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Article



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THE ROLE OF THE TOURISM POTENTIAL OF THE ARCTIC REGIONS OF THE RUSSIAN FEDERATION FOR THEIR EFFECTIVE SOCIO-ECONOMIC DEVELOPMENT

Abstract: *in the article, the authors analyze the tourism potential of small and medium-sized cities in the Arctic regions of the Russian Federation, which have an unprecedented socio-economic and cultural potential for the development of Russian regions, which is manifested in their unique features: compactness, historical heritage, the existence of rare industries and local economy. At the same time, today in Russia the realization of their potential is hindered primarily by the existing system of political institutions and federal authorities. Exploring the development potential of small and medium-sized cities, in relation to the Russian context in various sectors of the economy (primary, secondary and tertiary). The practical significance of the study lies in the possibility of using in the practice of Russian management the experience of developing the potential of small and medium-sized cities in various sectors of the economy. As a result, it is concluded that small and medium-sized cities can be economically and socially efficient settlements, that is, a completely competitive urbanized unit. However, the tools for the development of such territories should be implemented in the presence of a federal strategy to support promising areas of development for small and medium-sized cities, to provide them with the opportunity for independent and responsible development.*

In the article, the authors examined the current problems of the development of the tourism industry in the Arctic regions of the Russian Federation. Practical proposals and recommendations are given, priority tasks are formulated to solve the main socio-economic problems of using the tourist and recreational potential, developing inbound and domestic tourism for the sustainable development of regions, unique territories and tourism centers. The results can be used to improve the legislative and regulatory acts of the tourism industry, to increase the competitiveness of the tourism industry in the North of Russia.

The promotion of the Arctic tourism product is possible only if an integrated approach is used and an understanding of the versatility of the tourism potential of the Arctic zone, the biological and cultural diversity of the Russian north. An important role in this process can be played by the small indigenous peoples of the Arctic, who should be involved in ongoing business initiatives aimed not only at making a profit, but also at preserving the unique culture and traditions of these peoples. The article discusses the specific features of the tourism industry in the Arctic zone of Russia, its key problems and further prospects for sustainable development.

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Key words: Arctic tourism, Russian Arctic tourism, sustainable development of tourism in the Arctic, development of the Arctic, urbanization, sectors of the economy, development potential, spatial development, socio-economic potential, territory development, small towns, medium-sized towns, resources, effective state and municipal management.

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Introduction

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Tourism is one of the largest, highly profitable and most dynamic