tourism: attracting financial resources; organization of the investment process; registration of allotment of land plots for development, obtaining the necessary permits; assistance in organizing the design and construction of all necessary engineering infrastructure on land plots with their subsequent transfer for use or ready-made facilities to investors and entrepreneurs.

The mechanism for stimulating investment activity in the tourism industry is shown in Figure 6.

The economic mechanism of special economic zones, which is widely used in the world, has positively proven itself as a fairly effective means of giving the territories an impetus to economic growth. The successful application of the mechanism of special zones for the development of the tourism industry in a number of countries shows the expediency of its use in Russia. In this regard, it seems appropriate to develop a methodology for an integral scoring of socio-economic factors affecting the functioning of the tourism industry in a particular territory.



**Figure 7. The mechanism of additional stimulation of investment activity**

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An assessment of the potential for tourism development showed that of the possible types of tourism developing in the world and in Russia, the Arctic zone of the Russian Federation, in terms of climatic conditions and geographical location, can develop the following types of domestic and inbound tourism: cultural and educational tourism; active tourism; business; specialized, in the development of which it is necessary to direct the main efforts. Today, the tourism industry in Russia receives investments through attracting direct investment, as well as through direct and indirect state support at the state, regional and local levels. Russia has not yet formed a unified coordinated concept of the state investment policy in the tourism industry. In this regard, experts are invited to implement the idea of coordinating investment programs, consolidation of "inter-program" investment resources, assistance to the federal tourism administration in promoting investment projects in the domestic and international markets for investment services. A socio-economic investment model for supporting tourism in Russia is proposed. The main principles of the proposed model are determined, including: the formation of investment strategies for the development of the economy in general and the tourism sector in particular; development of a regulatory and legal framework for the formation of an investment strategy that does not contradict the current legislation; formation of an attractive investment climate in the country and a high investment rating for the tourism sector. It is proposed to develop an investment strategy for tourism in the Arctic zone to create a single Cadastre of tourist resources with an economic assessment,

### Conclusion

Conducted studies of the state of domestic tourism in Russia, which allows us to conclude that at present, interest in domestic tourism in Russia is growing, which is facilitated by the international situation and the value of the ruble against the euro and the dollar. Despite the fact that there is a noticeable increase in domestic arrivals, the main regions of tourist interest remain traditional types of recreation and regions. Currently, there are problems in the development of domestic tourism that need to be addressed: the formation of a high-quality tourism product, the use of a competent marketing strategy to promote the domestic tourism product; use of effective methods and mechanisms for the implementation of advertising and information policy; development of professional training of personnel; active attraction of investments for the development of tourism infrastructure.

Given the trends in tourism development, which is increasingly focused on visiting untouched nature, domestic tourism will develop. To solve the problems of tourism development, a program-target method can

be used. Currently, a tourism development strategy has been developed at the federal level, and tourism development programs have been developed in many regions. Program - target method allows you to concentrate resources to solve a specific problem of tourism.

The analysis of the state of tourism in the Arctic suggests that the infrastructure for the collective accommodation of tourists in the Arctic zone is not developing enough, there is no balanced approach to the formation of hotel infrastructure across the regions. At present, the problem of the lack of comfortable hotels of the category 3 - 5 stars, and tourist class hotels remains relevant. This necessitates the implementation of an integrated approach to the development of tourism and recreational potential in the Arctic, including hotel infrastructure as an essential element of tourism.

In the ranking of regions in terms of tourism potential in Russia, the Arctic takes 11th place. The region has a great tourist attraction. In terms of tourist and recreational potential, the Arctic zones have great opportunities for the development of inbound and domestic tourism, having a high prospect for the development of all types of tourism. At the same time, three key types of tourism have the greatest development potential in terms of the volume of tourist flow and the number of jobs created: ski, cultural and educational and sports. Currently, a large number of protected natural areas have been created in the Arctic, on the territory of which ecological tourism can develop.

An assessment of the potential for tourism development showed that of the possible types of tourism developing in the world and in Russia, the Arctic zone, in terms of climatic conditions and geographical location, can develop the following types of domestic and inbound tourism:

- cultural and educational tourism;
- active tourism;
- business;
- specialized, in the development of which it is necessary to direct the main efforts.

Today, the tourism industry in Russia receives investments through attracting direct investment, as well as through direct and indirect state support at the state, regional and local levels. Russia has not yet formed a unified coordinated concept of the state investment policy in the tourism industry. In this regard, experts are invited to implement the idea of coordinating investment programs, consolidating "inter-program" investment resources, assisting the federal tourism administration in promoting investment projects in the domestic and international markets for investment services.

The paper proposes a socio-economic investment model to support tourism in Russia. The main principles of the proposed model are determined, including: the formation of investment strategies for

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the development of the economy in general and the tourism sector in particular; development of a regulatory framework for the formation of an investment strategy that does not contradict the current legislation; formation of an attractive investment climate in the country and a high investment rating for the tourism sector. It is proposed

to develop an investment strategy for tourism to create a unified Cadastre of tourist resources with an economic assessment, determine development priorities, create special zones for tourism development in the region, and create tourism development agencies in the region.

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Article



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## HISTORICAL EXPERIENCE IN RUSSIA IN OVERCOMING ECONOMIC SANCTIONS

**Abstract:** *in the article, the authors came to the conclusion that “forced autarky has become a powerful stimulus for such an impressive growth,” but it is not necessary and impossible to repeat the experience of overcoming it today. We believe that with Today, the main, principled, long-term line of our state should be to leave the state of autarky and move as quickly as possible onto the tracks of normal economic, above all, cooperation with other countries. Practical significance: the main provisions and conclusions of the article can be used in scientific and pedagogical and propaganda activities for a deeper understanding of the history of industrialization in the USSR and for the search for methods and techniques to overcome autarky, regardless of its origins. At the beginning of the 21st century, a significant difficulty arises in determining the main trend in the development of human society. The 19th century and the beginning of the 20th century were the era of the autarkic struggle, while the second half of the 20th century. - the era of the struggle between two projects of globalization - communist and capitalist. After the collapse of the USSR, researchers begin to talk about the inevitability of one project - the capitalist project of Western liberal democracies. However, the beginning of the 21st century is marked by increased international tension and an increase in protectionist measures, and, in this regard, autarky and imperialism are again on the agenda. Arguing on this topic, the authors conclude about a hybrid of globalization and autarky, as well as a new clash of modern globalization projects.*

**Key words:** *autarky, industrialization, import substitution, collectivization, loans, economic isolation, economic growth, foreign specialists, principles of trade, social policy, globalization, imperialism, civilization.*

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### Introduction

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The current state of the Russian economy, the proclamation of the policy of import substitution is pushing Russia onto the path of autarky, that is,

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towards "self-satisfaction, the creation of a closed, autonomous economy within a separate country." Today, autarky has actually become a weapon of struggle against our country, a means not only of economic isolation, but also of economic strangulation. How to survive in the conditions of an undeclared but ongoing economic and ideological war is the most important problem today. Life, difficult economic circumstances force our state to look for new, even unusual ways of economic development. There is a kind of economic mimicry going on.

Few people know that we, that is, the Soviet Union, already experienced a similar situation, although under completely different circumstances, during the years of Soviet industrialization. But the origins of autarky in the 1920s and 1930s the last century and the present are different. Now this is an element of economic warfare, and by no means the desire of the leadership of Russia and its inhabitants to separate themselves from anyone else. On the contrary, for almost a quarter of a century the new (politically) Russia has been striving to be part of the world economy. Today, no one in the country, being in his right mind, dreams of creating an absolutely independent economy, producing everything by himself and not being dependent on anyone. But during the period of Soviet industrialization, the question was practically raised in this vein. To make the economy of the USSR independent of the capitalists, to produce everything ourselves - these were both the slogans and the practice of being. "Get rid of imports" "We are 50-100 years behind the advanced countries. We have to run this distance in 10 years, or we will be crushed." The 20th century is the era of two opposing trends - autarky and globalization. The category of "autarchy" belongs to such a discipline, as geopolitics, and its popularity among researchers of the early 20th century was due to the complex legacy of the 19th century. By autarky is meant the economic and geographical independence of a region. One of the representatives of the German school of geopolitics - Karl Haushofer - connects autarky with the expansion of living space (Lebensraum), thereby justifying Germany's imperialist war against other states. The militant spirit of Germany at the beginning of the 20th century was due to the fact that this country was late to the division of the world and was interested in changing spheres of influence. In the 19th century, the main concern of the Germans was the unification of their lands and the creation of a single state, while global politics were created by the Russian and British empires, whose confrontation became known as the Great Game. Until the end of World War II, international politics consisted of the struggle of various states for their interests. However, after its end, the situation changes, as the USSR becomes one of the largest economies in the world, with huge political influence on other states. Offering an alternative to the social structure of

Western countries, the USSR became the center of the communist bloc of states, which entered into confrontation with the bloc of capitalist states, in the center of which was the United States. The presence of nuclear weapons in both blocs served as a deterrent, and therefore, instead of a "hot" war, the conflict took on the character of a "cold" war, expressed in a clash of countries controlled by large forces and a diplomatic game. At times, the cold war threatened to turn into a hot one - an example is the Cuban Missile Crisis, during which the world was on the verge of a nuclear catastrophe. Second half of the 20th century in international relations, this is no longer a struggle of states, but a struggle of socio-economic systems and their corresponding ideologies. The USSR and the USA offer two different types of globalization - communist and capitalist.

### Main part

The collapse of the USSR and the subsequent disintegration of the bipolar system led many researchers and intellectuals to the idea that the only possible future of mankind is liberal democracy, which dominates in Western countries. According to this idea, sooner or later a liberal-democratic system will be established in every country of the world. In 1992, Francis Fukuyama announced the "end of history", which is the inevitability of the liberal-democratic path. The idea of democratic transition is becoming popular. The transition from authoritarianism to democracy in Spain, the softening of dictatorships in Latin American countries, and democratization in the former countries of the socialist camp served as an empirical basis for these theories. A common thread in most early theories of globalization is the notion that that globalization is an inevitable and universal process. It brings progress, political and economic freedoms; with globalization, the world will experience fewer international conflicts and economic disasters.

Globalization is an extremely complex concept with many interpretations. On the one hand, globalization can be understood as a global trend in the development of society, on the other hand, as a subjective process, which is an expression of the struggle of great personalities who alone create history. The primacy of the political aspect in globalization is found in the theories of democratic transition, while the economic nature of globalization is expressed in Marxism. There are ideas about competing types of globalization - the clash of civilizations (cultural approach) or the clash of economic systems (Marxist approach). According to the scientist L. A. Musayelyan, globalization is a process of strengthening the economic, financial, technological, political, cultural interconnectedness and interdependence of states (peoples), regions.

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The content of the modern type of globalization is determined by the dominant type of civilization - capitalist civilization. One of the key features of capitalism is its tendency to expand in search of new markets, sources of raw materials and cheaper labor. Following this logic, capitalism draws more and more regions and states into its sphere of influence, "globalizes" humanity, establishing a complex system of relationships in it. Having included various countries in its sphere of influence, capitalism changes their production in such a way that it meets the needs of the modern global system. In this regard, capitalism should be understood not simply as a set of social relations, a set of legal norms, or the economic structure of any particular state. The researcher Immanuel Wallerstein called the modern world system the capitalist world economy. The capitalist hierarchy is dictated by the logic of the international division of labor. The international division of labor is diversity in unity, and it is this that explains the various "national capitalisms" within the framework of one "global capitalism". As the beginning of the 21st century showed, the optimism of the early theories of globalization turned out to be unnecessary. In many countries, there has been a reverse transition (movement from democracy to authoritarianism) and conservation of the regime. The Russian researcher Melville says that the authoritarian regimes of our time can be not transitional, but quite consolidated and well-established. The establishment of a unipolar world not only did not lead to the cessation of wars, but became the cause of new conflicts. The end of the globalization project is often associated with the events of September 11, after which the project of empire takes its place, the essence of which lies in US hegemony in the international arena. However, according to researcher Radika Desai, the events of September 11 served only as a pretext for a change in US policy in the international arena. In essence, the imperial project is a transformed form of the globalization project - it is a globalization that has bared its teeth, a globalization centered on one hegemonic state. However, the militant globalization of the United States has faced a problem that cannot be solved by war. Back in the second half of the 20th century. The United States and China agreed to move part of American production to China. The benefit for China was the development of industry, while the US gained access to cheaper labor. The result was a significant integration of both economies, which, in fact, is a sign of economic globalization. However, in the XXI century. The Chinese economy has shown unprecedented growth, becoming one of the largest in the world. In addition to China and the United States, modern India is also among the largest economies in the world. China and India have become pretender states whose interests conflict with those of the United States. The United States itself, under President Trump, is proclaiming so-called "economic

nationalism." China and India, in turn, choose "self-sufficiency" - jili gensheng in Mandarin and atmanirbhar in Hindi. According to analyst Scott Malcomson, over the past ten years, these three countries, having increased GDP per capita, nevertheless, reduced the level of international trade, which is measured by the ratio of trade to GDP. The politicians of these countries declare their adherence to such principles as "nationalism", "self-sufficiency" and "independence" also because, in their opinion, the implementation of these ideas can ensure the security of states. At the same time, the clash of American economic nationalism and Chinese self-sufficiency has led to a trade war that has hurt both economies. This is due to the high level of economic interconnection between the two states. A natural question arises - does this mean the complete curtailment of the globalization project and the beginning of a new era of autarky and imperialism? Malcomson, mentioned above, calls this model of globalization differentiated globalization and defines it thus: "This new globalization will not be like the old globalization. It will be based on both self-sufficiency and openness, and it will replace [trade] internationalism with nationalism, mercantilism and something close to imperialism." Malcomson notes that differentiated globalization need not be expressed in the aggressive imperialism of the 20th century. Indeed, today's contradictions between states are very different from the struggle for colonies of the era of the Great Game and the struggle of global public projects of the era of the Cold War. However, it also cannot be said that in the current situation there are no conditions for the transition of the conflict into a more violent form. One of the sources of development of modern China is the domestic market. However, China is already showing interest in new markets and is coming to Africa, the Middle East, and Eastern Europe. One of the interests of the United States, in turn, is to reduce the cost of labor. The United States, seeing that China has turned from a simple assembly shop of the Western world into a state claiming international dominance, is seeking to transfer its industrial capacities to other countries of the Far East, such as Indonesia.

These factors in a sense already "know no boundaries": the informational influence of giant media corporations (information factor) extends to the whole world, nuclear weapons (scientific factor) are what keeps the world from starting a new full-scale world war, and the international division of labor, The dominance of the dollar and the digitalization of the economy (an economic factor) only contribute to the integration of various economies into one.

The principles of trade and, in general, the conditions of economic contacts between the USSR and the countries of Western Europe and the USA were also pushing towards practical autarky. Primitively, but figuratively, these principles are

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shown by the well-known expression from the immortal work of I. Ilf and E. Petrov: “In the evening, money - in the morning chairs, in the morning money - chairs in the evening”, i.e. really pay and you will receive your product (car, machine tool, raw materials, tractor, etc.). And if today Russia's refusal to receive various kinds of loans is used as a way of economic strangulation, then in the 1920s and 30s. Who will give money to someone who can nationalize (take away) property (which was done in 1918–1920). Therefore, the Soviet leadership practically did not even try to negotiate loans, and had to find opportunities to get real money (currency) to buy equipment for the mass of factories under construction. From here was born the secret principle “We won't finish it, but we'll sell it” - this is about the sale of bread (grain). Due to the urgent need for foreign currency to buy machinery and equipment for factories and factories being built on a mass scale, collectivization arose.

It can even be argued that the inevitable autarchy of the 1920s and 1930s led to collectivization. The famous grain procurement crisis of 1927–1928. put before the Stalinist leadership the question of how to take bread from the peasants. It could be done economically by setting a real, acceptable price for the bread that the peasants would sell. But then it is necessary to “tie up” with industrialization, because then the money will go to the countryside, and not to industrialization. Under no circumstances could the Soviet leadership agree to this: the question of curtailing or even slowing down the pace of industrialization was never even raised.

And the village, the peasants were sacrificed to industrialization, industrial leap, independent economy (autarky). The implementation of the policy of autarky in Soviet Russia was also facilitated by the historical tradition of previous years, i.e., Tsarist Russia. In fact, Russia until the beginning of the 20th century. was almost the only country in the world that was approaching autarky, that is, it had an economic structure that allowed it to exist independently and fully, regardless of foreign import and export. In relation to the outside world, Russia was largely autonomous, providing itself with many necessary goods, and itself consuming almost everything it produced. High protective duties on many goods, especially actively introduced by S. Yu. Witte, stimulated the domestic economy. Foreign imports did not play a vital role for the country. Russia's share in world imports at the beginning of the 20th century was a little over 3%, which was negligible for a country with a population then equal to a tenth of all mankind. For comparison, we note that most Western countries, having a small population, had a share in world imports many times greater, i.e., they were economically dependent on imports. That is why, by the beginning of the 20th century, a unique economic mechanism had developed in Russia that provided the

country's population with everything necessary and was almost completely independent of other countries. A system of a largely closed self-sufficient economy was formed, the main features of which were self-sufficiency and self-satisfaction, and economic activity for the Russian people was part of a rich spiritual life. The struggle to achieve economic independence was especially active and persistent in the early 1930s, that is, back in the years of the first five-year plan.

In the 30s. An unexpected way to circumvent the economic (and hence technological) blockade and solve the problem of creating an import-independent economy was to invite foreign technical specialists. They were paid very high wages, sometimes 2-3 times higher than the “salary” of their engineers and technicians. They were given more comfortable and convenient housing. The first experience of such invitations dates back to the mid-1920s, but this phenomenon became widespread in the early 1930s. For example, in 1931-1932 about 6 thousand foreign specialists worked in the industry. Their number has been growing every year. In fact, it was a way to overcome a technical or technological embargo, to a certain extent successful.

The mass attraction of foreign specialists was launched in the summer of 1930 at the 16th Congress of the All-Union Communist Party of Bolsheviks, when it was decided to expand the practice of sending Soviet workers and specialists abroad and inviting foreign engineers, craftsmen and skilled workers to the USSR. As part of the movement of international proletarian solidarity, a campaign was launched in support of socialist construction in the USSR. Foreign specialists as experts, consultants, etc. participated in the design and implementation of almost all major construction projects of the first five-year plan. The majority came from Germany and the USA, and the main part of imported equipment was also purchased in these countries.

The most successful example of the use of foreign specialists in the industrial development of the country was the long-term cooperation of the Soviet company "Amtorg" with the firm of an American architect A. Kana (Albert Kahn, Inc.), with whom an agreement was signed in February 1930, according to which Kahn's firm became the chief consultant of the Soviet government on industrial construction and received a package of orders for the construction of industrial enterprises worth \$ 2 billion (this is about \$ 250 billion in prices of our time!). This firm provided the construction of more than 500 industrial facilities in the USSR. A branch of Albert Kahn, Inc. was opened in Moscow. Entitled "Gosproektstroy". Its leader was Moritz Kahn, the brother of the head of the company. It employed 25 leading American engineers and about 2,500 Soviet employees. At that time it was the largest architectural bureau in the world. Over the 3 years of Gosproektstroy's existence, more than

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4,000 Soviet architects, engineers and technicians have passed through it, studying the American experience. The Central Bureau of Heavy Engineering (TsBTM), a branch of the German company Demag.

A. Kahn's firm played the role of coordinator between the Soviet customer and hundreds of Western companies that supplied equipment and advised on the construction of individual facilities. Yes, technology project Nizhny Novgorod Automobile Plant completed by the company Ford, construction - American company Austin Motor Company. Construction of the 1st State Bearing Plant in Moscow (GPZ-1), which was designed by the Kahn company, was carried out with the technical assistance of the Italian company RIV.

Stalingrad Tractor Plant, designed by Kahn in 1930, was originally built in the USA, and then was dismantled, transported to the USSR and assembled under the supervision of American engineers. It was equipped with equipment from more than 80 American engineering companies and several German firms. American hydrobuilder H. Cooper became chief construction consultant Dneproges, hydro turbines for which were purchased from companies General Electric and Newport News Shipbuilding.

Magnitogorsk Iron and Steel Works was designed by the American firm Arthur G. McKee and Co., which also oversaw its construction. Standard blast furnace for this and all other metallurgical plants of the period of industrialization was developed by the Chicago company Freyn Engineering Co.

As we can see, the economic isolation of the USSR in the years under review was very relative. It seems that at that time the Soviet leadership found very successful "workarounds" for the economic blockade. But even today you can follow a similar path. "If they don't let you through one door (financial in our case), you have to go to another" (corporate).

When asked whether the USSR succeeded in the 1930s. to create an economy based on autarky is difficult to answer unambiguously. More likely no than yes". Life itself, the "logic of being" forced to gradually move away from isolation. For example, in the ten pre-war years, about 700 thousand tractors were produced in the USSR, which accounted for 40% of their world production. This, it seems, speaks of independence in the production of tractors. But it is known that at least two-thirds of the machine tools and equipment of the new factories (the same tractor ones) were imported. Abroad in the 1930s the country bought about a quarter of textile equipment, more than half of steam turbines, almost 70% of machine tools and tractors, etc. That is, the country's economic power was forged, including (and possibly to a large extent) with the help of foreign technology. But you can give numbers of another series: the country almost stopped importing agricultural machinery and tractors; cotton imports, the cost of acquiring ferrous

metals from 1.4 billion rubles in the first five-year plan was reduced in 1937 to 88 million rubles.

Paradoxically, the autarky of the 1930s became a powerful stimulus for the enormous growth of industry, literally the industrial leap. After all, you could only rely on your own strength and capabilities. For 1928–1941 Almost 9,000 large and medium-sized enterprises were built in the USSR. During this period, the growth rate of industrial production in the USSR exceeded the corresponding indicators in Russia in 1900–1913 by about 2 times. and amounted to almost 11% per year. In the 30s. The USSR became one of the four countries in the world capable of producing any kind of industrial product. In terms of absolute indicators of the volume of industrial production, the USSR came out on the 2nd place in the world after the USA (Russia in 1913 occupied the 5th place). In 1940, the USSR surpassed England in electricity production by 21%, France - by 45%, Germany - by 32%; for the extraction of the main types of fuel, respectively, England - by 32%, France - more than 4 times, Germany - by 33%; in terms of steel production, the USSR during this period surpassed England by 39%, France - four times, Germany - by 8%. The backlog of the USSR from the advanced countries of the world in terms of industrial output per capita has also decreased.

In general, it can be argued that forced autarky has become a powerful stimulus for such impressive growth. However, this does not mean at all that such a phenomenon can be repeated in our days. The country is different and the people in it are different. But one must know one's own historical experience - negative and positive. Analyzing the possible results and consequences of today's autarky in Russia, it is appropriate to ask the question - who or what will be sacrificed to the inevitable crisis by the current leadership of the country? Obviously everyone will pay. This is not the fault of today's government and authorities in general, but an inevitable consequence of the creation of an autonomous, independent (or rather, slightly dependent) economy. Based on this, today the main task of the country's leadership is to make sure that the "payment" for forced autarky is as less painful as possible.

Is it possible to use for our days the historical experience of existence in conditions of economic isolation, what is acceptable and what is not? In our opinion, little of the past experience of existence in conditions of autarky can be used today. Let's start with the fact that the initial, starting conditions are absolutely different. The Soviet leadership deliberately, systematically and doctrinally created an independent, autonomous economy. Such a policy, as already noted, was dictated by fear of the capitalist encirclement. The slogan "We are a hair's breadth from any invasion" was constant. Then, completely unacceptable options were used today: "brutal savings on everything", the use of forced labor, artificial

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intensification of labor (social competition), the sale of national cultural values, forced loans from the population, unrestrained emission of money (as a result, devaluation), curtailment of many social programs, mass poverty and, finally, the ruin of the countryside, the transformation of peasants into semi-serf states, etc. Russia.

It is inevitable that the number of "simple" (i.e., not rich) people under autarky will grow. Therefore, the state should also seek to increase the "social responsibility of business" as one of the important conditions for painlessly overcoming the economic blockade.

Today, unlike in the 1930s, it is not necessary (and it is impossible without social upheavals) to ruin and humiliate anyone. No need to part with cultural values, no need to revive the Gulag and curtail social programs, no need to strangle people with "voluntary-compulsory" loans. Today, there is no need to slide into a "drunk budget", that is, to receive income from the sale of alcoholic beverages, the sale of which expanded in the 1930s. By the end of the 1920s. income from vodka reached 1 billion rubles and the industry gave about the same amount.

### Conclusion

Summing up, we can say that the modern era is an era in which globalization is an absolute trend, including autarky as an element. The opposition between globalization and autarky is not absolute. Their unity was expressed in the complex processes characteristic of the 21st century. The trend towards globalization exists implicitly in autarky itself: every state that is fighting to expand its living space, or a pretender state that wants to change the configuration of the international division of labor, seeks to "globalize" the world in one way or another. This aspiration exists even if it is not realized by the political elite of this or that country. Despite the statements of American politicians about "economic nationalism", the United States needs the existing international division of labor in the world. Americans want to maintain their dominant position in this system through media influence and economic control over other states with the help of the dollar, which is both the national currency of the United States and the currency in which international trade is carried out. This desire was one of the reasons for the victory of the Democratic candidate in the last presidential election. Modern China also needs globalization, which understands that a large domestic market

cannot always be the basis of the Chinese economy, and sooner or later the PRC will have to face the economic interests of other countries in the international arena. Despite all the conflicts and contradictions, the modern world-system is still a capitalist microeconomics. In this regard, we can say that the modern era is not just an era of globalization, but the era of globalization - in this regard, it is very similar to what happened in the 20th century. The key difference from the 20th century is that modernity is characterized not by the clash of opposing friend of socio-economic systems (capitalism and communism), and the struggle of various forms of the same system - capitalist. And the struggle between the autarchies is being fought over what will be the new hegemon in the capitalist micro-economy of the future.

Naturally, today we need to quickly do what they have been talking about for the last 10 years - "get off the raw material needle in exports." The idea is absolutely banal and obvious. As for the experience of the times of industrialization, it is necessary to point out the propaganda delusion - industrialization was carried out through the sale of grain (bread). This is not entirely true. Here are the figures: The largest revenue for the export of grain was obtained in 1930 - 883 million rubles. In subsequent years, grain prices on the world market fell sharply. The export of a large amount of grain in 1932-1933, when the country was starving and was on the cards, brought a total of 389 million rubles, and the export of timber gave almost 700 million rubles. Only the sale of furs in 1933 made it possible to earn more money than for the exported grain (and after all, grain was bought from the peasants at a very low price).

But today we need to honestly explain to people what awaits them in the near future, and how long the period of forced autarky will continue. This is being done now, but is it enough?

The main, principled, long-term line of our state should be to leave the state of autarky and move as quickly as possible onto the tracks of normal economic, above all, cooperation. Using military terminology, the term "permanent offensive against isolation" can be proposed. Still, the main goal should not be the creation of an independent autonomous economy, as they tried to do in the 30s, but, on the contrary, the use and attraction of all the achievements of civilization in general and modern technologies in particular.

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## PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TOURISM AND RECREATIONAL NATURE MANAGEMENT IN THE REGIONS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

**Abstract:** *in the article, the authors consider the problems and prospects for the development of tourism and recreational nature management in the Arctic region of the Russian Federation. In 1991, eight Arctic countries - Canada, Denmark (including Greenland and the Faroe Islands), Finland, Iceland, Norway, the Russian Federation, Sweden and the United States adopted the Arctic Environmental Protection Strategy (AEPS), and in 1996 they signed the Ottawa declaration and formed the Arctic Council, to provide programs for the sustainable development of the region. Prospects for the further use of the Arctic regions of the Russian Federation and the development of natural resources in the Arctic are formulated in the State Program "Socio-economic development of the Arctic zone of the Russian Federation for the period up to 2035". On the basis of this Program, activities are carried out aimed at the development of the Northern Sea Route, the protection of the natural complexes of the Arctic, the organization of new protected natural areas, Arctic cruise tourism and rational recreational nature management for the sustainable development of the regions of the Arctic zone of the Russian Federation.*

*Arctic and northern tourism, as operational definitions, are still rarely and irregularly used in scientific publications. In practice, tourism is becoming an integral sector of the economy, has a multiplier effect for the development of the social sphere, infrastructure, and other industries. Based on the data of the first National Tourist Rating of 85 constituent entities of the Russian Federation (2022), for the first time a rating of the attractiveness of the regions of the Russian Arctic was compiled, tourism opportunities and threats are analyzed.*

**Key words:** *Arctic, recreational nature management, cruise tourism, protection of natural resources, National parks, sustainable development, Arctic and northern tourism, rating, regions, multiplier effect, opportunities, threats.*

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## Introduction

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Arctic tourism, as a conceptual concept, and even more so as an operational definition, recognized in the paradigm of general tourism and in science by most specialists, has not yet become widespread and is most often used in practice, in management. In the scientific literature, the issues of establishing the first national park (NP) in the Russian Arctic, a multifunctional specially protected natural and historical and cultural territory, organizing sea cruise routes in the Russian Arctic National Park, creating its entire infrastructure for serving tourists were first substantiated in fundamental scientific research. work - the monograph "New Earth" edited by P.V. Boyarsky. Among the main eight areas of international economic cooperation in the Arctic, D.A. Medvedev singled out Arctic tourism in his work (2018). At the same time, he noted the prospects of this direction of tourism: "Arctic tourism is one of the most controversial, but often discussed areas of development of international economic cooperation. The unique historical, architectural, cultural and natural heritage of the Arctic opens up great opportunities for attracting tourists. Over the past five years, there has been a positive growth in the tourist flow, new infrastructure facilities are being built, jobs are being created, and a full-fledged tourist and recreational complex is being formed. Almost all major analytical reports on the development of the Arctic in recent years mention the importance and prospects of this direction." A.S. Vorobieva in her research "Problems and Prospects" emphasized the trend of increasing tourist flows to the regions of the Arctic, which is due to a number of reasons: satiety with traditional species and the need to develop new, previously unseen areas; an increase in the number of lovers of extreme tourism; growing popularity of exclusive tours, including trips to the North Pole, the islands of the Barents Sea. Here, the focus of her reasoning from the standpoint of classical management is aimed at meeting the growing needs of people.

The project "Strategy for the Development of Arctic Tourism until 2035", proposed by the Union "Northern Industrialists and Entrepreneurs", is of scientific and practical significance, the main developer of the proposals is S.V. Kanavin. Domestic experts believe that "tourism in the Russian Arctic can become as popular as in Alaska, Canada, [Norway](#), [Iceland](#) and [Finland](#). To do this, it is necessary to develop and implement in the regions of the Russian Arctic the "Strategy for the development of Arctic tourism until 2035", to single out Arctic tourism as a separate tourist product of both inbound and domestic tourism." World and Russian experience has shown that the most effective and fastest form of tourism

development is public-private partnership, which uses not only budget funds, but also private investors capable of developing inbound ecotourism. The goal of the "Strategy of Arctic Tourism - 2035", according to industrialists, will be the creation of a modern competitive tourist complex of all territories of the Russian Arctic (including protected areas), providing ample opportunities to meet the environmental, aesthetic, educational and recreational needs of Russian and foreign citizens and contributing to the development of the system of protection of natural complexes of the Russian Arctic. The following were identified as the main directions for the practical implementation of the strategy's measures: the development of folk crafts of the indigenous peoples of the North and the Far East; event and ethnographic tourism, creation and development of ethnic settlements; simplification of coordination of routes for ski and extreme tourism; coordinating the issue of liability insurance for travel agencies; development of internal (intracity) tourism for the cities of the Russian Arctic; scientific expeditionary and educational tourism; ecological tourism; introduction of a unified telecommunications system "Electronic Arctic" for the needs of tourism. As a result, the Arctic tourism and recreation cluster should appear and function - this is the publicly expressed position of domestic business. The concept of Arctic tourism has been introduced into the practical circulation of tourism business management.

## Main part

The unique possibilities of the tourism potential of the Arctic, the need for intensive international cooperation make it possible to single out this type of tourism as an independent one. Arctic tourism cannot be developed alone, since the provision of safe tours in the extreme conditions of the Far North (the Russian Arctic is fully part of it) seems to be capital-intensive and requires specific knowledge and competence. It is no accident, therefore, in 2018-2021. The international project "Public-Private Partnership in Tourism in the Barents Region" (BART) was implemented, which was then transformed into the Action Plan for the Development of Tourism in the Barents Region for 2021-2035.

*What is Arctic tourism?* The simplest answer to this question is this is tourism, which is localized directly in the Arctic, in the Arctic region. However, following this logic, one can also single out northern, southern, African, American and other types of territorially oriented tourism. The localization of places for tourist routes in a particular region of the Earth, of course, has its own meaning of binding to a certain territory, to a certain country, has the right to exist in the tourism business. However, more often they still say "Tourism in Africa", "tourism industry in Europe" ... It would be more logical then to study

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“tourism in the Arctic”, “northern tourism” in Svalbard or in the North of Russia, sea cruise routes in the Arctic.

If we talk about Arctic tourism as a scientific and practical definition, then the grounds for its selection are, in our opinion, namely:

*Firstly*, the traditional image of the Arctic itself, as "Terra Incognita" (lat. “unknown land”), which always attracts, attracts, fascinates some part of people, travelers, tourists;

*Secondly*, the uniqueness and peculiarities of the tourist-natural and cultural-historical potential of the circumpolar space, the wealth of cultural and natural heritage, including UNESCO sites, the presence of a significant number of specially protected natural areas (SPNTs) and the waters of the northern seas;

*Thirdly*, the emergence and active promotion in marketing, branding of the tourism business, in the public opinion of such a strong and attractive brand as "Arctic tourism", its development as a sector of the economy that generates income;

*fourthly*, the international significance of the Arctic type of tourism, which requires the cooperation of resources and partnerships for its organization, security and coordination of efforts in the harsh, often extreme conditions of the Arctic region;

*fifth*, satisfaction of spiritual and other needs, motivation, the psychology of the person himself, looking for a drive, strong impressions, a desire to acquire a special tourist product that is radically different from the usual trips to Sochi, Crimea or Cyprus.

Tourism is extreme and psychologically tests human qualities in different situations. In addition, extreme tourism positively characterizes the personality of the tourist himself in the perception of relatives and friends, work colleagues (were at the North Pole, in the Arctic, on the islands where polar bears live, passed the Northern Sea Route, saw bird colonies ...). All this taken together makes it possible to conditionally single out Arctic tourism from other types of tourism as a unique tourist product that is in demand among consumers. This demand is limited mainly only by the client's wallet and the inaccessibility of certain artefacts and beauties of nature in the Arctic.

To understand the meaning of the concepts used, it is also important to clarify the basic concepts of “tourist” and “tourist”, since both of these adjectives are used in the Russian literary language as equivalent. However, in [federal law of 24 Novemberrya 20166 G.#132-Federal Law "On the basics of tourism activities in the Russian Federation"](#) The following basic official business concepts are used, namely:

*tourism* —temporary departures (travels) of citizens of the Russian Federation, foreign citizens and stateless persons (hereinafter - persons) from a permanent place of residence for health-improving, recreational, educational, physical culture and sports,

professional and business, religious and other purposes without engaging in activities related to generating income from sources in the country (place) of temporary residence; tourism activities - tour operator and travel agency activities, as well as other travel organization activities;

*\*tourism internal* - tourism within the territory of the Russian Federation of persons permanently residing in the Russian Federation; outbound tourism - tourism of persons permanently residing in the Russian Federation to another country; inbound tourism - tourism within the territory of the Russian Federation of persons who do not permanently reside in the Russian Federation; international tourism - outbound or inbound tourism;

*\*social tourism*- tourism, fully or partially carried out at the expense of budgetary funds, state non-budgetary funds (including funds allocated as part of state social assistance), as well as employers' funds;

*\*amateur tourism*- tourism organized by tourists independently;

*\*tourist resources*- natural, historical, socio-cultural objects, including objects of tourist display, as well as other objects that can satisfy the spiritual and other needs of tourists, help maintain their livelihoods, restore and develop their physical strength;

*\*tourist product* - a set of transportation and accommodation services provided for a total price (regardless of the inclusion in the total price of the cost of excursion services and (or) other services) under an agreement on the sale of a tourist product.

Using business language and official conceptual definitions, it can be stated that Arctic tourism is this is domestic and international tourism in the Arctic, which is a promising sector of the Russian economy. Arctic tourism is defined as outbound or domestic for citizens permanently residing in Russia; or as an entry permit for foreign persons not permanently residing in the Russian Federation.

*Arctic international tourism* directly localizes the entire region for the provision of a complex of tourist services not only in the Russian Arctic, but also beyond its borders. This is the North Pole, Svalbard (Norwegian Svalbard, Alaska (USA), Norway, Greenland, Iceland, Canada, islands and sea areas of the Arctic Ocean (AO). This situation objectively implies partnership, intensive international cooperation and integration in the field of Arctic tourism. As part of the implementation of the BART project already mentioned above, for example, the collection of general information on the development of the tourism industry in the Barents/Euro-Arctic region was carried out, a comparative analysis was made (from the Latin comparatius—comparative) on the tourism potential of Russian and foreign northern regions, the main problems and prospects for the development of regional tourism were identified, studies were carried out to assess the needs and

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expectations of participants in the tourism market, and a plan of priority actions for the development of tourism was adopted. There is no doubt that tourism activity has the opportunity, despite geopolitical risks, to act in the Arctic as a factor of international partnership, technological modernization of the northern territories.

There is every reason to methodologically and conceptually, along with the Arctic, single out another concept - "northern tourism", interpreting it as a broader concept of tourism resources, the area of sales and offers of tourism products. Northern tourism within the country uses the tourist resources not only of the Russian Arctic, but also of the northern territories of the European North, Siberia, the Far East, which are included in the regions of the Far North of the country and equivalent areas, accounting for 70% of the entire territory of Russia. At the same time, Arctic tourism becomes, as it were, a part of northern tourism, since all land territories of the Arctic Zone of the Russian Federation are completely included in the Far North of Russia. To separate the use of these two conditional concepts in practice in management causes some difficulties, but this must be done, taking into account the peculiarities of Arctic tourism, which were discussed above. The northern tourist routes to Kargopol or Kenozero National Park, Kizhi, Vologda, Krasnoyarsk, Vladivostok, for all their fascination and value perception, do not carry that charge of drive (motivation, need, emotion, inner attraction, pleasure) that Arctic tourism gives. Prices for tourism products of the northern and Arctic types of tourism differ, there are other differences.

In order to distinguish between these two concepts in tourism management - Arctic and northern tourism - it is possible and necessary to conditionally agree on the following. Conventionally, because for the consumer of tourist services, the determining factors are the quality of service, price, attractiveness and drive, which has already been discussed above, and not the scientific or official name of a particular type of tourism. Arctic tourism refers only to the Russian Arctic, including the land territories of the Russian Arctic and the waters of the northern seas that are part of the Arctic Ocean. Northern tourism covers all territories of the Far North of Russia, with the exception of those that are currently (2022) part of the land territories of the RF AZ, determined by the decree of the President of the Russian Federation of May 2, 2018. Naturally, cruise, excursion routes in the northern seas, to the islands in the Arctic Ocean are defined solely as products of Arctic tourism. Tourism products offered on land must already be localized according to the type of territorial tourism.

Obviously, in this case, there is an urgent need for a clear legitimate and scientific and practical definition of the object of research, which involves clarifying such concepts as the Arctic, the Arctic zone of the Russian Federation, the Russian Arctic, the Far

North, the North of Russia. The need for this kind of operational concepts exists not only in science, but also in politics, economics, state and municipal administration, law, and tourism organization. Often one has to deal with the use of these concepts without a clear understanding of their meaning and limits of application, which distorts the essence of the subject. The relevance of the distinction between the concepts of "Arctic tourism" and "Northern tourism" is due to the needs of science, practice, geopolitics.

The Arctic is etymologically derived from the Greek "ἄρκτος", "arktikos"—"northern", "arctos"—"bear", associated with the constellation Ursa Major, occupies a unique geographical position. This is a single physical-geographical region [earth](#), adjacent to the North Pole, which includes the waters of the seas of the Arctic Ocean, numerous islands and archipelagos, as well as the coastal territories of three continents—Europe, Asia and North America, as a result of which this region is also called the "polar Mediterranean". The exhaustive grounds for determining the boundaries of the Arctic are several interrelated approaches, namely:

- 1) the Arctic Circle - 66°33'44"N;
- 2) differentiation of landscapes, zoning, tundra, forest-tundra, taiga;
- 3) July isotherm +100; criteria of Nordenskiöld, Wiese, the value of the radiation balance;
- 4) discomfort of human life in high latitudes: health, harsh natural conditions (low temperatures, snow, frost, polar nights, winds, humidity);
- 5) internal territorial and administrative boundaries of regions, municipalities of the Arctic states;
- 6) ethno-cultural landscape, rights of indigenous peoples, cultural and historical traditions;
- 7) thalassocracy, the access of the Arctic states to the sea coast of the Arctic Ocean with some part of their land;
- 8) rise in the cost of labor, production costs, depreciation of fixed assets;
- 9) quality of life of the population, social cohesion, accumulation and use of human capital.

The Arctic, even in the 21st century, remains "Terra Incognita" for many—unexplored land. If the Arctic is limited from the south by the Arctic Circle, then its area is 21 million km<sup>2</sup>. If the southern border of the Arctic coincides with the southern border of the tundra zone, then in this case its area is about 27 million km<sup>2</sup>. With the zoning of high-latitude territories concepts are used: Arctic, Subarctic and Hypoarctic. According to the nature of the vegetation, the Arctic territories are divided into zones: the forest-tundra, the tundra zone and the zone of polar deserts. The tundra zone includes subzones of the southern, typical, and arctic tundras. Eight Arctic countries occupy more than 26% of the earth's land area; they are home to 7.4% of the total population of the global society (2022); they produce 29.2% of the world's

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GDP of US\$77.8 trillion (2022) according to the World Bank database. If we take not a geopolitical, but only a regional dimension, then the population permanently residing north of the Arctic Circle is generally small: 2.5 million in the Russian Arctic and 2.1 million in the other seven countries combined (2022). In conceptual and theoretical terms, the Arctic interdisciplinary model as a whole includes: the territory and water area of the Arctic,

*Arctic zone of the Russian Federation*, its legitimate status, composition, boundaries of the water area and land, the procedure for making changes has not yet been legally determined (2022). Neither in the USSR nor in the Russian Federation, despite constant attempts, is it possible to adopt an appropriate law, to legitimize the RF AZ, including not only land, but also the waters of the northern seas of the Arctic Ocean, the waters of the Northern Sea Route, and airspace. The concept of the Arctic zone of the Russian Federation appeared by historical standards quite recently. It was established on April 22, 1989 by the decision of the State Commission under the USSR Council of Ministers for Arctic Affairs. The Decree of the President of Russia dated May 2, 2014 dealt exclusively with land. The waters of the Barents, White, Kara, Laptev, East Siberian, Chukchi, and Bering Seas remained outside of it in an uncertain situation. "The Russian Arctic, in the author's understanding, is internal maritime territorial waters, exclusive economic zones of the waters of the Barents, White, Kara, Laptev, East Siberian, Chukchi, Bering seas, the continental shelf, determined in accordance with the UN Convention on the Law of the Sea, the waters of the Northern Sea Route as a historically established national transport communications of the Russian Federation; all lands and islands, both discovered here, and which may be discovered in the future, located in the Arctic Ocean; land northern territories of the constituent entities of the Russian Federation and municipalities on the coast of the northern seas, which have access to the waters of the Arctic Ocean, ensuring the security of the Russian state; air space". The Far North includes the entire Arctic region, and the Arctic is called only a part of the northern territories and water areas.—In the Russian Federation, the concept of the Far North has been used since the 1930s. Until now. Of course, it is necessary to clearly distinguish between the concepts of the Russian Arctic, the Arctic Zone of the Russian Federation, the Far North, the North of Russia, understanding their functions, improving the practice of law enforcement. Then it will be clearer which territories belong to the Arctic, and which—to northern tourism, how best to manage them. The Arctic, like a bright and distant star, has always attracted travelers, tourists, heroes, romantics, polar explorers, scientists, entrepreneurs, military men, fascinated, froze and never let go. The formation of tourism as a sector of the economy may have a

positive impact on the socio-economic development of the Russian Arctic in the future. Tourism in the 21st century becomes the most important sector of the global economy. More than one billion tourists travel to other countries every year. As a result, tourism has become a leading economic sector, accounting for 10% of global GDP and 6% of total world exports." Tourism is a valuable source of livelihood for millions of people, providing one out of every eleven jobs in the world. These figures demonstrate not only economic strength, but also demonstrate the enormous potential and growing ability of tourism to meet the challenges of socio-economic growth, inclusive development and environmental conservation, which is the goal of the World Tourism Organization. The economic significance of tourism is complemented by its global humanitarian contribution to the development of good neighborly relations between countries, to the philosophy of kindness, understanding of the world, and huge opportunities in the field of intercultural relations and communications. Emphasizing the importance of tourism for Russia, N. Andronova, Vice-President of the UNWTO, noted his strength, capable of uniting our huge multinational country, stimulating positive changes in the interests of all Russians, creating new jobs, and investment projects.

The national tourism rating of 85 constituent entities of the Russian Federation was prepared and published for the first time in December 2018 by the Rating information communications center together with the Rest in Russia magazine. The quantitative and qualitative assessment of the regions was carried out according to 9 criteria, namely:

- 1) the level of development of the tourism business (per capita: the total number of places in hotels; the number of residents employed in the tourism sector);
- 2) the turnover of tourist services (the number of rubles earned in the field of tourism—per inhabitant of the region)
- 3) popularity of the region among Russians (in terms of the number of overnight stays in hotels);
- 4) popularity of the region among foreigners (by the number of overnight stays in hotels);
- 5) tourist uniqueness (rating of sights and resorts—according to UNESCO, media materials and expert assessments);
- 6) ecological "health" of the region;
- 7) crime situation (number of crimes per thousand inhabitants);
- 8) development of transport and social infrastructure, provision with cultural objects;
- 9) the popularity of the region as a tourist brand on the Internet (the number of queries in search engines; the number of publications in Russian and English).

The study took into account the opinions of representatives of the expert community, specialists of

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the media group "Rest in Russia" (the magazine of the same name, information portals "Russian tourism" and "Investments in tourism"). For each of the criteria—based on the analysis of open sources and departmental statistics—an appropriate ranking was carried out and tables and a summary were prepared. The first place gave 8.5 points. For each subsequent place, 0.1 points were taken. The first group of the rating included 16 regions that scored more than 50 points and took places from 1 to 16, including Krasnodar Territory, St. Petersburg, Moscow, Crimea, Moscow and Kaliningrad Regions, Karelia, Tatarstan, Primorsky Territory, etc. Development of tourism in them is a priority. The second group of the national rating included 49 constituent entities of the Russian Federation, who scored from 30 to 50 points. In this group, three regions are included in the Russian Arctic

along their entire territory: the Murmansk region, the YaNAO, and the Chukotka Autonomous Okrug. Another 4 subjects of the Russian Federation have their own municipalities in the Russian Arctic: Krasnoyarsk Territory, Yakutia, Arkhangelsk Region, Komi Republic). The third closing group of the rating includes 20 regions that scored less than 30 points, including the NAO.

The tourist rating of the regions of the Russian Arctic with the addition of individual associated subjects of the North of Russia, adjoining their coast to the northern seas (with the exception of the land Khanty-Mansiysk Autonomous Okrug), compiled on the basis of the first national tourism rating (2018), is as follows:

**Table 1.**

Place in national rated 2022	Subjects of the Russian Federation and municipalities that are part of the land territories of the AZ of the Russian Federation by decree of the President of the Russian Federation of May 2, 2018 No. 296, adjacent regions of the Far North of Russia	score	Place in the Arctic ranking
	<b>Russian Arctic</b>		
30	Murmansk region	43.0	1
38	Krasnoyarsk Territory: city of Norilsk, Taimyrsky Dolgano-Nenets municipal district, Turukhansk district (Igarka)	40.7	2
42	Arkhangelsk region: Municipality "City of Arkhangelsk", "Mezensky municipal district", "Novaya Zemlya", "CityNovodvinsk, Onega MR, Primorsky MR, Severodvinsk, islands in the Arctic Ocean	39.6	3
52	Chukotka Autonomous Okrug	34.2	4
54	Republic of Komi: MOurban district of Vorkuta	33.5	5
58	Republic of Sakha (Yakutia): Allaikhovskiy ulus (district), Anabar national (Dolgano-Evenki) ulus (district), Bulunsky ulus (district), Nizhnekolymsky district, Ust-Yansky ulus (district)	32.1	6
62	Yamalo-Nenets Autonomous Okrug	30.9	7
72	Nenets Autonomous Okrug	27.2	8
	<b>North of Russia</b>		
7	Republic of Karelia	56.0	
18	Kamchatka Krai	49.5	
37	Magadan Region	41.0	
51	Khanty-Mansi Autonomous Okrug—Yugra	34.4	

All regions of the RF AZ are in the middle of the National tourism rating, where the Murmansk region is in the lead. NAO is located in the third, closing group at 72nd place out of 85 constituent entities of the Russian Federation. YNAO, occupying 62nd place, also does not differ in the field of tourism. Many subjects of the Russian Federation in the third

group are characterized by a low standard of living, low incomes of the population, and poorly developed infrastructure. In this regard, the NAO and YNAO have better living standards than other regions, but less developed infrastructure and transport accessibility. The indicators of the Krasnoyarsk Territory, the Arkhangelsk Region, the Republic of

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Komi, the Republic of Sakha (Yakutia), obviously, relate to a greater extent not to the Arctic, but to northern tourism, given that these subjects of the Russian Federation are included in the Russian Arctic only partially, at the level of individual municipalities. In tourism management, its multiplier effect is of paramount importance. The emerging new tourist centers are becoming regional growth points in the regions of the Russian North. “The tourism sector, like an umbrella, covers many other sectors of the economy, and this multiplier effect will mean more and more every year. Many regions have the opportunity to add sharply. Together with the infrastructure, it is necessary to restore the reputation of a safe region, which will also take years,”—considers O. Chizhov. Cash flows today really flow after tourists. The key problem is transport accessibility and the price of the tourist product, which is super relevant for the development of tourism in the Arctic (NAO, YNAO, Taimyr, islands in the Arctic Ocean). “And there are two important aspects here, namely:

first of all, the price and amount of transportation costs in the total cost of the tour package, which are often the main factor in refusing to travel around Russia;

secondly, this is the state of the transport infrastructure, first of all, roadside service, servicing large passenger flows.”

The results of the assessment and comparative analysis show that the huge tourist potential of the regions of the Russian Arctic is not yet fully used. Favorable opportunities for the development of various types of tourism have *Murmansk region*, where they develop: sport fishing and hunting;

ecological, water, mountain, mineralogical tourism; climbing, skiing, diving, hiking, skiing and cycling. Here you can relax in the wild corners of the taiga and tundra, on the banks of very clean rivers. There are historical monuments and museums in Kola, Kirovsk, Pechenga, a geological museum in Apatity. Near Umba, Ponoj and Kharlovka, several ancient Babylon labyrinths were discovered. On the Rybachy Peninsula, in the middle reaches of the Ponoy River and on the Kanozero, rock paintings of the Stone Age were found. Famous Sami monuments on the Imandra, the Museum of Sami history and life in the village of Lovozero, sacred places of the Sami: mountains, lakes, rivers and islands. The main cultural monuments of Russian Pomors are located on the Tersky coast of the White Sea. The most famous of them—wooden church of the Assumption in the village of Varzuga—a hipped-roof temple, characteristic of Russian northern architecture, in which an old carved iconostasis has been preserved. Since July 2012, construction work has been underway in Murmansk to reconstruct the pier of the far lines of the sea station as part of the Arctic Harbor project to receive cruise ships and ferries. In the Comprehensive Plan for the preparation for the 100th anniversary of the city of Murmansk for 2012-2016. includes activities totaling more than 28 billion rubles. The Murmansk tour operator company Nordmorservice Travel LLC is engaged in the organization of cruise ship calls here. The Moscow company Special Travel Club has been conducting sea cruises on chartered Russian ships since 2010. An analysis of the proposed tourist products for 2023 shows that cruises to Greenland and Svalbard predominate.

**Table 2. Analysis of the proposed tourist products for 2023 to Greenland, Svalbard, West Greenland**

<i>Dates, cruise</i>	<i>Duration</i>	<i>Vessel</i>	<i>Price</i>
May 24—June 1, 2023 Svalbard	9 days	<i>Quest</i>	from \$ 5 690
June 13—June 20 "Secrets of the White Sea"	8 days	<i>Silver Explorer</i>	from \$ 9 250
June 23—July 5, 2023 "Around Svalbard"	13 days	<i>sea adventurer</i>	from \$ 7 295
August 03—August 16, 2023 Sea cruise on	14 days	<i>L' Austral</i>	from \$ 7 170

**West Greenland**

Special also offers cruises to the west coast of Greenland, South and North Svalbard in 2023; 10 cruises around Svalbard; 5 cruises to the North Pole with a visit to Franz Josef Land (the cost of tours is from \$26,995 to \$27,995 on the 50 Let Pobedy nuclear-powered ship); 3 tours along the Northern Sea Route (from \$19,800 to \$29,995) on the ships Kapitan Khlebnikov and Akademik Shokalsky; 1 tour along the North-Western Sea Route (\$20,695). What will be, at the same time, the real demand for these cruises in 2023 - time will tell. The cost of tours for Russian groups to the regions of the Arctic zone of the Russian Federation in the context of a massive devaluation of

the ruble seems to be quite high, designed for a segment of people with a high level of income. Of course, the high cost of sea cruises, depending on the tour operator, ship class.

In Arkhangelsk region there are more than 10 thousand monuments of architecture, archeology, history and culture, including 1,421 monuments of federal significance. More than 150 tourist routes, excursions, interactive and educational programs are being implemented. The development of tourism here seems to be a very promising line of business. In 2022, 136 tour enterprises (including tour agents and tour operators) were registered in the region. If in 2020 the Arkhangelsk region was visited by 338.1 thousand

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people, then in 2021 - 379.5 thousand people, in 2022 - 390.8 thousand people. The leaders in terms of taxes and fees from tourism enterprises in 2022 were Arkhangelsk — 58.5 million rubleš and Severodvinsk — 35.2 million rubleš, which are part of the RF AZ. The seaports of the Arkhangelsk region received 23 cruises in 2022. Rural, cultural, educational, children's, medical and other types of northern tourism, including social. In 2022, tours around the region were organized for 33 thousand schoolchildren, more than 110 thousand children visited museums of regional significance.

International tours to the Russian Arctic National Park are popular. In 2020, the "Russian Arctic" was visited by 865, in 2021—1005, in 2022—688, in 2023 (expected)—738 people. In the summer of 2022, 1,225 tourists from 41 countries visited here, which was a record attendance for the entire existence of the institution. Traditionally, most of the visitors are from China—277 people or 23%. Tourists from Russia made up only 6% of the total. Of the 11 cruises in 2022, seven were made to the North Pole with a call to Franz Josef Land (FJL) on the nuclear icebreaker 50 Let Pobedy; three—on the ship "Sea Spirit" on the route Svalbard—Franz Josef Land—Svalbard. Another voyage on the Bremen cruise ship was carried out along the Northern Sea Route, calling at Cape Zhelaniya Novaya Zemlya and Franz Josef Land. In order to facilitate the registration of foreign ships with tourists from other countries arriving for tourist purposes on the territory of the state nature reserve of federal significance "Franz Josef Land", Rostourism and the Ministry of Transport of Russia have achieved

changes in terms of changing the boundaries of the Arkhangelsk seaport by establishing its outer roadstead in the bay Severnaya, Dezhnev Bay, Alexandra Land Island, on the Franz Josef Land archipelago, which accelerated border procedures. "Now we are organizing a permanent customs checkpoint in Arkhangelsk. Besides, we are working on the potential use of the military airfield under construction on the island of Alexandra Land for civilian purposes, for the delivery of tourists." The real pearls of tourism are the objects included in the UNESCO World Cultural and Natural Heritage List. Of the 26 Russian cultural and natural UNESCO sites, three are Arctic tourism products, and four related to northern tourism, namely:

- 1) cultural and historical ensemble "Solovki Islands" since 1992;
- 2) Wrangel Island in the Chukotka Autonomous Okrug since 2004;
- 3) the Putorana Plateau in the Krasnoyarsk Territory since 2010;
- 4) Kizhi churchyard in the Republic of Karelia since 1990;
- 5) virgin forests of Komi, Northern Urals, since 1995;
- 6) Lena Pillars in the Khangalassky Ulus of the Republic of Sakha (Yakutia) since 2012;
- 7) Volcanoes of Kamchatka in the Kamchatka Territory since 1996.

The Solovetsky Islands and Wrangel Island, located in the Arctic Ocean, are undoubtedly one of the most attractive objects of the sea route (Figure 1)

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**Figure 1. On the Solovetsky Islands: Golgotha on Anzer; canals connecting the lakes.**

Tourism in Solovki began to develop in the late 60s of the XX century, when the Solovetsky Museum-Reserve was created there (1967). The Solovetsky archipelago, as well as the five-kilometer water area

of the White Sea, are included in the PAs – FGU ["Solovetskystate historical-architectural and natural museum-reserve"](#). It manages more than 1,000 objects of cultural and natural heritage in chronological terms

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from the Mesolithic (5th millennium BC) to the present day. Currently, the state is modernizing the entire infrastructure of Solovki, including housing and communal services. Unfortunately, super attractive back in the twentieth century sea cruises from Arkhangelsk to Solovki have not been revived to date.

On the Arctic islands of Wrangel and Herald in the Chukotka Autonomous Okrug, the first Arctic reserve of Russia operates (1976). Musk oxen were brought here from the island of Nunavik. There is also a unique place of concentration of polar bear ancestral

dens, white goose colonies, reindeer herds, and walrus rookeries. In the development of Arctic tourism, the possibilities of the existing resource potential of specially protected natural areas (SPNA) are far from being fully used. Practically, in each subject of the Russian Arctic, the North of Russia there are potential opportunities and prospects for the development of various types of tourism, using the huge potential of protected areas as a key basis for such activities (table 3).

**Table 3.**

No.	Protected Areas: National Parks, State Nature Reserves (SP) and Wildlife Sanctuaries	date of creation
<b>Russian Arctic</b>		
<b>Murmansk region</b>		
1	FSBI "Kandalaksha State Reserve"	1992
2	Lapland State Natural Biosphere Reserve	1930
3	FSBI Pasvik State Nature Reserve	1992
<b>Arhangelsk region</b>		
4	National Park "Russian Arctic"	2010
5	National Park "Onega Pomorie"	2013
6	Feder State Nature Reserve. Meanings "Franz Josef Land"	1994
<b>Nenets Autonomous Okrug</b>		
7	Federal State Budgetary Institution "State Nature Reserve "Nenets"	1997
8	Regional nature reserve "Vaigach"	2007
9	State natural reserve of federal significance "Nenetsky"	1985
<b>Komi Republic</b>		
10	National park "Yugyd va" (subpolar Urals)	1994
<b>Yamalo-Nenets Autonomous District of the Tyumen Region</b>		
eleven	FGBU State Natural Reserve "Gydansky"	1996
12	Federal State Budgetary Institution "Verkhne-Tazovsky Nature Reserve"	1986
<b>Krasnoyarsk region<sup>12</sup></b>		
13	Federal State Reserve "Great Arctic"	1993
14	Federal State Enterprise Reserve "Taimyrsky"	1979
15	Federal State Enterprise Reserve "Putoransky"	1988
<b>The Republic of Sakha (Yakutia)</b>		
16	Federal State Budgetary Institution State Enterprise Reserve "Ust-Lensky" (village Tiksi)	1985
<b>Chukotka Autonomous Okrug</b>		
17	Beringia National Park	2013
18	Federal State Enterprise Reserve "Wrangel Island"	1976
<b>North of Russia</b>		
<b>Arhangelsk region</b>		
1	National Park "Kenozersky"	1991

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2	Federal State Budgetary Institution Pinezhsky State Nature Reserve	1974
<b>Vologda Region</b>		
3	Russian North National Park	1992
4	Federal State Budgetary Institution "Darvinsky State Reserve"	2003
<b>Republic of Karelia</b>		
5	National Park "Vodlozersky" (in Karelia and the Arkhangelsk region)	1991
6	National Park "Kalevalsky"	2006
7	Paanajärvi National Park	1992

Federal State Budgetary Institution "Joint Directorate of Taimyr Reserves" Big Arctic, Taimyrsky, Putoransky and Purinsky reserve are located in Norilsk.

8	State Reserve "Kivach"	1931
<b>Komi Republic</b>		
9	State Biosphere Reserve Pechoro-Ilychsky	1930
<b>Khanty-Mansi Autonomous District of the Tyumen Region</b>		
10	Federal State Budgetary Institution "Yugansky Reserve"	1982
eleven	Verkhne-Kondinsky State Nature Reserve	1971
<b>Krasnoyarsk region</b>		
12	Shushensky Bor National Park	1995
13	State Nature Reserve "Stolby"	1925
14	Sayano-Shushensky State Natural Biosphere Reserve	1976
15	Federal State Budgetary Institution "Reserve "Tunguska"	1995
16	FGBU GPBZ "Central Siberian"	1985
<b>The Republic of Sakha (Yakutia)</b>		
17	State Budgetary Institution of the Republic of Sakha (Yakutia) Natural Park "Lena Pillars"	1995
18	State Nature Reserve "Olekminsky"	1984
<b>Magadan Region</b>		
19	Federal State Budgetary Institution Magadansky State Reserve	1982
<b>Kamchatka Krai</b>		
20	FGBU State Reserve "Koryaksky" (as a result of the reorganization of 2015, part of the Kronotsky State Natural Biosphere Reserve	1995
21	Federal State Budgetary Institution "Kronotsky State Natural Biosphere Reserve"	1934
22	State Natural Biosphere Reserve "Komandorsky"	1993

Table 3 shows the SPNAs related directly to the Russian Arctic, as well as the SPNTs of the part of the constituent entities of the North of Russia associated with the RF AZ. Part of the above-mentioned protected areas of the North has direct access to the seas and prospects for the development of sea tourism. State Natural Biosphere Reserve "Komandorsky" named after S.V. Marakov, for example, is the largest marine reserve in Russia. The area of its protected marine area is more than 3 million hectares, which is equal to the territory of European Belgium. "Commander"—the only place in the country where

annual and year-round observations of [cetaceans](#). By now, the Beringia National Park, newly created in 2013, with a total area of 1.8 million hectares, has appeared among the marine protected areas. Twelve out of fifteen cetaceans are under international protection. Bowhead and gray whales are distributed according to the native quota by the International Whaling Commission to the indigenous people of Chukotka—Eskimos and Chukchi. Known archeological sites—"Whale Alley", the Ekven burial ground, the "Paipelgak" dwelling, but more than two hundred still keep the secrets of millennia in

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anticipation of archaeologists and ethnographers. The sea is gradually taking away, while part of the material culture. On the coast of the White Sea, the NP "Onega Pomorye" was created and is functioning (2013).

The main attraction of northern tourism in the Komi Republic is considered to be the "Virgin forests of Komi", including the areas of the Pechoro-Ilych state state natural reserve "Komandorsky", the biosphere reserve and the national park "Yugyd va", as well as their buffer and protected zones. They are part of the first Russian UNESCO natural heritage site "Virgin Komi Forests". The Komi Republic has also recently received the status of an Arctic link in the Silver Ring of Russia, which is a system of regional and interregional routes that have a common strategy for socio-economic development and organization of tourism and recreation in the North-Western Federal District.

In the Nenets Autonomous Okrug, the Vaigach nature reserve—the only one of its kind "sacred island" of the Nenets ethnic group, where the indigenous peoples worship their deities, ask them for "permission" to hunt fish and animals. Many sanctuaries of Vaygach have a more ancient history (the Nenets settled the island in X—11th century). For centuries, the paths of many peoples of the North, Siberia and Eastern Europe crossed in these places. Objects dating back to the 3rd-2nd centuries BC were found here. BC. There is a complex of canyon valleys, rocky islands and intricately dissected shores called the Vaigach Skerries. However, as already noted, a constraining factor in the development of tourism in the Nenets Autonomous District is largely the low level of infrastructure development, the road and transport network. The main and only transport, as in many other subjects of the Russian Arctic, remains expensive aviation. Possessing a solid tourist potential, Naryan-Mar has not yet been able to fully transform its facilities into affordable regional tourism products. Positive steps in this direction were taken in 2021. Advertising and information tours "Discover your Arctic" were held.

Permanent work in the field of northern tourism is carried out by the authorities and administrations of the Republic of Sakha (Yakutia), where the annual flow of tourists is still only about 150 thousand people. The image of this republic as a region favorable for tourism is promoted by the tourist information and reference portal Khorsun Travel. His mission—attracting the largest number of tourists, making a profit and replenishing the local budget through the system of taxation of tourism business entities. Tourists from all over the world are attracted by the Lena Pillars natural park, which is located at the junction of three botanical and geographical regions: the Krasnoyarsk forest-steppe, the mountain taiga of the Eastern Sayan Mountains and the sub-taiga of the Central Siberian Plateau with a total area of 1.3 million hectares. An attractive project of

Rostourism and the authorities of Yakutia is the organization of diamond tours - sightseeing trips to the region through the purchase of jewelry. Tourists visit jewelry factories, watch how precious stones are cut and jewelry is made. Diamond tours will pay off if the total cost of the plane ticket and accommodation (2—3 days) for one visitor will be a maximum of 40 thousand rubles. At the same time, tourists for a free trip must purchase jewelry for at least 200 thousand rubles. Only then will the trip pay off. Such tourism is designed for the most part for wealthy foreign and domestic tourists. In general, positively evaluating the existing strategic long-term opportunities for the development of the Arctic tourism business, it is necessary to take into account the optimal capacity of protected areas to receive a certain number of tourists from all over the world from the standpoint of ecology. It is very important not to harm nature, not to destroy unique natural and cultural objects, given the low level of environmental education and culture of some of the tourists. Therefore, the administrations of protected areas quite reasonably introduce various kinds of restrictions, regulates the number and behavior of tourists and pilgrims. Special attention should be paid to visits to impact areas and ecological hot spots. It is also very important to ensure the safety of the tourists themselves.

One of the main problems hindering the development of tourism in the northern territories is their inaccessibility, high prices for transport services. Norilsk, for example, can be reached from the seaport of Dudinka or fly to Norilsk by plane, and from there to the Putorana Plateau. An hour of flight by plane in the north of the region, where the UNESCO site "Putorana Plateau" is located, until recently cost 200 thousand rubles. In addition, the Norilsk industrial region is ecologically one of the most polluted, impact regions of the Arctic. However, not far away is the unique Putoransky State Nature Reserve (680 N), which combines the subarctic and arctic belts, taiga, forest tundra and the arctic desert within its territory. There are more than 25 thousand lakes, which constitute the largest reservoir of fresh water in Siberia after Baikal and are very similar to the Norwegian fjords, only among the land; many waterfalls, including the highest in Russia (108 m). Attractive places for tourists, there is something to see, but expensive.

\* huge tourism potential, a variety of natural and cultural resources to meet the needs of various categories of visitors when creating tourism products, organizing tours, cruises, excursions;

\*the unique flora and fauna of the northern land territories, the Arctic islands and the waters of the Arctic Ocean makes it possible to implement attractive tourist routes, sea cruises with a demonstration of wild animals in natural conditions (polar bears, walruses, bird colonies, etc.);

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\* the current network of national parks, nature reserves and reserves, the presence of UNESCO World Cultural and Natural Heritage sites contribute to the attractiveness (attractiveness) of tourism products, the development of inbound tourism;

\* the trend of increasing consumer interest in ecological, ethnographic, sports, amateur, sea and other types of tourism in the Arctic and in the North of Russia, both from foreign and domestic tourists;

\*development of social tourism in the subjects of the Russian Arctic and the North of Russia, while ensuring proper funding;

\*creation of the Arctic tourist and recreational cluster, including the infrastructure for servicing visitors with the involvement of third-party investors; modernization of existing tourist facilities, protected areas of all forms of ownership; advertising and information support, marketing and promotion of tourist products in the domestic and foreign markets; promoting the integration and establishment of partnerships between regions, cities, tourist operators, nature reserves with Russian and foreign tourism companies, other organizations interested in the development of tourism in the Arctic (Arctic Tourism Development Strategy until 2035).

\*modernization of transport infrastructure, roads and vehicles, sea and river transport, ports and moorings, the functioning of an optimal network of latitudinal and meridional railways in the Far North, new airports in the Russian Arctic, including dual-use, in general, opens up new opportunities for future development of the regional economy, including the tourism industry;

\* the creation in Russia of a permanently functioning National Arctic Reference Information System for Tourism (NASIST): for natural and historical and cultural sites, protected areas, tourist routes, sea cruises, maps, services and advertising,— in electronic form using the capabilities of the GLONASS satellite constellation, the Arktika space system, fiber optic communications and the resources of the Federal Agency for Tourism (Rostourism), existing tour operators and travel agencies, both domestic and foreign;

\* a legitimate system of interaction between tour operators and travel agencies in the Arctic and the North of Russia with regional structures of the Federal Service for Hydrometeorology and Environmental Monitoring, the Ministry of the Russian Federation for Civil Defense, Emergencies and Disaster Relief, border departments of the Federal Security Service of Russia, customs of the Federal Customs Service and other departments in the field;

\* motivation and activity of federal and regional authorities and administration, Arctic municipalities, business, northern societies in the development of tourism as a promising sector of the regional economy, modern infrastructure, logistics in the Arctic and in the North of Russia;

\*To realize the potential of tourism in a particular region of the Arctic and the North of Russia, it is necessary: an assessment of opportunities, a clear idea of the most promising strategic resources; development of a program for the development of tourism in the region, making changes in accordance with the real situation and the challenges of the time; creation of attractive and popular regional tourism products; search and attraction of investors; optimal and affordable logistics; competent marketing policy and promotion of tourist products;

Among the threats and risks for the effective development of the tourism industry in the Arctic and in the North of Russia, the following can be identified, namely:

\*legal uncertainty, illegitimacy of the status of the Russian Arctic (land), the Russian Arctic (water area + land) at the present time (2022);

\* subjects of the RF AZ, having a significant potential for the development of Arctic tourism, do not use the mechanisms of the market and management enough to convert the available resources into a liquid competitive tourism product, clearly yielding to the regions of the south and central strip of Russia;

\* in terms of the subjects and municipalities of the Russian Arctic, there is no systematic approach and realistic programs for the development of tourism, there is a low level of management of this sector of the economy at the regional and municipal levels, a shortage of professionally trained specialists;

\* the domestic potential of cruise sea tourism along the Northern Sea Route, to the North Pole, the Arctic islands in the Arctic Ocean, to Solovki in the White Sea, Wrangel Island is not always correctly used, taking into account the balance of ecology and economy, the cost of tours;

\*not only the construction of nuclear icebreakers at domestic shipyards is relevant, but also the search for investments, design, construction of the most modern ships for the tourist business of reinforced ice class, which can be used on sea routes in harsh conditions, both in the Arctic and Antarctic at different times of the year;

\* the promotion of Russian national parks, federal nature reserves and other protected areas, UNESCO World Natural and Cultural Heritage sites is not being carried out effectively enough on the world market of tourism products;

\*leaves much to be desired the quality of tourist services (classification of hotels, certification of tour guides and interpreters, transport) in the regions of the Arctic and the Far North of Russia. There is not always enough professionalism, a sense of hospitality and order, pride in the place where we live;

\*domestic demand, especially in times of crisis, for expensive Arctic tourism products is hindering its development due to the elementary lack of funds and the decline in the standard of living of a significant part of the Russian population. At the same time, the

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Russian state, its departments, subjects of the Russian Federation are still insufficiently supporting social, environmental, cultural and historical domestic tourism in the Arctic and the Far North of Russia, including for children, students, pensioners;

\* the development of inbound tourism is negatively affected by the duration of procedures, temporary restrictions for foreigners. Visits by foreign tourists to the Arctic islands, seaports are associated with the need to obtain a pass to the border zone, customs control. Practically, an electronic visa is not used, as it is practiced, for example, in Cyprus, using provisions that can be received literally within one day by e-mail;

\*the state and business are not yet investing enough to create a modern tourism infrastructure in the Arctic and the Far North of Russia, including the modernization of seaports and moorings, airports, and the construction of new modern hotels. Regions, especially municipalities, often do not have the necessary financial resources for this;

\* the admission of tourists to the territory of traditional use of the indigenous population of the North carries a very real threat of intrusion into its current way of life, everyday culture, the formation of unfounded illusions, market motivation;

\* many experts note the lack of generally valid (reliable) and verified information about Russian tourism products, including, of course, the regions of the Arctic zone of the Russian Federation.

One of the subjective threats at the mental level was accurately noted by V. Ivanov: "For the rapid, dynamic development of domestic tourism, we lack a sense of pride in the place where we live, firmness and unity in defending our interests and positions. We put up with illegal immigrants who create an unbearable competitive environment, one-day firms. We are not fighting for our future—we do not want to train specialists, guides, guide-interpreters, because we are afraid to invest in them, what if they leave for another company? We lack the sense of hospitality and order that families should bring up." The low quality of service on the ground, the still common low level of professionalism and management in the field of domestic tourism, high, not always justified, prices hinder the development of domestic tourism in general. The purchasing power of the population of Russia has fallen in the context of a double devaluation of the ruble and rising prices. Russians are increasingly starting to save on their holidays. In one of the surveys conducted in January 2022, the answers to the question "What items of expenditure are you cutting first?" distributed as follows:

- 1) travel—11,875 (36.35% of the total votes);
- 2) entertainment—8,606 (26.34%); durable goods—2,482 (7.6%).

Thus, those who took part in the voting save on vacation (travel, entertainment) in the first place. Russia is a northern country and has the largest sector

in the Arctic. Almost 20% of the territory lies north of the Arctic Circle. But taking into account the territory assigned to the northern polar regions of the Russian Federation, the area of this region of the country is expanding to 37%. The coastal territory of the Russian Arctic and the offshore area have rich fossil and biological resources, which are increasingly involved in the sphere of economic use. At the same time, this region keeps traces of ancient human development. Numerous objects of natural and cultural heritage are located on the sea coast and the islands of the Arctic Ocean (AO), as well as centers of residence and fishing areas of the indigenous peoples of the north. Old polar ports are being restored and reconstructed and new ones are being built, drilling platforms are operating on the shelf, northern sea transportation of goods is increasing, polar sea cruises to the islands of the Arctic Ocean and the North Pole are becoming more popular, fishing in the Arctic seas and the extraction of other seafood are increasing. In this regard, the protection of the Arctic natural environment from destructive man-made impacts becomes an urgent problem.

In 1996, the countries of the Arctic region signed the Ottawa Declaration and formed the Arctic Council, which is designed to ensure the implementation of programs for the comprehensive implementation of sustainable development tools for the northern territories of the world. The Arctic Council is recognized by the European Union as the main competent authority in circumpolar regional cooperation. One of the leading groups of the Arctic Council is the Working Group on Protection of the Arctic Marine Environment (PAME). Currently, the Arctic Council includes 8 states: Russia, USA, Canada, Denmark, Iceland, Norway, Finland, Sweden. In addition to these countries, the Arctic Council also has a group of observer states China, Great Britain, Spain, Germany, Poland, South Korea, France, Italy and the Netherlands. Thus, in the new century, the Arctic becomes an arena of special collective economic interest and international cooperation. One of the most important incentives for the current intensification of international economic activity in the Arctic region of the planet, of course, is the warming of the Arctic climate and the easing of the ice situation observed in the seas of the Arctic Ocean. The greatest warming of the summer months for the period 1985-2012 according to direct observations and indirect evidence, it was noted on the Arctic coast west of Novaya Zemlya and east of the Taimyr Peninsula. vegetation. According to Roshydromet data, the decrease in sea ice area, observed since the early 1980s of the 20th century, accelerated sharply in the late 1990s and reached a historical minimum in 2007 (4.3 million sq. km) and in 2012 (3.41 million sq. km). For example, in July - August 2007 and 2012. The water areas of the Arctic seas near the coast of the Russian Federation were completely freed from ice,

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providing favorable conditions for free coastal navigation. For December 2021 the area of the polar ice cap in the Arctic Ocean as a whole, according to the monitoring of the sea ice cover of the Arctic, carried out by the AARI, was 11667.0 thousand km<sup>2</sup>, which is 4.2% less than the average long-term norm, and for the eastern sector of the Arctic, including the Laptev Seas, East Siberian, Chukchi, Bering and Okhotsk, the ice area in this sector was less than the long-term average value by 7.9%. Against the backdrop of a warming trend, there are real prospects for the permanent transport use of the Northern Sea Route (NSR) along the coast of Eurasia in the framework of regional, national and international projects for the development of environmental and tourist and recreational activities in the polar latitudes. The NSR provides access to such regional ports as Novy Port at the mouth of the Ob River, Dikson, Dudinka and Igarka on the Yenisei River.

At present, the significance of the North for the Russian economy is determined, first of all, by its richest natural resources, its raw material potential. 72% of all oil and gas condensate is produced here; 93% natural gas; almost all diamonds; 37% of commercial timber is harvested. In the Arctic regions of the Russian Federation, the main part of non-ferrous, rare metals and gold is produced, as well as many other important types of products, which together provide up to 60% of the country's exports. North gives 15-20% of the total GRP, being a sustainable contributor to the federal budget. This circumstance determines the urgent need for the development of the maritime transport system in the north of Russia and the organization of regular shipping along the Northern Sea Route. The experiment showed that, compared to pipeline transport, sea transport reduces capital costs by one and a half times, provides freedom of choice for foreign consumers of Russian raw materials and reduces the risks of environmental pollution. At the same time, in fact, the icebreaking fleet of the Russian Federation, which is currently in operation, has only 6 nuclear-powered icebreakers: four heavy ones of the Arktika class, two of the shallow draft of the Taimyr class and 5 diesel-electric vessels. One of the nuclear icebreakers - "50 Years of Victory", equipped to transport tourists, is actively used for piloting ships and for cruise tourism. At the same time, there is an acute shortage of funds to ensure the repair of ships, maintenance of the existing port facilities, systems of hydrometeorological, navigational and hydrographic services for shipping routes. High port dues hinder the activity of ship owners and entrepreneurs engaged in transportation along the NSR. But large commercial companies, such as Norilsk Nickel, have begun to acquire their own icebreaker-type cargo ships, the Arctic-Express. In 2021, the Norilsk Nickel fleet accounted for about 1 million tons of cargo

transportation from Dudinka via the Kara and Barents Seas to the Kola Peninsula.

Currently, the NSR links the Pacific Ocean and the Atlantic. But the main settlements along the way - the ports created during the Soviet Union, located along the Northern Sea Route - Murmansk, Amderma, Igarka, Dudinka, Dikson, Tiksi, Pevek, Provideniya - require reconstruction. The duration of the summer route navigation is only 2-4 months. But the icebreaking assistance of vessels is capable of ensuring the year-round operation of the NSR. Ores, timber, oil and gas mined in the North of the Russian Federation are transported along this highway. The NSR transports 90% nickel and over 65% copper. In addition, cruise trips of tourists from around the world to the North Pole and the islands of the Arctic Ocean begin to be carried out. The potential volume of cargo transit through the NSR is estimated at 8-12 million tons per year. This route is almost 2 times shorter than other sea routes from Europe to the Far East-from St. Petersburg to Vladivostok along the NSR 14280 km, and by the southern route through the Suez Canal 23200 km, and around the Cape of Good Hope-29400 km. The length of the main ice route of the NSR from the Novozemsky Straits to the port of Provideniya-5610 km. At the same time, the length of navigable river routes adjacent to the NSR is about 37,000 km. For maritime transport from China, the NSR, which stretches along the entire Arctic coast of Russia, can significantly shorten the route to Western Europe compared to existing southern routes and makes it possible to save up to \$500,000 per flight. Therefore, in recent years, the interest of China and Japan in the Arctic region and the NSR has been growing. As the export potential of the Chinese economy is growing and the PRC has recently (since 2021) become the world's first export power, the Chinese leadership is realizing the benefits of developing trade communications through the Arctic seas and is stepping up scientific research in the Arctic. It should be especially noted.

It should be noted that Arctic tourism in the USA, Canada, Greenland, Iceland, Norway is developing with the full support of the public sector and brings considerable profit. For example, according to the UNWTO, the US state of Alaska earns up to 3.4 billion dollars from tourism, and Canada - 6.5 billion dollars a year. The sharp increase in the number of tourists visiting Greenland also attracts attention: in the early 90s, about 3,500 people per year arrived in the territory, and in 2021 almost 65,000 people per year. Thus, over 20 years there has been an increase in the flow of tourists by more than 18 times, exceeding the number of residents permanently residing here - Inuit and Danes. Among the other regions of the Arctic, Iceland showed similar dynamics, having increased the number of only international visitors by more than 4 times, and Norwegian Svalbard - by 3 times. In other regions of

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<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
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the foreign Arctic (Alaska, Canadian archipelago) growth rates are similar to the world average and ranged from 42 to 84%. In general, in 2021 the number of tourists who visited the foreign Arctic and subpolar regions (excluding Russia) exceeded 700 thousand people. After a surge in Arctic tourism activity in 2019 - 2021, a drop in visitor numbers was recorded in all high-latitude regions. Acute phase of the economic crisis (2019-2021) has seriously affected the dynamics of tourism in the Arctic. However, already in 2022-23 years in the Svalbard archipelago (Norway) and in Iceland, a significant increase in the number of tourists was noted. At the same time, visits continued to decline in the North American Arctic and Greenland. According to Canadian researchers, in all regions of the Arctic, special attention should be paid to organizing the control and regulation of tourist flows, minimizing the impact of tourism on the Arctic landscapes, preserving the living conditions of indigenous peoples, and involving indigenous peoples in tourism activities. One of the most visited regions of the Arctic at present is the Svalbard archipelago, located in the zone of influence of the warm current of the Gulf Stream. With the increase in the number of cruise tours in the XXI century, associated with an increase in anthropogenic impact on the nature of the islands. In accordance with the Ordinance on tourism and excursion activities in Svalbard, the priority is to minimize the anthropogenic impact on the natural environment. A special administrative zone No. 10 stands out here, which includes all the villages of Svalbard and where tourists and tourist groups are allowed to freely stay without special registration. Recently, Svalbard is visited annually by 70 - 80 thousand people. About 80% of them are Norwegians, up to 20% - citizens from Scandinavian countries. They are usually located in Longyearbyen. Russian settlement Barentsburg on the Svalbard archipelago is less popular among tourists due to the lack of infrastructure. In recent years, there has been a noticeable increase in the attendance of Barentsburg during short excursions in the spring-summer period from April to August (2.5–3 thousand people per year, of which 20 Russian tourists-30 people).

It should be emphasized that in 2018 the Russian Federation adopted the state “Tourism Development Program in the Russian Federation for 2018-2035”, which approves the priority of the development of inbound and domestic tourism, compared with outbound, and also defines the “Strategy for the development of the Arctic zone of the Russian Federation until 2035”, which, in particular, provides for ... “the development of Arctic tourism and the expansion of environmentally friendly types of tourism activities in the Arctic, improving the regulatory framework in the field of tourism, creating a system of its financial support on the principles of public-private partnership, promoting the formation of

regional tourism clusters, promoting Arctic tourism in the national and international markets.

Analyzing the trends in the development of recreation and tourism in the northern and Arctic regions of Russia, one cannot fail to note the expansion of the network of national parks and reserves in recent years. First of all, these are such new protected areas as the Russian Arctic NP and the Franz Josef Land reserve in the Barents Sea, the Onega Pomorie NP on the Onega Peninsula of the White Sea, the Beringia cluster NP located in Chukotka and Alaska, and also reserves on the Taimyr Peninsula and Wrangel Island. These protected areas are located within the accessibility of the NSR route, and are attractive for visiting during cruise tourism in the Arctic seas.

In 2009, a Decree was signed on the creation of the Russian Arctic National Park, the largest in the Russian north. The territory of the park includes the northern part of the island. Northern archipelago Novaya Zemlya, Large and Small Orange Islands, about. Loshkin and a number of other islands. The Russian Arctic National Park also manages the Franz Josef Land (FJL) state nature reserve of federal significance, established in 2021. they constitute one of the largest protected natural areas of the planet. According to news agencies, about 700 tourists visited the territory of the Russian Arctic National Park and the Franz Josef Land Federal Reserve (FJL) in 2023, 738 people in 2022, and 1,225 people from 35 countries in the summer of 2023 (increase – 70%). About 30% of this number were citizens of China, in second place were citizens of the United States, in third was Switzerland. Including, about 10% of the total number are citizens of the Russian Federation. Thus, the recreational load on the Arctic islands is gradually increasing, which is already causing concern for the nature protection service of the reserve. The main problem, at the same time, is a serious threat of destruction of the primeval nature of the Arctic nature and cultural and historical monuments located on the territory of the islands.

Established in 2022, the Onega Pomorie National Park is located on the northern tip of the Onega Peninsula, which juts out into the White Sea, 40 km by sea from the famous Solovetsky Islands. The area of this national park is 201,668 hectares, including forest and water fund lands. The creation of this national park is aimed at preserving the natural complexes of the northern taiga and tundra and historical and cultural sites on the Onega Peninsula of the Arkhangelsk Region, including rare and endangered objects of flora and fauna listed in the Red Book of the Russian Federation, unique arrays of old-growth taiga forests, as well as the culture and way of life of the Pomeranian population of the Russian North. The main natural feature of this national park is the presence of marine and forest protection zones, native northern taiga forests, overlooking the very

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shore of the White Sea, coastal dunes, numerous and diverse lakes, swamps and rivers. Glacial deposits, common in the park, create unusual stone heaps, among which there are megaliths. On the seashore you can meet the rookeries of the White Sea seal, there are beluga whales, brown bears, moose and wolves are not uncommon. Historical and cultural heritage on the territory of the Onega Pomorye National Park is represented by several old wooden churches and chapels in Pomor villages, ancient worship and object crosses, as well as ancient lighthouses that are attractive to tourists. Therefore, the NP "Onega Pomorie" is extremely interesting for the organization of ecological, historical and cultural tourism. The location of the NP "Onega Pomorie" in the neighborhood (40 km by sea) from the famous tourist destination - the Solovetsky Islands,

The Beringia National Park, organized on January 17, 2013 in the North-East of the Russian Federation, is declared as an international national park, planned jointly with the Bering Land Bridge nature reserve in Alaska (USA). The Russian part of the park is located in several clusters on the Chukotka Peninsula, covering a total area of 18,194 km<sup>2</sup>. The creation of this park is implemented on the basis of the once unified historical and geographical area, the so-called. "Beringia" - a vast part of the land, uniting 12-15 thousand years ago Eurasia with North America. The Bering Strait now lies on the site of the former landmass. In addition to the unique nature, the tourist potential of the park also includes the culture of the indigenous peoples living here - the Chukchi and Eskimos. It is advisable to plan a visit to Beringia in connection with the development of cruise sea tourism along the NSR route.

### Conclusion

The Russian Federation has every opportunity to become a leader in the careful use of the existing potential of national parks, federal natural reserves and other protected areas in the Arctic, successfully implementing the new UN Agenda until 2035. The GSDR report (Global Sustainable Development Report) considers sustainable development goals (SDGs) how interconnected systems are, how progress towards one goal can depend on and contribute to progress towards others. For the

conservation and development of the tourist and recreational natural potential of the Arctic, out of 17 declared by the UN, two goals are especially relevant. Goal 14 a, b: Conserve, conserve and sustainably use the oceans and marine resources for sustainable development. Goal 15 a, b, c: Protect and restore terrestrial ecosystems, promote their sustainable use, sustainable forest management.

Undoubtedly, such an approach should become imperative in the organization of the Arctic and northern types of tourism, the involvement of new tourism products in tourism activities, while carefully preserving the natural and cultural environment of the Arctic and the North. The balance of economy and ecology in the field of Arctic tourism is no less important than in other industries (hydrocarbon production, transport, construction, energy).

In general, we can make a general conclusion that effective practical activities, high-quality service in the field of tourism in the Russian Arctic—this is still a matter of the near future in the time interval from 10 to 15 years, and maybe even more. Much depends here on the presence of demand for tourism products in the Arctic, the current situation in the tourism services market, the volume of investments in the development of infrastructure in the Arctic regions of the Russian Federation, the position of the Russian state, regional and municipal authorities and government, domestic business, on the effective activities of the tourist operators themselves. and agencies.

Summing up the consideration of plans for the long-term socio-economic development of the Arctic, one can note the emerging trend of enhancing environmental protection and tourist and recreational activities in the polar regions. At the same time, it should be emphasized that most of the tourist attractions in the Arctic are difficult to access, located mainly in specially protected natural areas (SPNA). The accessibility of the Arctic territories and tourism facilities will increase with the strengthening and development of transport communications and ports along the NSR and the formation of the infrastructure of settlements, seaports and airports in the northern regions of the Russian Federation. Features of the implementation of rational recreational nature management.

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Article



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## IMPORTANCE OF BRANDING TOURIST DESTINATIONS IN THE REGIONS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

**Abstract:** *in the article, the authors analyze the factors of branding tourist destinations in the Russian Arctic, the issues of the multidimensionality of the tourist space and the definition of the tourist identity of the Arctic territories in the Russian Federation. The factors that determine promotion and branding are considered in correlation with key international principles of sustainability in the Arctic tourism. The interrelation of state policy, social and economic development of the Arctic regions of Russia, in particular in the development of Arctic tourism, is being studied. The study uses the dialectical method, as well as general logical, theoretical and empirical research methods. The article defines the conditions for increasing the competitiveness of the domestic tourist product in the Arctic zone, presents a number of tourist sites, territories, locations, routes, brands, tourist products that are of the most vivid and pronounced interest to domestic and foreign tourists, the established goals and motives of tourist arrivals are indicated. The extremely important role of the indigenous peoples of the North in the development of tourism in the AZ of the Russian Federation is reflected. The analysis of the tourist identity of the Arctic region is carried out, and the components of the image of the tourist destinations of the Russian Arctic are presented, which can become the basis for the formation of a tourism branding strategy for the Arctic Zone of the Russian Federation. It is concluded that it is necessary to create an umbrella brand of tourism for the Russian Arctic, uniting the key brands of the Arctic tourist destinations of the Arctic Zone of the Russian Federation.*

*Regretfully, after February 2022, the situation in the Arctic begins to acquire some features of a hybrid war, which indicate new negative trends in the region. Many large European and Asian companies from unfriendly countries have left or declared their intention to leave economic projects in the Russian Arctic. The interaction of the Russian Federation with the foreign scientific community in the field of research of the Arctic space has almost been stopped. The established algorithm of the activities of the Arctic Council was violated: in March, the participation of Western countries in its events under the chairmanship of the R was terminated); in June 2023, the work of the*

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Council was resumed, but without the participation of Russia. In the summer, a conflict arose and was partially resolved related to the blocking of Russian cargo by Norway, sent to the employees of the Arktikugol trust in the village of Barentsburg on Svalbard under the pretext of complying with EU sanctions. Under these conditions, Russia is working out additional specific steps to ensure state interests in the Arctic in the socio-economic and defense spheres. According to the authors, a sharp increase in tension is possible in the Arctic regions even after the successful completion of Russia's special military operation in Ukraine.

**Key words:** Russian Arctic, Arctic tourism, branding of tourist destinations, sustainable development, Russia, Arctic Council, European Union, Svalbard, technological sovereignty, hybrid war, special military operation.

**Language:** English

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## Introduction

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Traditionally, the branding development strategy for the tourism business in the Russian Federation has evolved around major tourism centers. Such large tourist centers of the Russian Federation as Moscow (business tourism, cultural tourism, educational tourism), St. Petersburg (excursion, educational tourism), cities of the Golden Ring of Russia (excursion, educational tourism) are known on the world tourist market, oz. Baikal (ecological tourism).

Domestic tourism is characterized by mass travel in the southern direction of Russia to the Black Sea and recreation in the resorts of the Krasnodar Territory. In this situation, it is worth noting that the percentage of amateur tourism relatively organized, as noted by representatives of the domestic tourism industry, has increased significantly over the past two years. There are no official data and indicators on the flow of amateur tourists, as tourists prefer to travel by private vehicles and stay either in tented camps or in accommodation facilities, the owners of which do not report on the number of arrivals of visiting guests per season and the duration and stay. Tourist companies note that domestic travelers prefer to rest as part of their families, organize their trips independently and without the help of tour agents. Also, amateur tourists organize their holidays with friends and relatives, having made a decision to travel after visiting the office of a travel agency and having familiarized

themselves with the tariffs for domestic beach holidays. This jump in the development of the amateur tourism sector is caused by the post-crisis effect, the lack of free funds for organized and high-quality travel, the habit of Russians to travel "to the sea", which was the norm in Soviet times, and the established summer vacation period in the summer (June-August). In contrast to the Russian Federation, where most employers prefer to provide vacations to their employees in the summer and the number of vacations rarely exceeds two vacations per year and two weeks each, in Europe and America, tourists have the opportunity to travel two or more times a year, because.

In the current situation, it is important to note that the potential of the Russian tourism industry can provide almost all types of recreation that are in demand by the European consumer. According to entry statistics provided by the Federal Tourism Agency of the Russian Federation, in 2019 the number of arrivals was only 21,338,650 visits (Figure 1); for the first half of 2021, a total of 10,071,755 visits (Figure 2). Analyzing data on sending markets for the first half of 2021, it can be noted that the majority of visitors came from Germany (243666), Great Britain (82821), USA (93741), France (90415), Finland (424221), China (344932), Italy (77587), Turkey (89610), Poland (176397). The leading sending markets for entry into Russia for tourism purposes in the first half of 2021 were Germany (123390).

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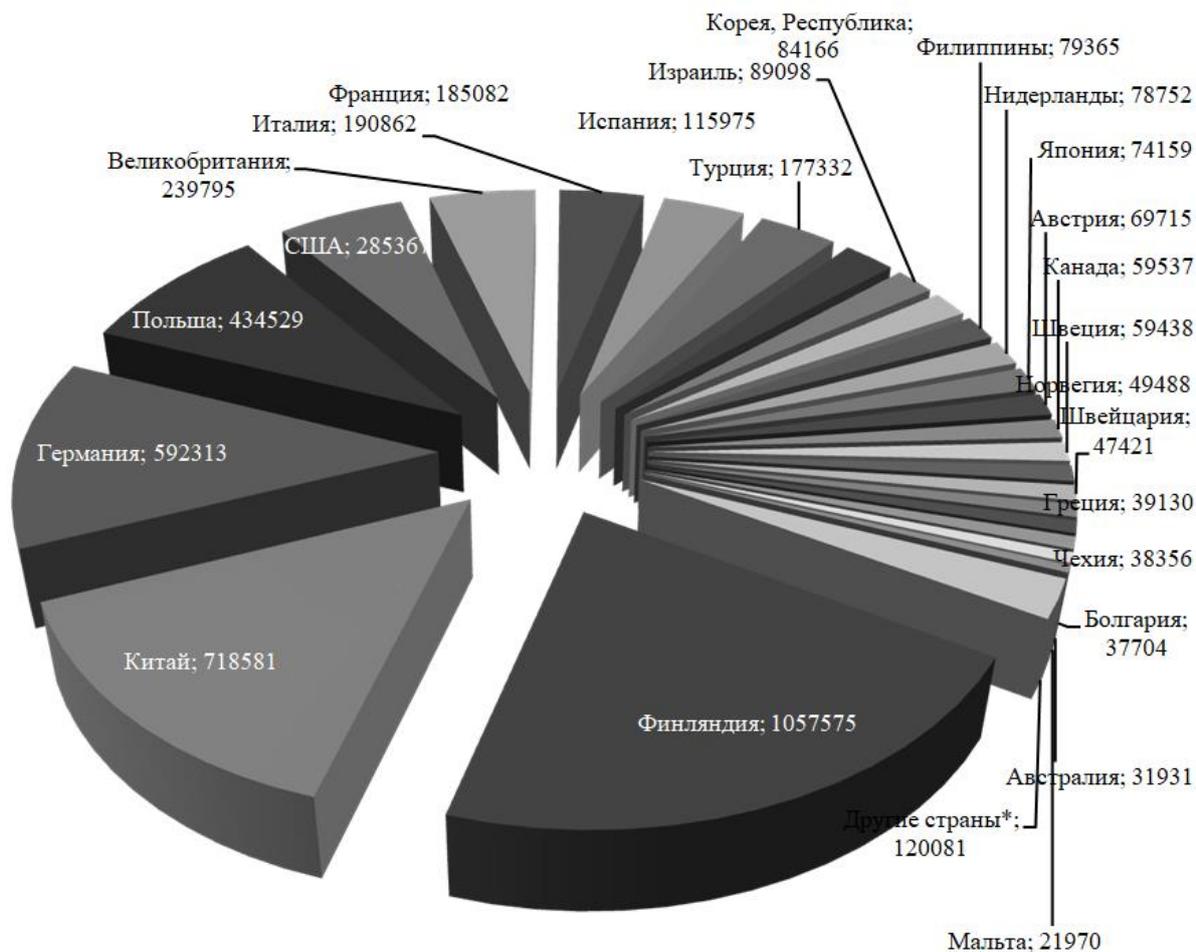


Figure 1 - Entry to Russia for 2019 (number of entries).

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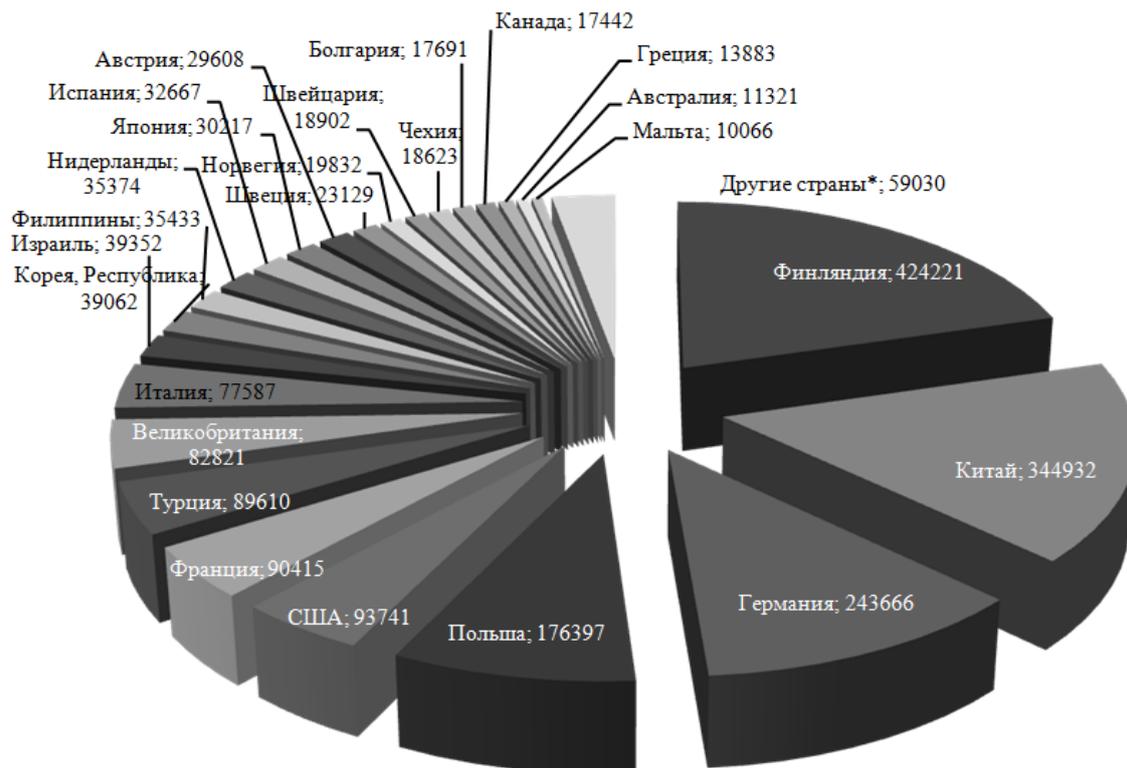


Figure 2. Entry into Russia for the first half of 2021 (number of entries).

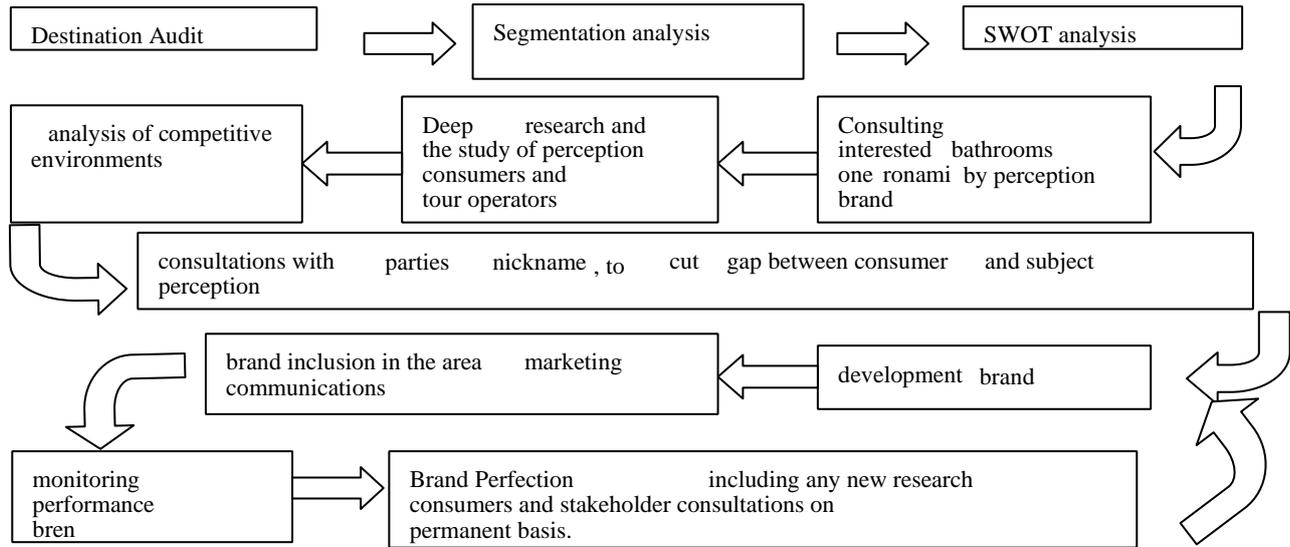
As an alternative to the southern direction, Lake Seliger and the Tver region have become popular over the past three to five years among domestic travelers, where there is the possibility of holding summer tent camps, organizing family vacations, and ecotourism. Gradually, a base of accommodation facilities is also beginning to form, which will soon also be available for organizing tours for international tourists.

Among domestic tourists, there is also a growing interest in the Altai direction, which can be characterized as a center of ecological and ethnic tourism. Altai destination, unfortunately, today is not yet ready to enter the international level due to an underdeveloped service infrastructure and difficult tourist routes, many of which, for example, mountain hiking tours or horseback riding tours, are complicated by the lack of mobile communications, electricity and relatively high, compared with the cost of the tour itself, the flight Moscow - Barnaul. Similar difficulties are typical for the development of the lake.

Baikal as a unique world tourist destination. Unfortunately, the above destinations are far from a complete range of tourist products and services that Russia can offer on the international market. The problem of domestic tourism branding lies in the fact that the regions and tourist destinations do not position themselves as a single, but, at the same time, diverse market of the Russian Federation, but, on the contrary, act separately and inconsistently in their development strategy in terms of international tourism, carry out ineffective advertising campaigns, the main drawback of which is a fuzzy idea of its target audience. Good examples of successful rebranding in international tourism are the Netherlands, New Zealand, Spain, Wales, Ireland, South Africa, Colombia. The main processes for successful and effective destination branding in tourism include destination audit, segmentation analysis, SWOT analysis, consulting with participants in business processes in tourism,

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**Figure 3. Branding processes in tourism recommended in the regions of the Arctic zone of the Russian Federation**

According to the main trends for the further development of international tourism, presented by the World Tourism Organization, the high activity of the European sending market will increase in the future. In connection with this phenomenon, the Russian Federation, within a limited budget, needs to focus on the largest sending markets (Germany, Finland, China, USA, France, UK) in order to increase the number of international tourist arrivals to Russia, as well as increase the share of the tourism industry's contribution to the country's GDP due to the multiplier effect. According to the trends towards the intensive development of budget tourism and individual tourist services, it is necessary to pay special attention to the tariffs of domestic air carriers. An effective solution to this situation could be the formation of a domestic sector of low-cost air carriers operating on international routes from Moscow and St. Petersburg, as well as on domestic routes at affordable prices. An obstacle to the intensive development of domestic tourism is also a rigid tariff scale of domestic air carriers, which, first of all, hinders the intensive development of domestic tourism. For the effective development of domestic destinations, it is necessary to create a single information channel (electronic website) that would provide all the necessary domestic and international tourists with up-to-date information about tourist destinations, regions, places of the Russian Federation and their brands, types of tourism that are typical for destinations, with direct access to information sites of providers of tourism and related services: tour operators, travel agents, subagents, ebooking systems, etc.; air carriers, rail carriers, bus carriers, etc.; administrative apparatuses of regions and regions; non-profit national and regional organizations in the field of tourism; representatives

of accommodation facilities, restaurant sector; excursion bureaus, car rental bureaus, translation bureaus, a list of exchange offices; e-ticket sales office for various events and events; international social networks (Web 2.0), which will feature official blogs/profiles of tourist destinations in Russia, constantly providing up-to-date information for other users in two languages (Russian and English), etc. The site should be made in the five main languages of the World Tourism Organization (English, French, Spanish, Russian, Arabic), as well as in German and Chinese, based on the analysis of the sending markets for 2009-2010. The site must be constantly updated with up-to-date information about accommodation facilities and inform foreign tourists and partners from the commercial and non-commercial environment about special promotions, events, events held in Russia. It is necessary to focus equally on both geographical and topical brands by combining several destinations in the Russian Federation under one theme. As a result of such synergy, the efficiency of organizing and conducting tours from an economic point of view can increase. As an example of such a project, we can bring together into one thematic route visiting several ethnic villages of the Central Region, each of which has its own identical traditions in culture, folk art, dance, cuisine, customs, crafts, and costume. For such tours, it is also desirable to provide accommodation facilities that are typical only for this region, in which traditional decoration, utensils, etc. will be presented. Economic efficiency can also increase due to the additional positioning of ethnic tourism as an ecological direction, which contributes to the preservation of the identity of the region, improves the standard of living of its population, contributes to the protection of the environment and

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the preservation of natural objects located in this territory. First of all, such tours, in the presence of a sufficient number of accommodation facilities, they can be used as educational and educational tours for the domestic consumer of younger age groups (schoolchildren, students), and will also be in demand among the older generations of foreign European tourists. Studies conducted by the World Tourism Organization and the European Commission on Tourism focus on the fact that older Europeans, who are an active and large segment of the tourist consumer market, prefer sightseeing and educational tours. Based on this, we can recommend the organizers of such tours in Russia to take into account all the features of serving tourists of older age generations, since they have some restrictions on movement associated with their age. Besides, older consumers can travel not only on their own, but also in groups with their families or separately with their grandchildren, which in the future may lead to more "repeated" tourists, and, consequently, additional income. The intensive expansion of the Arctic market over the past decades is due to both the factor of consumer demand for an exclusive tourist product, and the dominant geopolitical factor of the strategic presence in the Arctic and influence on its further development. Most of the national and regional tourism offices in the Arctic (VisitNorway, Inspired by Iceland, Discovering Finland, etc.) have formed strategies for promoting Arctic national, regional and local brands of tourist destinations, are actively working to promote them in the domestic, international markets, in the Russian market, successfully attracting Russians as loyal tourists. When researching the development and branding of Arctic tourism, it is necessary to take into account the fact that the Arctic is a very vulnerable region, where even a small number of tourists can cause irreparable harm to the environment. At the same time, the positioning of the state innovation policy of priority sectors of the economy in strategically important regions, to which the Arctic undoubtedly belongs, is considered by scientists through the branding of tourist destinations as a tool for spatial planning and strategic communication with the foreign public, the geocultural brand of the Arctic territory is its strategic asset. The issues of tourism branding are covered in the works of the UNWTO, the European Tourism Commission, the World Travel and Tourism Council, foreign researchers, however, for the RF AZ, the issue of integrated tourism branding remains little studied and today requires special attention. In this study, a comparative analysis of the factors that determine the development and branding of tourist destinations in the Russian Arctic in the context of the current state policy of the Russian Federation, in correlation with the principles of sustainability, was carried out. Using empirical methods, a list of strategic objects of tourist

interest has been developed to be included in the branding strategy.

The trend of recent years is the intensive development of tourism in terms of sustainability. This development is ecological in nature, focused on conservation and creation. The stage of transformation of the society of consumers of tourism products into a society of connoisseurs and custodians of exceptional tourism resources begins. The culture and philosophy of tourist consumption becomes part of the image of tourist destinations, forms the prestige of a tourist region from the English "tourism destination" - a tourist destination that plays a major role in the decision-making process about a trip. It can be a place, city, region, state. The global community is facing dramatic changes in the business processes of the tourism industry and in the promotion of tourist destinations in 2020. In the context of a pandemic, border closures, restrictions on movement, each tourist destination in one way or another was forced to conduct a certain kind of reflection, prepare for a completely new stage of development, rethink the philosophy and strategies of their tourist brands. This forced rethinking allowed Russia to pay close attention to the development of tourist regions, including in the Arctic. In modern conditions, the development of innovative, effective and, at the same time, easy-to-use tourism branding technologies is an important area of intensive development. Identification and interpretation of tourist identity, formation of the image of the territory, promotion through the developed branding strategy, integration into the national tourist brand are inextricably linked with the processes of integrated social, cultural and economic development, technological progress, innovative achievements, environmental safety, business activity, favorable investment climate, human resources. All of the above factors in the development of the tourism sector should also be taken into account in planning and forecasting the development of tourist destinations, as well as in the design of tourist and recreational complexes (TRCs) in order to determine the anthropogenic impact and prevent excessive anthropogenic load. This will allow predicting possible development scenarios, identifying target and niche markets, as well as bringing a high-quality and competitive tourism product to the market. The development of tourism is also impossible without creating the necessary conditions for building a system of operational and successful communication, which includes all participants in the process of production, promotion, sale and consumption of the tourist product, and stakeholders from tourism-related industries. Thus, UNWTO responded with a rapid response to the evolving situation with the pandemic caused by 2019-nCoV, and the declaration of a state of emergency by WHO on 01/31/2020. The World Tourism Organization recommended limiting travel and

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movement, especially to centers of acute epidemiological situation. In March 2020, UNWTO predicted a decline in tourist arrivals of at least 20-30% in 2020, which means a reduction in international tourism revenue (export) by USD 300-450 billion. The World Tourism Organization claims that, given past market trends, COVID-19 will cause damage to the tourism industry equivalent to five to seven years of tourism market operation. In March, the reduction was 55%. In June 2020, UNWTO informs that in April 2020, which was supposed to be one of the peak periods of the year due to the Easter holidays, the widespread imposition of travel restrictions resulted in a 97% drop in international tourist arrivals. Between January and April 2020, the number of foreign tourists decreased by 44%, resulting in a loss of about \$195 billion in international tourism receipts.

The uncertainty of the economic situation, the inability to conduct short-term and medium-term planning, the blurring of the depth of sales, the crisis in financial relations and mutual settlements between the subjects of the tourism, hospitality, aviation, etc. market, make adjustments to the forecasts of tourist arrivals. According to the author's preliminary estimates, at least 60%–75% reduction in the total number of tourist arrivals in 2021 compared to 2020 should be expected. Stabilization in the tourism market is impossible without transformation, search for new forms of sales, distribution channels, and revision of branding strategies. The expected active struggle for the consumer may affect the socio-economic development of the tourist destination and force us to rethink the pricing policy for the tourist product. Wherein, innovative branding will play a key role in attracting tourists and communicating messages to potential markets. Undoubtedly, the crisis in the tourism and hospitality market, aviation, tourism-related industries and the global economy as a whole, caused by 2019-n CoV, has affected the development of Arctic tourism in Russia and the dynamics of tourist arrivals in the Arctic regions of the country.

### Main part

Trends in following a sustainable path of tourism development in the past two decades have become characteristic of many tourist destinations, which is caused by the global trend of sustainability, characteristic of today's intensive economy with the application of socially responsible management. The Arctic Council, the BEAC, UNWTO, the European Commission for Tourism, leading Arctic universities, including Russia, etc., are actively working to study the development of Arctic tourism in terms of sustainability. The 1993 Kirkenes Declaration reflects the concept of sustainable development of the countries cooperation". There is no doubt that tourism in the Arctic as a complex system of economic, socio-cultural relationships should simultaneously serve the

purposes of supporting the local economy and the local population, recreation, humanistic and intellectual education, as well as the protection, conservation and renewal of biodiversity and natural resources that are involved in tourism. The benefits received from tourism should be distributed rationally, ensuring the socio-economic sustainability and environmental friendliness of the tourism business in the AZ of the Russian Federation.

The Russian leadership has always considered the Arctic as a strategically important object of its presence and future development. At present, the activation of development, image formation and branding of Russian Arctic tourism largely depends on the practical implementation of the "Fundamentals of the State Policy of the Russian Federation in the Arctic Zone until 2035", the adoption of the final draft "Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security until 2035" and at the same time from supporting and stimulating business processes and entrepreneurial initiatives, social support (possible expansion of the Far Eastern Hectare program to the Far North of Russia) in the context of the sustainable development of tourism by the state. Domestic scientific and political interest in the Arctic, initiated by speeches by the country's top leadership on a regular basis, media coverage of events related to the presence in the Arctic region helps to attract the attention of the public and foreign players in the geopolitical arena to the expansion of the Russian presence in the Arctic, is a reliable basis for broadcasting these provisions through the communication messages of the national, Arctic and tourism branding in Russia. The main principles of sustainable development of the AZ of the Russian Federation are broadcast by the Security Council of the Russian Federation, including during joint international events through the Arctic Council (AC). For example, the Security Council of the Russian Federation has repeatedly held international thematic forums, conferences, high-level meetings, during which the issues of developing the tourist and recreational potential of the Arctic regions of Russia, the development of tourism infrastructure, research, personnel, transport, information, and logistics support were discussed. The importance of ensuring the safety of tourists and indigenous peoples is emphasized, the problems of providing a stable communication signal, organizing medical care, including in emergency situations, are discussed, namely:

- "Northern Sea Route to Strategic Stability and Equal Partnership in the Arctic" - a conference on board the nuclear icebreaker "Yamal" along the NSR route in August 2011;
- conference "Security and cooperation in the Arctic: new frontiers" in April 2012, Murmansk with visits to the FJL archipelago and a visit to the

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Nagurskoe border station of the FSB of Russia. (Fig. 1);

- conference "Ensuring technogenic and environmental safety in the Arctic: solutions" in April 2013. Route: border outpost "Nagurskoye", ice base "Barneo", North Pole, Salekhard, Yar-Sale village, Aksarka;

- meeting of representatives of the AU member states, AU observer countries and the scientific community in August 2014 in Naryan-Mar) and a number of other events that are actively covered on federal channels and in foreign media.

Meetings of representatives of the AU member states are aimed at intensifying the practical cooperation of states in the interests of ensuring the comprehensive safety of human life in the Arctic; show the proximity of the national approaches of practical states to the development and conservation of the Arctic, their focus on enhancing multifaceted cooperation in the region, help to strengthen mutual trust and contribute to the formation of a positive image of Russia, including in the development of Arctic tourism. At the same time, the AU is a platform for positioning Russia as an Arctic power, and holding AU meetings on the territory of the Russian northern regions, no doubt, allows us to demonstrate the level and potential of the Russian presence in the Arctic.

Particular attention in the process of holding meetings is paid to the revival of navigation along the NSR, including in order to ensure international transit traffic. The issues of building new icebreakers, modernizing existing ones, creating new and updating existing ports, strengthening the search and rescue system in Arctic waters, disaster medicine, improving the navigation and communication system, including in the auroral zone during magnetic storms, are discussed.

In the context of the intensive development of tourism in the Arctic regions of Russia, issues of sustainable, safe and environmentally friendly tourism are discussed, the routes of which in one way or another pass through the places of residence and traditional economic activities of the indigenous peoples. One of the important issues is the conduct of tourist and recreational activities in specially protected natural areas (SPNA) of the AZ of the Russian Federation, as well as the assessment and scenario forecast of possible risks from the mass development of tourism. Today, the Arctic is a territory of low political tension and successful development of multilateral international cooperation. Under these conditions, the development of international activities aimed at enhancing international cooperation in tourism and mutual tourist exchanges with northern tourist destinations remains relevant. The development of the NSR, the solution of issues of simplifying tourist logistics and visa formalities, the development of tourist infrastructure, the solution to the problems of staff

shortages in tourism in the Arctic regions, environmental issues, security, and the provision of search and rescue operations are the factors that determine medium-term and long-term branding tourism in the RF AZ.

The above questions and tasks cannot and should not be solved only by the tourist business community and public associations, without state participation. This is primarily due to the peculiarities of the development of the geopolitical situation in the Russian Arctic, which is changing due to the aggravation of world international relations. Organized tourism in the Russian Arctic is not massive. Arctic tourism is a niche and expensive tourism product. At the same time, it is complicated in technical and organizational execution. After conducting a comparative analysis of the market for offers of Arctic tourism, we can conclude that the number of tour operator companies that lead the entire cycle of production, promotion and sale of the tourist product in the Arctic regions of Russia is small. The Arctic tourist product is characterized by the complexity of the tourist offer, complex logistics and a high level of security and protection of both the tourists themselves, biodiversity and ecosystems involved in the production and sale of the tourist product, as well as strategic objects and the state borders themselves. All this should be reflected in the branding of tourist destinations of the RF AZ.

One of the successful domestic examples of branding technology and promoting the identification of tourist and recreational potential is the participation of the Arctic regions of Russia in the All-Russian competition for the creation of tourist and recreational clusters and the development of ecotourism in Russia, organized by ANO ASI. 68 constituent entities of the Russian Federation participated in the competition, 231 protected areas are represented within the framework of projects, of which: 63 are of federal, 168 are of regional significance. The northern regions took an active part in the competition project. Yamalo-Nenets Autonomous Okrug declared for the competition "Natural Park "Polyarno-Uralsky"; NAO - projects "Pym-Va-Shor Nature Monument" and "Northern Timan" Integrated Natural Park of Regional Importance. The Murmansk region has applied for support of the TRK, which unites the Khibiny National Park, the Polar-Alpine Botanical Garden-Institute named after. Avrorin, "Astrophyllites of Mount Eveslogchorr", "Eutrophic swamp of the southern Khibiny region", "Yuksporrlak", "Cryptogram gorge", "Aikuaivenchorr gorge", as well as to support the state nature complex reserve "Kaita". The Arkhangelsk region presented the project of the Golubino Park shopping mall. The Krasnoyarsk Territory announced the project "TRK" Arctic. Putorana Plateau", etc. The Republic of Sakha (Yakutia) – "Lena Tourist Cluster". Chukotka Autonomous Okrug - SEC "Arctic Riviera",

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which combines the Vostochny (Uelenskiye Hot Springs) SPNA, the Lorinskiye (Kukun'skiye) Hot Springs SPNA, and the Klyuchevoi SPNA (Senyavinskiye thermal mineral springs). The Republic of Komi presented the TRK "Virgin forests of Komi", which included the National Park "Yugyd Va" and "Pechora-Ilych State Biosphere Reserve". The purpose of the competition is to identify areas for the development of ecotourism, creation of a shopping center as part of the integrated development of protected areas and stimulation of the development of small and medium-sized businesses. Obviously, such targeted work carried out by the regions to identify, form and promote the TRC will contribute to the growth of employment and incomes of the local population, the development of unused or underused territories, the environmental protection of protected areas, environmental and tourist education, as well as the development of communication and interactions at various levels of government, business and local residents. As a result of active work with the target audience, the regions were able to reach out to wide sections of the population who were not previously informed about the tourist and recreational potential, including the Russian North. In addition to the above, it should be noted that in the absence of a unified strategy for branding and development of Arctic tourism in Russia for the period 2018-2021. Russian Arctic National Park, which is one of the most famous brands of the Russian Arctic Zone abroad, was visited by more than 6.5 thousand people from 70 countries, while 1,079 tourist arrivals were recorded in the 2021 tourist season. In 2022, the anniversary year for the Russian Arctic, for the first time in the ten years of the park's existence, Russian citizens came out on top in terms of the number of visits. In 2022, 1,306 visits were recorded, of which 262 were Russians. These indicators indicate the presence of a high tourist interest in visiting the objects of the Russian North, including among our compatriots. There is no doubt about the high role of the indigenous peoples in the branding of tourist destinations in the North and the formation of the tourist identity of the Arctic territories. Currently, 41 ethnic groups are represented in 28 northern regions of our country (about 270,000 representatives of indigenous peoples). UNWTO emphasizes that indigenous peoples should be the final decision makers and beneficiaries of tourism development that affects them in one way or another. Obviously, tourism organized in the territories of the indigenous peoples of the North, associated with the traditions, culture and life of the indigenous peoples, should bring benefits and benefits to the indigenous peoples. The development of this type of tourism is possible only in the conditions of interaction and the development of a reliable partnership, the parties of which will be the indigenous peoples of the North, the government at different levels, tourist regions, the business sector of the tourism industry, related

supporting areas and industries, investors, as well as civil society.

The most attractive objects of tourist interest, which should be included in the branding of the RF AZ, are, namely:

- northern lights;
- crossing the polar circle;
- archipelago of Franz Josef Land;
- passage along the Northern Sea Route;
- North Pole;
- nuclear icebreaker fleet, cruises on Rosatomflot ships;
- national park "Russian Arctic";
- "Barneo" - ASPOL ice base named after A.V. Orlova;
- observation of arctic birds, polar bears, whales, walruses, deer, arctic flora;
- settlement Barentsburg and pos. Pyramid on Svalbard;
- "Arctic floating university" NArFU named after M.V. Lomonosov and other projects of Arctic universities;
- events, competitions, expeditions of the Russian Geographical Society and other associations;
- route "Silver Necklace of Russia";
- arctic regional and local cuisine;
- shamanism;
- folklore;
- ethnographic expeditions, etc.

We believe that the promotion of combined tourism, which to some extent combines the most promising types of tourism in the Russian North, namely:

- industrial,
- business,
- MICE,
- sports,
- ecological tourism,
- phototourism;
- extreme (racing, skydiving, quad biking, helicopter, hot air ballooning, ice diving, snowkiting, etc.),
- event,
- cultural,
- historical,
- archaeological,
- ethnographic with a visit to the sites of the indigenous peoples of the North,
- informative,
- ornithological tourism,
- cruise tourism,
- running and racing on deer,
- dog sledding;
- licensed fishing;
- military - patriotic tourism, passages along the routes of reindeer transport echelons;
- acquaintance with traditions and folk crafts,
- trips to the camps of reindeer herders and places of reindeer herding, scientific expedition tourism, etc.

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Tourists are attracted by thematic tours (the theme of the Soviet heritage, gastronomy, musical culture, picking berries, etc.), snow and ice installations, national holidays of the peoples of the North. The listed objects should be combined into the Russian Arctic umbrella tourism brand, promoted and positioned in the global and local tourism market in accordance with the principles of sustainability and the provisions set out in the Fundamentals and Strategy-2035.

Exogenous factors of the economy, along with socio-economic and industrial sectors, are elements that influence the definition of the identity of a tourist destination, the formation of the image of the region and the choice of a scenario for further tourism branding. The Arctic region is perceived as a territory of exceptional resources, unrepeatable biodiversity. The image of the Arctic includes extreme conditions of survival and coexistence with various ecosystems in the conditions of uncontrolled elements. The Arctic has the image of a territory of challenge, overcoming, influence, struggle, a territory of natural resources, historical and cultural heritage of Russia and the whole world. A large number of monuments of world significance, outstanding objects of history, archeology, and architecture are represented in the AZ of the Russian Federation. Evidence of the historical past of the Arctic inspires potential tourists for the first trip to the Arctic, and accomplished tourists for further exploration of the regions of the Arctic Zone of the Russian Federation and repeated visits. The image of the Russian Arctic can be described as cold, wild, ferocious, attractive, sedate, silent, rich, pure, unforgiving. The identity of the tourist destinations of the Arctic Zone of the Russian Federation is determined both by natural objects and the traditions of the peoples inhabiting them, elements of culture, originality, craft, local cuisine, artistic embodiments of the Arctic in rituals, folklore, folk costume, holidays, construction and decoration features of houses and traditional dwellings of northerners. Traditional games, fun, everyday life, as well as elements of shamanism are of great interest to our compatriots and foreign tourists. The rich tourist resources of the AZ of the Russian Federation are conducive to deep knowledge and exploration of the northern territories of the country. The branding of tourist destinations in the Arctic should reflect the wide opportunities for meeting the needs of potential visitors in active, environmental, cultural, educational, ethnographic, industrial, business, scientific, educational, sports and extreme tourism. In 2019, a number of federal management decisions were made to develop the Northern Moscow Way - NSR - until 2035.

This gives hope for the improvement of its infrastructure, the increase in the volume of cargo transportation and the development of the Arctic territories. At the same time, the possibilities of

increasing the number of tourist cruises in the seas of the Arctic Ocean along the NSR route are obvious. The image of the NSR can also become an integral element of the tourist identity of the Arctic regions of Russia. The branding of Arctic tourism in Russia should correlate with the comprehensive and integrated development of the RF AZ. The problem of a lack of professional and highly specialized personnel involved in organized and legal Arctic tourism on the ground can be solved by creating conditions for the professional implementation of tourist personnel and the influx of labor resources from urbanized and oversaturated territories. Stimulation of interregional temporary labor migration can also partially solve the problem of providing professional staff for the tourism industry in the northern regions. Tourism branding technologies in the Russian Arctic should be consistent with the Fundamentals, Strategy-2035 and, at the same time, follow the general vector of intensive development of the national economy. From the standpoint of ensuring the effective implementation of the branding strategy for tourist destinations of the Arctic Zone of the Russian Federation, it is necessary to integrate interregional, regional and local brands of the North into a single strategy for promoting the Arctic tourist destinations of Russia and, further, the national tourist brand. In this case, the identity of the Arctic tourist destinations in Russia will be built into the brand and information field of the country in all its diversity and attractiveness. One of the directions of the dynamic development of the economy of regional tourism and the economic geography of most leading countries today is the formation of innovative, affordable, easy to implement and effective promotion technologies. The issues of successful development and branding of tourist destinations are becoming increasingly relevant, since they are directly related to their integrated socio-economic development, modernization and globalization processes, environmental safety of modern infrastructure, the quality of tourist services, the formation of a favorable economic and investment climate for the development of tourism, building a system effective communication and innovative achievements in tourism and hospitality related industries. At present, the formation of technologies for integrated promotion in tourism is in its infancy. A significant breakthrough and impetus in the development of the tourism industry in Russian regions over the past decade has been the implementation of the Federal Target Program "Development of domestic and inbound tourism (2018-2025)", which was extended until 2035, which served as a lever to influence the domestic tourism industry and ensured intensive and dynamic development of tourist regions. It should be noted that the Concept of the FTP "Development of domestic and inbound tourism (2018 - 2025)" (hereinafter referred to as FTP-25) emphasizes the feasibility of implementing promising tourism

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integrated investment projects implemented within the target region, "representing a set of features of the socio-geographical area of the constituent entities of the Russian Federation, which can become the basis of an integrated complex product, united through a brand, and which today is the center of attraction for tourists who prefer a particular type of tourism." In the Concept of FTP-35, the RF AZ is presented in the priority block "cultural and educational tourism" as an integral part of the prospective integrated tourist investment project "Silver Necklace of Russia", ideologically and conceptually connecting the Arkhangelsk, Vologda, Murmansk, Leningrad, Novgorod, Pskov regions, the city of Arkhangelsk. St. Petersburg, Komi Republic, NAO. The introduction of unified tourist passports of the regions also made it possible to obtain updated information on the state of development of the enterprises of the tourism industry in Karelia and to objectively assess the contribution of the tourism industry to the economy of the region. According to the information portal of Karelia, the dynamics of the share of tourism in the GDP of the Republic of Karelia is as follows: 2018 - 4.2% -4.3%; 2019 - 4.3%; 2020 - 4.3-4.4%; 2021 -4.5% -5%; 2022- 5.6%. The growth of the tourism industry provides an increase in regional investment and the number of programs aimed at improving tourism development. At present, the tourism industry of the Republic of Karelia is developing dynamically, which is facilitated by the approved state program "Tourism Development in the Republic of Karelia for 2018-2035". As part of its implementation, there is an increase in the tourist flow, the development of infrastructure, increase in the number of professionals in the tourism sector, the number of new projects. In the international arena, Karelia is one of the most famous Russian tourist destinations, namely:

firstly, the Republic has a favorable geographical position, unique tourist sites;

secondly, for more than thirteen years Karelia has been an exhibitor of the world's largest tourism exhibitions, where it demonstrates the key tourist objects of the region.

Among them are the mountain park "Ruskeala", the State Historical, Architectural and Ethnographic Museum-Reserve "Kizhi" (about 11,000 tourists per month), the Spaso-Preobrazhensky Valaam Monastery (about 5,000), State Nature Reserve "Kivach" (about 3000). International specialized exhibitions in which the Republic of Karelia took an active part: WTM London - 2015; ITB Berlin - 2016, 2018 and 2019; MATKA Travel FAIR - annually since 2016; MITT - annually since 2019; Intourmarket - annually since 2018, OTDYKH - annual participation of the ITC RK and representatives of the Karelian tourism industry; interregional specialized exhibition-fair "Hunting. Fishing. Tourism (2018). Particular attention should be paid to the initiative to organize and hold the Sortavala-TOP (since 2019) and

Karelia Touristskaya (2018-21) inter-district exhibitions, the main task of which is to stimulate the development of local and inter-regional tourism. Information sites of tourist information centers of the region, presented by the State Budgetary Institution "Information Tourist Center of the Republic of Karelia" and the Municipal Budgetary Institution of the Petrozavodsk City District "Petrozavodsk Information and Tourist Center", are designed in a modern style, contain up-to-date content, are easy to navigate and provide the most complete and visual information about the tourism of the region, including in English.

Currently, the brand of Karelia is being created, at the initial stage, the essence of the brand sounds like "Legendary Karelia" or "Karelia is a land of legends, stories and opportunities". The main elements of the brand: the nature of Karelia - rivers, lakes, forests, Kizhi, Valaam, Ruskeala Mountain Park, Kivach waterfall, petroglyphs of Karelia, dog sled racing, fishing; traditional Karelian dishes - kalitki, fish soup with Lohikeito cream, Karelian fish. Today, the main tourist load falls on the most famous centers that attract tourists, which is due to the fact that the territory of the Republic is distinguished by a significant division in terms of the degree of provision with tourist and recreational resources, tourist infrastructure and a limited number of TICs. Among the constraining factors for the development of the tourist destination of Karelia is the underdevelopment of the transport and road infrastructure, information and communication, social and cultural infrastructures. Karelia has a large number of tourist components and resources that can create favorable conditions for the development of tourism and the creation of a unique international travel brand. Obviously, the dynamics of the tourist flow depends on, namely:

1) solving the problems identified above, which requires large-scale and long-term investments;

2) ensuring the implementation of a comprehensive strategy for targeted marketing and branding;

3) stable short-term and medium-term investments to improve the quality of services in the tourist region and conduct marketing research in order to regularly monitor sales markets.

The development of enterprises represented by PPP forms, the fundamental and stable support of small and medium-sized tourism businesses in the region, attracting investors, expanding the geography of tour enterprises, creating comfortable conditions and infrastructure for the promising segment of autotourists, improving the quality of local service, developing a system of objective statistics are the main tasks, which today face the regions of the Arctic zone of the Russian Federation in the issue of the integrated development of a tourist destination and require a permanent, effective and prompt solution.

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**ICV (Poland) = 6.630**  
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### Conclusion

When conducting marketing research and branding of tourist destinations in the Arctic, it is necessary to take into account the conditions of the harsh Arctic climate at the stages of planning, organizing and implementing tourist routes. A well-established algorithm of crisis communication in tourism, issues of ensuring safety on routes should be reflected in the branding strategy for tourist destinations in the Russian North. Well-established communication, work with tourists in the state of emergency and minimization of its consequences is the key to sustainable and stable development of the tourist destination in the future. An effective solution to the territorial and environmental problems of the Arctic can be achieved using experience (but without its mechanical transfer) and knowledge accumulated in key sectors of the northern economy in different countries. The concept of the competitive brand identity of the territory of S. Anholt can also be applied in branding and promotion of the Russian Arctic. Branding of tourist destinations, the processes of formation of a system of socially responsible domestic tourism business, popularization of the national idea through tourism, the formation of the Arctic consciousness of Russian citizens and its projection on the formation of a culture of tourist consumption should reflect the principles of sustainable tourism development in the Arctic Zone of the Russian Federation. Effective branding of tourism in the Russian Arctic cannot be carried out without the participation of tourism professionals - highly specialized tourism personnel who are competent in both branding and the specific development of the RF AZ. Given the shortage of personnel in the tourism sector of the AZ of the Russian Federation, it is necessary to introduce innovative technologies for vocational training, the main purpose of which will be to ensure the transfer of the most useful and relevant knowledge to future specialists at the time of graduation from the university. Tourism is able to give a powerful impetus to the development of the Russian North, depressive territories, as well as the protected area system, including through large private investments. The integration of untapped natural and tourist-recreational potential into the economy of the regions will create favorable conditions for further socio-economic development. However, it should be emphasized that the development, promotion and branding of tourist destinations in the Arctic Zone of the Russian Federation is impossible without an integrated and systematic approach. These events have a future only in the context of a comprehensive understanding of the multidimensionality of the tourist space of the Russian North, the national, cultural and biological diversity of the northern latitudes of Russia. The state policy in the Arctic creates favorable conditions for the development and maintenance of domestic tourism. Tourism must meet

the interests of the indigenous peoples of the North, its inhabitants, and protect their well-being. At the same time, the growing "excess tourism" should not be allowed. The regulator in this case can be both pricing policy and active education through the formation of a culture of consumption in tourism, the education of the ecological and Arctic consciousness of Russians.

The forced temporary pause in the full-fledged functioning of the Arctic Council, caused by the decision of the other seven Arctic countries, should be used by Russia to analyze the situation in the region and work out additional concrete steps to ensure Russian interests, primarily in its balanced sustainable development, improving the welfare of residents and strengthening security in the region. Building the Arctic order reflects the international system with its distribution of influence among the leading states. At the same time, it depends on the new emerging conditions of bipolarity, in which Russia is forced to defend its rights before the "collective West".

The demonstrative exclusion of the Russian Federation from the number of Arctic powers, and the indigenous peoples of Russia from the list of the indigenous peoples of the region, speaks of the unstoppable desire of the United States to establish its monopoly in the North. Such behavior can only be called reckless, since it is contrary to geography itself. Washington's activity undermines the foundations of the polycentric world order in the Arctic, which was formed, among other things, with the help of the Arctic Council, undermines mutual trust between circumpolar countries, and destabilizes a responsible approach to cooperation in high latitudes.

The leadership of the country and the heads of the subjects of the Russian Arctic have an understanding that this region is an important and promising territory of Russia. This was confirmed during the SPIEF-2022. The necessity of systematic work on the formation of awareness among the citizens of Russia of involvement in the great Arctic affairs is emphasized. The main ones, according to experts, will be economic projects. Under these conditions, it is important to more actively involve our closest allies in the EAEU and BRICS in the problems of the region.

It should be noted that since the major Cold Response exercise in March 2022, NATO Allies in the Arctic have been extremely careful to avoid unintended collisions. This is due both to the cessation of the work of the Arctic Council in its previous composition, and to the proposed change - from notification to permission - of the procedure for the passage of foreign military and government ships through the internal waters of Russia in the waters of the Northern Sea Route, which is provided for by the draft law proposed by the Russian Ministry of Defense.

In the context of sanctions against the Russian Federation, it is important to carry out consistent work

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to ensure the technological sovereignty of the country in the region. We are talking about overcoming the backlog in the construction of ice-class LNG tankers Arc4 and Arc7, the creation of equipment for drilling wells in the Arctic and technologies for liquefying natural gas. The European Union has been actively striving to increase its role and importance in the Arctic over the past decade. It is connected to the region through the Arctic powers (Denmark, Sweden and Finland) and the EU members with observer status in the Arctic Council (Netherlands, Germany, UK (until 01.02.2020), France, Italy, Spain, and Poland).

Iceland and Norway are members of the European Economic Area, while Canada and the United States are its strategic partners. The EU as an integration association has not yet received the appropriate status. First time - due to Canada's veto, outraged by Brussels' ban on the import of seal meat and fur (traditional craft of the indigenous peoples of the Arctic), and the second time - because of the objections of Russia, thus responding to EU sanctions against itself.

At the same time, the European Commission (EC), the European Parliament and the EU Council in 2008-2015. a number of communiqués, statements and resolutions were adopted specifying the content of the regional interests of Brussels, which allowed EC April 27, 2021 to approve the Comprehensive Arctic Policy. In December 2022, the process of updating it was initiated. On November 10, 2022, public consultations on ways to advance the EU Arctic policy, which were previously initiated by the EC and the European External Action Service (EEAS), ended.

As a result, a new Arctic Strategy was prepared, which EC approved October 13, 2021 It's a more ambitious and fundamentally different document from the previous one, with its strong environmental focus. The new Strategy defines the priorities, goals and objectives of the European Union in the Arctic macro-region at the present stage. It was introduced by Virginijus Sinkevičius, current EU commissioner for the environment and former member of the Lithuanian government. The goal of the Strategy is "a more active involvement of the European Union in the processes of formation of a peaceful, sustainable and prosperous Arctic". The EU is presented as "a geopolitical factor with both strategic and daily interests both in the European Arctic and in the wider Arctic region." According to the document, the full-scale intervention of Brussels in the Arctic affairs is a "geopolitical necessity", and the EU today is already a "significant Arctic player" and wants to actively participate in the development of rules for this region, without even being an observer of the Arctic Council.

The strategy addresses a number of important issues for the Arctic region: sustainable development, climate and its change, international and regional cooperation, security, search and rescue operations,

science, permafrost thawing, natural resources, indigenous peoples and their culture, health and languages, women, the youth.

The issue of climate change plays a key role in the document. It is relevant to most high-level negotiations as one of the most universal and win-win topics in international dialogue. It is characterized by a humanistic beginning, it can be carried out for a long time, developing federal and interregional cooperation in a bilateral and multilateral format in various planes with the involvement of various institutions. It is also an extremely complex and ambiguous problem, which is characterized by an interdisciplinary, international, global and even cosmic scale of raising questions, especially when it comes to the implementation of measures aimed at reducing the negative effects of climate change.

Brussels deliberately dramatizes a number of processes, emphatically arguing, for example, that "Greenland's ice sheet is shrinking and the permafrost in the Arctic is increasingly disappearing", "indigenous peoples have suffered, and worsening the situation will undermine the prospects for future generations". At the same time, he defines the fight against global warming and the greenhouse effect as a priority, referring to the provisions of the sixth report of the Intergovernmental Panel on Climate Change (IPCC), which calls for "act immediately and decisively."

The document contains several provisions that, in our opinion, are doubtful and controversial due to their tendentiousness and poor consideration of the current situation. Yes, the EU insists that "oil, coal and gas remain in the ground, including in the Arctic regions." This aims to state could not sell on the world market the resources mined in the Arctic. This applies not only to the Russian Federation, but also to Norway and Canada. This appeal of the European Union caused wide discussions in these countries.

Deputy Prime Minister of the Russian Federation A.V. Novak, emphasizing the international revitalization of the climate agenda, the desire of countries for energy transition and minimizing the negative impact of industry on the environment, expressed confidence that it is science that is the sphere of impartial, constructive and effective assistance to the tasks of decarbonization of the world economy and energy. He noted that the Russian Federation has always advocated the development of multilateral and bilateral mutually beneficial energy cooperation. Member of the Commission of the Federation Council of the Russian Federation for the Protection of State Sovereignty V.V. Poletaev said that the EU's plans are an open attempt to interfere in the internal politics of the Arctic states. The EU as a political association has no right to dictate to the countries of the region how they should act on their own territory.

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This action of the EU did not go unnoticed by the President of the Russian Federation. On October 21, at the plenary session of the 18th meeting of the Valdai International Discussion Club in Sochi, V.V. Putin said that the EU's Arctic Strategy limits the sovereign right to dispose of its territory, calling the attempt to circumvent internationally recognized documents an attempt "with unsuitable means." He also noted that in the development of the Arctic, Russia expresses its readiness to build relations with all states of the world, including the EU, on the basis of internationally recognized documents and norms of international law.

October 22, 2022 An article was published by an expert on military-strategic issues and a researcher at the Institute of Modern Warfare at West Point (USA) Elizabeth Buknan, in which she emphasizes that much of the Arctic ambitions declared by the EU contradicts socio-economic and development interests, geopolitical realities, and extensive plans directly to the Arctic states themselves, and also nullifies the economic prosperity of the Arctic.

Following the Russian president, on October 27, Norwegian Prime Minister Jonas Gahr Stere criticized the proposal of the EC to ban oil and gas activities in the Arctic. He noted that despite the EU's announcement, his government will focus on oil and gas exploration in "more developed areas and activities close to existing infrastructure."

It was no coincidence that the strategy was made public in October. This is a continuation of sanctions pressure on the Russian Federation in the Arctic, aimed at reducing the significance of the program and planned activities during the first months of the Russian chairmanship in the Arctic Council in 2021-2023. The timing of the public disclosure of the Strategy could also be affected by the report on the implementation of the strategy for the development of the Russian Arctic, presented on October 6, 2021 by Yu. P. Trutnev at a meeting of the Federation Council of the Russian Federation. Thus, in our opinion, the European Union, fearing the normalization of relations between the US and the Russian Federation through Arctic cooperation, made it easier for the US to make more demands on Russia to comply with environmental standards in the region and accelerate the transition to a green economy.

Brussels, in contrast to the American bet on the militarization of the region, decided to play the ecological card with the Arctic strategy. The fight for the environment is the basis on which the EU declares itself a full player in the region. This has been reflected in the second section of the Strategy "Increasing the resilience of the Arctic to climate change and environmental degradation." It reveals the problems of the relationship between climate change and biodiversity, the implementation of the Agreement on the Prevention of Unregulated Fishing on the High Seas in the Central Arctic Ocean, the

problem of plastic and pollution of water areas with marine debris is updated, special attention is paid to reducing black carbon emissions, supporting the renewable potential of the Arctic, limiting the chemical pollution, reduce the carbon and environmental footprint of maritime transport, ensure the sustainable and responsible extraction and processing of mineral products for carbon neutrality, and improve the management of the Arctic Ocean.

With its "environmental" restrictions, the Strategy significantly affects the interests of not only Russia, but also European countries. For example, transportation of liquefied natural gas in the Russian Arctic is carried out on tankers of the Greek shipping company Dynagas, Canadian Teekay LNG Partners, with which charter agreements have been signed for a long time. Gas supply contracts with buyers from the EU (France, Belgium, Spain and the Netherlands) are long-term. At the same time, the EU countries, mainly Italy and France, also own stakes in the energy enterprises of the Russian Arctic. Let's be objective, these environmental proposals in themselves are important and relevant, but their implementation requires significant temporary preparation, large financial resources, and most importantly, the technical re-equipment of shipping, improving the infrastructure for production and processing of hydrocarbons. On the way to achieving leadership and strong international influence of Brussels on the countries of the Arctic region, the first priority for the EU was to contain and weaken Russia's position in the Arctic in all possible directions. About it is obvious that the designated "environmental" point is a catalyst for launching processes to suppress Russian international economic activity, one of the hidden objectives of the Strategy.

The geographical location of the EU makes it possible to deny its "historical" claims to a special role in the Arctic. Most of the documents describing the objectives of EU policy in the region are openly mentoring, peremptory in nature, without being supported by tangible opportunities. From our point of view, they are largely declarative and testify to an almost open opposition to Russia's interests. The Strategy notes that the EU is interested in supporting multilateral cooperation in the Arctic and is ready to work to ensure that it remains "safe, stable, sustainable, peaceful and prosperous." But at the same time it says about "Russia building up its military power in the Arctic", about its "aggressiveness in Arctic waters and airspace". This, as follows from the document, is a challenge not only for the EU, but also for NATO. The EU is also suspicious of China's increased interest in the Arctic. These double standards are a serious obstacle to achieving the goals of international and multilateral cooperation.

The publication of the Strategy suggests that the EU refuses to obtain observer status in the Arctic Council and will make efforts to change this situation.

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The influence of the EU in the Arctic will depend on the successful implementation of the projects outlined in the Strategy and the alignment of forces in the Arctic international arena.

Under these conditions, the successful chairmanship of Russia in the Arctic Council, the desire to achieve a summit of the leaders of the Arctic states as a result of it, which will reduce tension in the

Arctic and significantly increase the level of international cooperation, is of fundamental importance. For our country, the Arctic is an extremely sensitive topic, a sphere of vital interests. It ensures the extraction of more than 80% of combustible natural gas and 17% of oil (including gas condensate).

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Article



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## POSSIBILITIES OF BRANDING TOURIST DESTINATIONS FOR THE DEVELOPMENT OF TOURISM IN THE ARCTIC ZONES OF THE RUSSIAN FEDERATION

**Abstract:** in the article, the authors considered the actual problems of branding tourist destinations in Russia, as a promising and highly effective mechanism for regulating the tourism activities of the domestic market. Foreign models of formation of brands of objects of tourist attraction, tourist destinations and countries, as well as modern trends in branding in tourism are analyzed. Recommendations for effective state regulation of the tourism sector based on the economic efficiency of branding are given. The actual problems of branding tourist destinations in Russia are considered on the example of the regions of the Arctic zone of the Russian Federation. The key factors determining the development of tourism in the regions are listed. The analysis of the current state of the tourist infrastructure of the regions was carried out. The problems of development of inbound and international tourism are determined.

**Key words:** tourism, economy, Arctic, management, economic efficiency, inbound tourism, international tourism, public administration in tourism, territory marketing, branding of tourist destinations, PPP.

**Language:** English

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### Introduction

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A noteworthy event at the beginning of August 2022 was the Arctic bill introduced by US Republican Senator Lisa Murkowski from Alaska (hereinafter

referred to as the Arctic Bill, the Bill), which, among other things, defines the terms “Arctic countries”, “Arctic organizations of indigenous peoples”. At the same time, it literally states that “the term “Arctic countries” does not apply to the Russian Federation”, and “Arctic organizations of indigenous peoples” do

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not include the Association of Indigenous Peoples of the North, Siberia and the Far East of the Russian Federation” (Figures 1 and 2).



**Figure 1. Indigenous peoples of the regions of the Arctic zone of the Russian Federation**

The law is filled with elements of the “abolition” of Russia as an Arctic power, and the intention is to eliminate the “Russian monopoly on Arctic shipping” (section 7). L. Murkowski proposed to give additional powers for a 10-year term to the Arctic Executive Committee (The Arctic Executive Steering Committee) to improve the coordination of US national projects (section 4), to expand the investments of the United States International Development Finance Corporation in the "Arctic countries" (section 8) . Amendments to the Deep Water Ports Act of 1974 are also envisaged to provide for the issuance of licenses for the export of hydrogen in all its forms, including liquefied natural gas,

hydrogen and ammonia (section 10). Amendments to the Arctic Research and Policy Act of 1984 are initiated.(Section 11) and cross-report on research programs in the Arctic (Section 12). Thus, a reserve is created for total control of both resources and northern scientific projects. The establishment of a permanent presence of the Navy or the Coast Guard in the US Arctic (section 6) in the short term is clearly aimed at blocking the NSR. The adoption of the law further aggravated the situation in the Arctic and relations between Russia and the United States. All these events can be attributed to manifestations of a hybrid war in the Arctic.



**Figure 2. Indigenous peoples of the regions of the Arctic zone of the Russian Federation**

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President V.V. On April 13, 2022, Putin held an extended meeting involving a wide range of participants to discuss the situation in the Arctic. Speaking about the development of the Russian Arctic zone, he noted:

“Now, taking into account all sorts of external restrictions and sanctions pressure, we need to pay special attention to all projects and plans related to the Arctic: not to postpone them, not to shift to the right, but on the contrary, we must respond to attempts to restrain our development by increasing the pace as much as possible work on both current and future tasks” (Conference on Development Issues). In response to the unfriendly actions of the Nordic states and the illegal sanctions imposed against our country, the Russian government, by its order of July 2022 No. 1902-r, terminated the memorandums between the Russian Federation and the Nordic Council of Ministers (NCM) on the establishment of its information bureaus in St. Petersburg and Kaliningrad. The implementation of the program and plan of Russia's chairmanship in the Arctic Council continued.

It is worth highlighting the key ones among them, especially the conference on adaptation to climate change in the Arctic, which was held on July 7-8, 2022 in St. Petersburg. According to the scientific director of the Institute of Economic Forecasting of the Russian Academy of Sciences B. Porfiriev, investments in the adaptation of the Arctic objects of the Russian social sphere to climate change are estimated at 50 billion rubles a year, and bearing in mind the long-term nature of these consequences, we are talking, of course, about trillions of rubles. According to him, at the moment Russia has developed 17 plans for adaptation to climate change in the Arctic - 10 sectoral and 7 regional.

From June 24 to July 11, 2022, the scientific and educational expedition "Arctic Floating University - 2022: the Changing Arctic" took place in the high-latitude Arctic on the research vessel "Professor

Molchanov". This project is 10 years old this year. During this time, 675 people from 53 universities and research institutes from around the world took part in its flights (Participants of the expedition 2022).

It should be noted that the project implemented by the Northern (Arctic) Federal University named after M.V. Lomonosov, makes a significant contribution to the training of young professionals from around the world, mainly European, in the study of biodiversity, ecology, climate, historical and cultural heritage of the Arctic region. The Center for Arctic Studies of the IE RAS constantly takes into account the results of research on these expeditions in its scientific work.

Work on the construction of the ice self-propelled platform "North Pole" was completed in a timely manner, on the basis of which a wide range of oceanological, biological, and environmental research in the Arctic will be carried out. No country in the world has such a scientific base, which once again confirms the importance of Russia as the leading Arctic power in the world. Through the Ministry of Foreign Affairs of the Russian Federation, systematic work has begun in the subjects of the Arctic Zone of the Russian Federation to actively engage in cooperation in the Arctic outside the regional states and associations, primarily Asian countries.

In the context of increasing pressure from the collective West, Russia does not weaken its attention to defense and security issues in the Arctic. The modernization of the bases of new submarines, the construction of airfields, camps for newly formed military units and subunits in the regions of the Far North, the improvement of the air defense system, and the strengthening of the border agencies of the FSB of Russia continued. Over the past two years, additional measures have been taken to include the Ministry of Civil Defense, Emergencies and Disaster Relief and the Federal Service of the National Guard Troops of the Russian Federation into the overall security system in the Arctic region.



Figure 3. Life and lifestyle of small indigenous peoples of the Arctic regions

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИИ (Russia) = 3.939  
ESJI (KZ) = 8.771  
SJIF (Morocco) = 7.184

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The system of the Ministry of Emergency Situations of Russia began to gradually strengthen. To date, six Arctic Integrated Emergency Rescue Centers have been established. By 2025, it is planned to deploy four more rescue centers and seven aviation rescue units. About 35,000 specialists work as part of the departments of the ministry in the Arctic regions of Russia. The regular exercises, which took place in 2023 and ensured the participation of all the Arctic regions of Russia, contribute to the increase in the professionalism of the Ministry of Emergency Situations. The headquarters of the exercises is located in the village. Sabetta, near which there is a port and a large plant for the production of liquefied natural gas "Yamal LNG". The exercises contributed to the improvement of ways to protect the population and territories.

Currently, non-departmental security units of the Russian Guard are guarding 9 seaports of the Northern Sea Route, 3 nuclear power facilities classified as important state facilities, 7 ships with nuclear power plants (including the nuclear icebreakers Yamal, 50 Let Pobedy. Taimyr), "Vaigach", the universal nuclear icebreaker of project 22220 "Arktika", "Sevmorput", as well as the floating nuclear thermal power plant "Akademik Lomonosov", located in the port of Pevek (Chaunsky district, Chukotka Autonomous Okrug).

In total, in 2022, more than 700 violators of the access control regime were detained in the Arctic zone at important state facilities guarded by units of the Russian Guard. In addition, protection is provided for about 40 thousand places of residence and storage of property of citizens. On the territory of the RF AZ there are 43 subdivisions of licensing and permitting work, which control more than 170.7 thousand persons who have received permission to store and carry weapons, in whose use there are more than 327.1 thousand weapons.

Special forces and the police are taking a set of measures to prevent extremist and terrorist activities in the Arctic zone. To this end, in 2018 in the Murmansk region, in March-April 2021 in the north of the Krasnoyarsk Territory, special tactical exercises were held. In order to ensure military security in the region, measures are constantly taken to maintain the level of combat readiness of troops in accordance with the current and predictable nature of military dangers and military threats of the Russian Federation in the Arctic (Kornilenko 2022).

It should be noted that in connection with the planned commissioning of new nuclear-powered icebreakers, the development of the infrastructure of seaports and sea shipping routes in the waters of the NSR, as well as the growth of conflict potential in the Arctic, it will be necessary by 2024 to change the organizational and staffing structure of divisions (units) of the Russian Guard.

## Main part

As a result, a new Arctic Strategy was prepared, which EC approved October 13, 2021. It's a more ambitious and fundamentally different from the previous document in its strong environmental focus. The new Strategy defines the priorities, goals and objectives of the European Union in the Arctic macro-region at the present stage. It was introduced by Virginijus Sinkevičius, current EU commissioner for the environment and former member of the Lithuanian government. The goal of the Strategy is "a more active involvement of the European Union in the processes of formation of a peaceful, sustainable and prosperous Arctic". The EU is presented, at the same time, as "a geopolitical factor that has both strategic and daily interests both in the European Arctic and in the wider Arctic region."

According to the document, the full-scale intervention of Brussels in the Arctic affairs is a "geopolitical necessity", and the EU today is already a "significant Arctic player" and wants to actively participate in the development of rules for this region, without even being an observer of the Arctic Council. The document testifies to the rapid growth of the EU's ambitions in the Arctic, due to the desire to become one of the leading economic, political and strategic players in the northern latitudes, opposing the strengthening of the Arctic role of the Russian Federation.

The document consists of an introduction, three sections and a conclusion. Each section ends with a list of specific proposals, which makes the Strategy an informal "road map" for expanding the EU's zone of influence in the Arctic region. In it, without relying on existing legal documents, the agreements of the countries of the Arctic G8, it shows the overestimated place and role of the EU in the Arctic. It is distinguished by its peremptory tone and the desire to act as if no Arctic Council exists at all.

The strategy addresses a number of important issues for the Arctic region: sustainable development, climate and its change, international and regional cooperation, security, search and rescue operations, science, permafrost thawing, natural resources, indigenous peoples and their culture, health and languages, women, the youth.

The issue of climate change plays a key role in the document. It is relevant to most high-level negotiations as one of the most universal and win-win topics in international dialogue. It is characterized by a humanistic beginning, it can be carried out for a long time, developing country and interregional cooperation in a bilateral and multilateral format in various planes with the involvement of various institutions.

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	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Figure 4. Priorities of interests of the Government of the Russian Federation in the regions of the Arctic zone of the Russian Federation

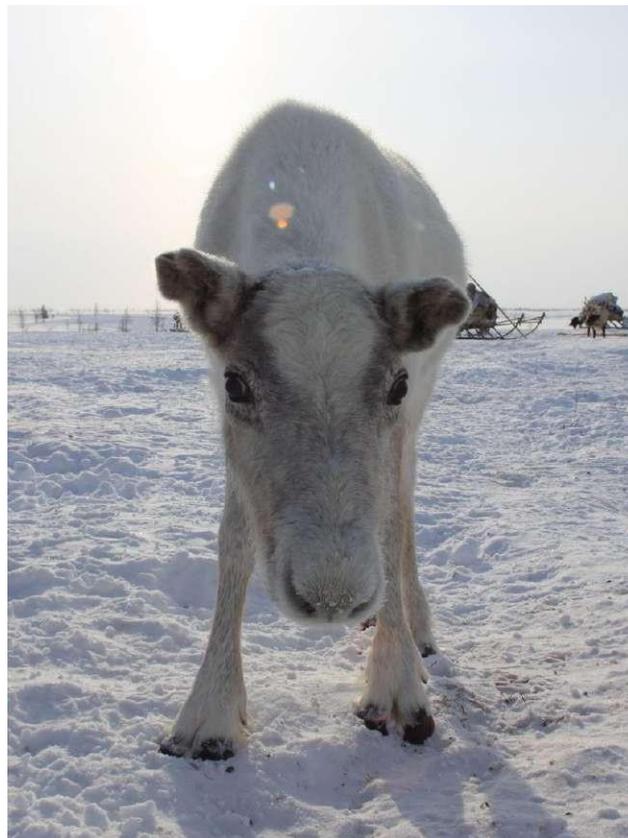


Figure 5. Environmental features of activities in the regions of the Arctic zone of the Russian Federation

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It is also an extremely complex and ambiguous problem, which is characterized by an interdisciplinary, international, global and even cosmic scale of raising questions, especially when it comes to the implementation of measures aimed at reducing the negative effects of climate change.

Brussels deliberately dramatizes a number of processes, emphatically arguing, for example, that "Greenland's ice sheet is shrinking and the permafrost in the Arctic is increasingly disappearing", "indigenous peoples have suffered, and worsening the situation will undermine the prospects for future generations". At the same time, he defines the fight against global warming and the greenhouse effect as a priority, referring to the provisions of the sixth report of the Intergovernmental Panel on Climate Change (IPCC), which calls for "act immediately and decisively."

The document contains several provisions that, in our opinion, are doubtful and controversial due to their tendentiousness and poor consideration of the current situation. Yes, the EU insists that "oil, coal and gas remain in the ground, including in the Arctic regions." This aims to state that resources could not be sold on the world market if mined in the Arctic. This applies not only to the Russian Federation, but also to Norway and Canada. This appeal of the European Union caused wide discussions in these countries. Deputy Prime Minister of the Russian Federation A.V. Novak, emphasizing the international activation of the climate

agenda, the desire of countries for energy transition and minimizing the negative impact of industry on the environment, expressed confidence that it is science that is the sphere of impartial, constructive and effective assistance to the tasks of decarbonization of the world economy and energy. He noted that the Russian Federation has always supported development of multilateral and bilateral mutually beneficial energy cooperation. Member of the Commission of the Federation Council of the Russian Federation for the Protection of State Sovereignty V.V. Poletaev said that the EU's plans are an open attempt to interfere in the internal politics of the Arctic states. The EU as a political association has no right to dictate to the countries of the region how they should act on their own territory.

This action of the EU did not go unnoticed by the President of the Russian Federation. On October 21, at the plenary session of the 18th meeting of the Valdai International Discussion Club in Sochi, V.V. Putin said that the EU's Arctic Strategy limits the sovereign right to dispose of its territory, calling the attempt to circumvent internationally recognized documents an attempt "with unsuitable means." He also noted that in the development of the Arctic, Russia expresses its readiness to build relations with all states of the world, including the EU, on the basis of internationally recognized documents and norms of international law.



Figure 6. Geopolitical realities of the Russian Government in the regions of the Arctic zone of the Russian Federation

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As for the EU's threat to ban its countries from buying Arctic hydrocarbons, this can only lead to more speculation in the energy markets of Europe. On October 22, 2022, an article by an expert on military-strategic issues and a researcher at the Institute of Modern Warfare at West Point (USA) Elizabeth Buknan was published, in which she emphasizes that much of the Arctic ambitions declared by the EU is contrary to socio-economic and development interests, geopolitical realities, the extensive plans of the Arctic states themselves, and also nullifies the economic prosperity of the Arctic.

Following the Russian president, on October 27, Norwegian Prime Minister Jonas Gahr Stere criticized the proposal of the EC to ban oil and gas activities in the Arctic. He noted that despite the EU's announcement, his government will focus on oil and gas exploration in "more developed areas and activities close to existing infrastructure."

It was no coincidence that the strategy was made public in October. This is a continuation of sanctions pressure on the Russian Federation in the Arctic, aimed at reducing the significance of the program and planned activities during the first months of the Russian chairmanship in the Arctic Council in 2021-2023. The timing of the public disclosure of the Strategy could also be affected by the report on the implementation of the strategy for the development of the Russian Arctic, presented on October 6, 2021 by Yu.P. Trutnev at a meeting of the Federation Council of the Russian Federation. Thus, in our opinion, the European Union, fearing the normalization of relations between the US and the Russian Federation through Arctic cooperation, made it easier for the US to make more demands on Russia to comply with environmental standards in the region and accelerate the transition to a green economy.

The greatest damage to international Arctic cooperation was caused by the refusal on March 3 of seven countries of the Arctic Council - Denmark, Iceland, Canada, Norway, the USA, Finland and Sweden - to participate in all meetings held under the chairmanship of the Russian Federation and on its territory. Later, on June 8, 2022, these countries decided to resume the activities of the AU on a limited basis, but without Russia, which was announced on the official website of the US State Department. This demarche meant nothing more than a boycott of the Arctic policy of the Russian Federation, which until May 2023 will be the chairman of the Council and its deep crisis. The extensive program of our chairmanship has been blocked, and the strategic plans for the development of the Arctic zone of the Russian Federation and the Arctic Council for the next decade have been called into question. It is already clear that these politically motivated decisions have affected the projects of the AC working groups, especially related to the study of climate change, the impact of hydrocarbon production on the nature of the

Arctic, as well as the measurement of methane emissions from the seabed in Russian Arctic waters. Under the current conditions, Brussels seeks to use this situation to its advantage. He continues to fight for AU observer status, which would allow him to dramatically increase his ability to monitor the situation in the region, especially through Denmark, Sweden and Finland. The European Union also does not object to the formation of an alternative AU structure, where it will also find a place, especially given its financial and technological capabilities. In this regard, the activities of the international Arctic non-governmental organizations "Arctic Circle" and "Arctic Frontiers" are of interest.

Speaking about the processes taking place in the Arctic, one should pay attention to the signing, unexpected for the world community, on June 14, 2022, by the governments of Canada and Denmark of an agreement on the settlement of a territorial dispute over the ownership of the Arctic island of Hans (length - 1,290 m, width - 1,199 m.), which they have not been able to resolve since 1973. The island was divided almost in half along a natural crevice that runs from north to south. In the countries of Northern Europe, a policy of confrontation with Russia can be traced, including through the development of tourism and international scientific cooperation. It should be noted that the aggravation of diplomatic relations between Russia and Norway at the end of June 2022 in connection with the Oslo blocking of cargo sent to the Russian village of Barentsburg to ensure the livelihoods of Russians - employees of the Arktikugol trust. The conflict was resolved thanks to the efforts of the Russian Foreign Ministry and the position of Norway, which, adhering to the provisions of the Spitsbergen Treaty of 1920, itself proposed ways to circumvent the sanctions of the European Union.

Unexpected was the decision of the Turkish authorities in early July 2022 to join the Svalbard Treaty, which, in their opinion, will allow Turkish companies to engage in shipping, industry, mining and trade both on Svalbard itself and in territorial waters that are under sovereignty Norway.

The situation in the Arctic region was greatly complicated by the entry of Finland and Sweden into NATO, which was described in detail in the articles by D.A. Danilova and N.S. Plevako. The Alliance's capabilities in the region have expanded significantly, which poses a real threat to Russia in the Arctic.

In 2022, the authorities of the United States of America formed a new 11th airborne division in the state of Alaska called the Arctic Angels. It is reinforced by a helicopter and artillery brigades, as well as parts of logistics, its total number has reached about 12 thousand people.

A noteworthy event at the beginning of August 2022 was the Arctic bill introduced by US Republican Senator Lisa Murkowski from Alaska (hereinafter referred to as the Arctic Bill, the Bill), which, among

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other things, defines the terms “Arctic countries”, “Arctic organizations of indigenous peoples”. At the same time, it literally states that “the term “Arctic countries” does not refer to the Russian Federation”, and “Arctic organizations of indigenous peoples” do not include the Association of Indigenous Peoples of the North, Siberia and the Far East of the Russian Federation.” The law is filled with elements of the “abolition” of Russia as an Arctic power, and the intention is to eliminate the “Russian monopoly on Arctic shipping” (section 7). L. Murkowski proposed to give additional powers for a 10-year period to the Arctic Executive Committee (The Arctic Executive Steering Committee) to improve the coordination of US national projects (section 4), to expand the investment of the United States International Development Finance Corporation in the “Arctic countries” (section 8). Amendments to the Deep Water Ports Act of 1974 are also envisaged to provide for the issuance of licenses for the export of hydrogen in all its forms, including liquefied natural gas, hydrogen and ammonia (section 10). Amendments to the Arctic Research and Policy Act of 1984 (section 11) and a cross-sectional report on Arctic research programs (section 12) are initiated. Thus, a reserve is created for total control of both resources and northern scientific projects. The establishment of a permanent presence of the Navy or the Coast Guard in the US Arctic (section 6) in the short term is clearly aimed at blocking the NSR. The adoption of the law will further aggravate the situation in the Arctic and relations between Russia and the United States. All these events can be attributed to manifestations of a hybrid war in the Arctic.

President V.V. On April 13, 2022, Putin held an extended meeting involving a wide range of participants to discuss the situation in the Arctic. Speaking about the development of the Russian Arctic zone, he noted: “Now, taking into account various external restrictions and sanctions pressure, we need to pay special attention to all projects and plans related to the Arctic: not to postpone them, not to shift to the right, but on the contrary, we must respond to attempts to restrain our development by maximizing the pace of work both on current and on long-term tasks” (Conference on Development... 2022). In response to the unfriendly actions of the Nordic states and the illegal sanctions imposed by our country, the Russian government by its order of July 2022 No. No. 1902-r terminated the memorandums between the Russian Federation and the Northern Council of Ministers (NCM) on the establishment of its information bureaus in St. Petersburg and Kaliningrad (Russia terminates ... 2022). The implementation of the program and plan of Russia's chairmanship in the Arctic Council continued. So, at the 25th St. Petersburg International Economic Forum (SPIEF-2022) in St. Petersburg (June 15-18, 2022), the Ministry for the Development of the Russian Far East

prepared a separate platform “The Arctic - the Territory of Dialogue”, where 16 events were held on a variety of problems of development and development of the region. It is worth highlighting the key ones among them, especially the conference on adaptation to climate change in the Arctic, which took place on July 7-8 in St. Petersburg. According to the scientific director of the Institute of Economic Forecasting of the Russian Academy of Sciences B. Porfiriev, investments in the adaptation of Arctic social facilities in Russia to climate change are estimated at 50 billion rubles a year. And bearing in mind the long-term nature of these consequences, we are talking, of course, about trillions of rubles. According to him, at the moment Russia has developed 17 plans for adaptation to climate change in the Arctic - 10 sectoral and 7 regional.

In addition to the above, it should be noted that in the absence of a unified strategy for branding and development of Arctic tourism in Russia for the period 2011–2018. Russian Arctic National Park, which is one of the most famous brands of the Russian Arctic Zone abroad, was visited by more than 6.5 thousand people from 70 countries, while 1,079 tourist arrivals were recorded in the 2018 tourist season. In 2019, the anniversary year for the Russian Arctic, for the first time in the ten years of the park's existence, Russian citizens came out on top in terms of the number of visits. In 2019, 1,306 visits were recorded, of which 262 were made by Russians. These indicators testify to the presence of a high tourist interest in visiting the objects of the Russian North, including among our compatriots.

There is no doubt about the high role of the indigenous peoples in the branding of tourist destinations in the North and the formation of the tourist identity of the Arctic territories. Currently, 41 ethnic groups are represented in 28 northern regions of our country (about 270,000 representatives of indigenous peoples). UNWTO emphasizes that indigenous peoples should be the final decision makers and beneficiaries of tourism development that affects them in one way or another. Obviously, tourism organized in the territories of the indigenous peoples of the North, associated with the traditions, culture and life of the indigenous peoples, should bring benefits and benefits to the indigenous peoples. The development of this type of tourism is possible only in the conditions of interaction and the development of a reliable partnership, the parties of which will be the indigenous peoples of the North, the government at different levels, tourist regions, the business sector of the tourism industry, related supporting areas and industries, investors, as well as civil society. In addition, research institutions should also cooperate with all of the listed stakeholders in order to be able to conduct research based on valid data, which will later be used to develop tourism, identify the so-called “points of attraction” of Arctic

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tourism, analyze seasonality tourist demand, anthropogenic pressure on tourist destinations and individual objects of tourist interest, plan and forecast tourist arrivals and tourism development in the short and long term.

The most attractive objects of tourist interest, which should be included in the branding of the RF AZ, are, namely:

- northern lights;
- crossing the polar circle;
- archipelago of Franz Josef Land;
- passage along the Northern Sea Route;
- North Pole;
- nuclear icebreaker fleet, cruises on Rosatomflot ships;
- National Park "Russian Arctic";
- "Barneo" - ASPOL ice base named after A.V. Orlova;
- observation of arctic birds, polar bears, whales, walruses, deer, arctic flora;
- settlement Barentsburg and pos. Pyramid on Svalbard;
- "Arctic floating university" NArFU named after M.V. Lomonosov and other projects of Arctic universities;
- events, competitions, expeditions of the Russian Geographical Society and other associations;
- route "Silver Necklace of Russia";
- arctic regional and local cuisine;
- shamanism;
- folklore;
- ethnographic expeditions, etc.

We believe that the highest development potential and solution to the issue of competitiveness of the domestic tourism product in the Arctic can be the promotion of combined tourism, which to some extent combines the most promising types of tourism in the Russian North: industrial, business, MICE, sports, ecological tourism, photo tourism; extreme (races, skydiving, quad bike rides, helicopter flights, hot air ballooning, ice diving, snowkiting, etc.), event, cultural, historical, archaeological, ethnographic with visits to the camps of indigenous peoples, educational, ornithological tourism, cruise tourism, running and racing on deer, dog sledding; licensed fishing; military patriotic tourism, passes along the routes of reindeer transport echelons; acquaintance with traditions and folk crafts, trips to reindeer herders' camps and deer herding places, scientific expedition tourism, etc. Tourists are attracted by thematic tours (the theme of the Soviet heritage, gastronomy, musical culture, berry picking, etc.), snow ice installations, national holidays of the peoples of the North.

Exogenous factors of the economy, along with socio-economic and industrial sectors, are elements that influence the definition of the identity of a tourist destination, the formation of the image of the region and the choice of a scenario for further tourism branding.

The Arctic region is perceived as a territory of exceptional resources and unique biodiversity. The image of the Arctic includes extreme conditions of survival and coexistence with various ecosystems in the conditions of uncontrolled elements. The Arctic has the image of a territory of challenge, overcoming, influence, struggle, a territory of natural resources, historical and cultural heritage of Russia and the whole world. The Russian Arctic has a large number of monuments of world significance, outstanding objects of history, archeology, and architecture. Evidence of the historical past of the Arctic inspires potential tourists for the first trip to the Arctic, and accomplished tourists for further exploration of the regions of the Russian Arctic and repeated visits. The image of the Russian Arctic can be described as cold, wild, ferocious, attractive, sedate, silent, rich, pure, relentless. The identity of the tourist destinations of the Arctic Zone of the Russian Federation is determined both by natural objects and the traditions of the peoples inhabiting them, elements of culture, originality, craft, local cuisine, artistic embodiments of the Arctic in rituals, folklore, folk costume, holidays, construction and decoration features of houses and traditional dwellings of northerners. Traditional games, fun, everyday life, as well as elements of shamanism are of great interest to our compatriots and foreign tourists. The rich tourist resources of the AZ of the Russian Federation are conducive to deep knowledge and exploration of the northern territories of the country. Branding of tourist destinations in the regions of the Arctic should reflect the wide opportunities for meeting the needs of potential visitors in active, environmental, cultural, educational, ethnographic, industrial, business, scientific, educational, sports and extreme tourism. In 2019, a number of federal management decisions were made to develop the NSR until 2035. This gives hope for improving its infrastructure, increasing the volume of cargo transportation and developing the Arctic territories. At the same time, it is obvious that there are opportunities to increase the number of tourist cruises in the seas of the Arctic Ocean along the NSR route. The image of the NSR can also become an integral element of the tourist identity of the Arctic regions of Russia.

The branding of Arctic tourism in Russia should correlate with the comprehensive and integrated development of the RF AZ. The problem of a lack of professional and highly specialized personnel involved in organized and legal Arctic tourism on the ground can be solved by creating conditions for the professional implementation of tourist personnel and the influx of labor resources from urbanized and oversaturated territories. Stimulation of interregional temporary labor migration can also partially solve the problem of providing professional staff for the tourism industry in the northern regions.

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Tourism branding technologies in the Russian Arctic should be consistent with the Fundamentals, Strategy-2035 and at the same time follow the general vector of intensive development of the national economy. From the standpoint of ensuring the effective implementation of the branding strategy for tourist destinations of the Arctic Zone of the Russian Federation, it is necessary to integrate interregional, regional and local brands of the North into a single strategy for promoting the Arctic tourist destinations of Russia and, further, the national tourist brand. In this case, the identity of the Arctic tourist destinations in Russia will be built into the brand and information field of the country in all its diversity and attractiveness.

### Conclusion

The geographical location of the EU makes it possible to deny its "historical" claims to a special role in the Arctic. Most of the documents describing the objectives of EU policy in the region are openly mentoring, peremptory in nature, without being supported by tangible opportunities. From our point of view, they are largely declarative and testify to an almost open opposition to Russia's interests.

The Strategy notes that the EU is interested in supporting multilateral cooperation in the Arctic and is ready to work to ensure that it remains "safe, stable, sustainable, peaceful and prosperous." But at the same time it says about "Russia building up its military power in the Arctic", about its "aggressiveness in Arctic waters and airspace". This, as follows from the document, is a challenge not only for the EU, but also for NATO. The EU is also suspicious of China's increased interest in the Arctic. These double standards are a serious obstacle to achieving the goals of international and multilateral cooperation.

The publication of the Strategy suggests that the EU refuses to obtain observer status in the Arctic Council and will make efforts to change this situation. The influence of the EU in the Arctic will depend on the successful implementation of the projects outlined in the Strategy and the alignment of forces in the Arctic international arena.

Under these conditions, the successful chairmanship of Russia in the Arctic Council, the desire to achieve a summit of the leaders of the Arctic states as a result of it, which will reduce tension in the Arctic and significantly increase the level of international cooperation, is of fundamental importance. For our country, the Arctic is an extremely sensitive topic, a sphere of vital interests. It ensures the extraction of more than 80% of combustible natural gas and 17% of oil (including gas condensate).

The Arctic is a zone of strategic communications of the Northern Sea Route, which provides the country's connectivity and access to the interior regions of the Urals, Siberia and the Far East, where

the volume of traffic is constantly growing (in 2020 it reached almost 33 million tons). The Northern Sea Route also acts as a transit alternative to traditional sea routes connecting Europe and the Asia-Pacific region, which does not suit many in the West. And most importantly, the Arctic direction is a key one from the point of view of the national security of the Russian Federation.

The socio-economic structure of the Arctic region largely depends on the extraction of minerals, the development of the fuel and energy complex, since the states of the Arctic coast are producers and exporters of energy. Norway and Canada are launching new exploration and development projects in their Arctic zones. In this regard, the "bans" on the development of hydrocarbons in the Arctic, indicated in the Strategy, are, in fact, bans on the development of the domestic economy and international trade relations in this area, interference in the affairs of the Arctic and European countries. All this creates unfavorable trade and political conditions for international economic cooperation, tension between trading partners and will negatively affect the final consumer.

In the coming years, it is hardly worth expecting constructive interaction between the Russian Federation and the EU in the Arctic, but the desire of the EU to participate in the development of the region must be taken into account. It is important to understand how its interests correlate with the interests of the Arctic strategy of the Russian Federation in various areas. It is advisable to conduct a comparative analysis of the new Arctic strategy of the EU, other countries of the Arctic Council with similar documents of the Russian Federation to determine the similarities and differences in approaches to the development of the Arctic. It is necessary to carry out an inventory of European Arctic projects in which subjects, educational and scientific institutions of the Russian Federation participate.

For Russia, the last paragraph of the Strategy is especially important: "The European Commission will work with partners on a multilateral legal obligation to prevent further development of hydrocarbon reserves in the Arctic or neighboring regions, and also not to acquire such hydrocarbons if they are produced." We are talking about plans to achieve a global ban on the extraction of oil, coal and gas in the Arctic. Effective branding of tourism in the Russian Arctic cannot be carried out without the participation of tourism professionals - highly specialized tourism personnel who are competent in both branding and the specific development of the Russian Arctic. Given the shortage of personnel in the tourism sector of the Russian Arctic, it is necessary to introduce innovative technologies for vocational training, the main purpose of which will be to ensure the transfer of the most useful and relevant knowledge

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to future specialists at the time of graduation from the university.



**Figure 7. Features of the fauna of the regions of the Arctic**

Tourism is able to give a powerful impetus to the development of the Russian North, depressive territories, as well as the protected area system, including through large private investments. The integration of untapped natural and tourist-recreational potential into the economy of the regions will create favorable conditions for further socio-economic development. However, it should be emphasized that the development, promotion and branding of tourist destinations in the Arctic Zone of the Russian Federation is impossible without an integrated and systematic approach. These events have a future only in the context of a comprehensive understanding of the multidimensionality of the tourist space of the Russian North, the national, cultural and biological diversity of the northern latitudes of Russia. The state policy in the Arctic creates favorable conditions for the development and maintenance of domestic tourism. Tourism must meet the interests of the indigenous peoples of the North, its inhabitants, and protect their well-being. At the same time, the growing "excess tourism" should not be allowed. The regulator, in this case, can be both pricing policy and active education through the formation of a culture of consumption in tourism, the education of the ecological and Arctic consciousness of Russians. When conducting marketing research and branding of tourist destinations in the Arctic, it is necessary to take into account the conditions of the

harsh Arctic climate at the stages of planning, organizing and implementing tourist routes. A well-established algorithm of crisis communication in tourism, issues of ensuring safety on routes should be reflected in the branding strategy for tourist destinations in the Russian North. well-established communication,

An effective solution to the territorial and environmental problems of the Arctic can be achieved using experience (but without its mechanical transfer) and knowledge accumulated in key sectors of the northern economy in different countries. The concept of competitive territory brand identity can also be applied in branding and promotion of the Russian Arctic. Branding of tourist destinations, the processes of formation of a system of socially responsible domestic tourism business, popularization of the national idea through tourism, the formation of the Arctic consciousness of Russian citizens and its projection on the formation of a culture of tourist consumption should reflect the principles of sustainable tourism development in the Arctic Zone of the Russian Federation.

According to the main trends for the further development of international tourism, presented by the World Tourism Organization, the high activity of the European sending market will increase in the future. In connection with this phenomenon, the Russian Federation, within a limited budget, needs to

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focus on the largest sending markets (Germany, Finland, China, USA, France, UK) in order to increase the number of international tourist arrivals to Russia, as well as increase the share of the tourism industry's contribution to the country's GDP due to the multiplier effect.

According to the trends towards the intensive development of budget tourism and individual tourist services, it is necessary to pay special attention to the tariffs of domestic air carriers. An effective solution to this situation could be the formation of a domestic sector of low-cost air carriers operating on international routes from Moscow and St. Petersburg, as well as on domestic routes at affordable prices. An obstacle to the intensive development of domestic tourism is also a rigid tariff scale of domestic air carriers, which, first of all, hinders the intensive development of domestic tourism.

For the effective development of domestic destinations, it is necessary to create a single information channel (electronic website) that would provide all the necessary domestic and international tourists with up-to-date information about tourist destinations, regions, places of the Russian Federation and their brands, types of tourism that are typical for destinations, with direct access to information sites of providers of tourism and related services: tour operators, travel agents, subagents, ebooking systems, etc.; air carriers, rail carriers, bus carriers, etc.; administrative apparatuses of regions and regions; non-profit national and regional organizations in the field of tourism; representatives of accommodation facilities, restaurant sector; tour agencies, car rental agencies, translation agencies, list of exchange offices; e-ticket sales office for various events and events; international social networks (Web 2.0), which will feature official blogs/profiles of tourist destinations in Russia, constantly providing up-to-date information for other users in two languages (Russian and English), etc. The site should be in the five main languages of the World Tourism Organization (English, French, Spanish, Russian, Arabic), as well as in German and Chinese, based on

the analysis of the sending markets for 2018-2022. The site should be constantly updated with up-to-date information about accommodation facilities and inform foreign tourists and partners from the commercial and non-commercial environment about special promotions, events, events held in Russia.

It is necessary to focus equally on both geographical and topical brands by combining several destinations in the Russian Federation under one theme. As a result of such synergy, the efficiency of organizing and conducting tours from an economic point of view can increase. As an example of such a project, we can bring together into one thematic route visiting several ethnic villages of the Central Region, each of which has its own identical traditions in culture, folk art, dance, cuisine, customs, crafts, and costume. For such tours, it is also desirable to provide accommodation facilities that are typical only for this region, in which traditional decoration, utensils, etc. will be presented. Economic efficiency can also increase due to the additional positioning of ethnic tourism as an ecological direction, which contributes to the preservation of the identity of the region, improves the standard of living of its population, contributes to the protection of the environment and the preservation of natural objects located in this territory. First of all, such tours, if there are enough accommodation facilities, can be used as cognitive and educational tours for the domestic consumer of younger age groups (schoolchildren, students), and will also be in demand among the older generations of foreign European tourists. Studies conducted by the World Tourism Organization and the European Tourism Commission emphasize that older Europeans, being an active and large segment of the tourist consumer market, prefer sightseeing and educational tours. Based on this, we can recommend the organizers of such tours in Russia to take into account all the features of serving tourists of older age generations, since they have some restrictions on movement associated with their age.

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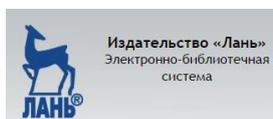
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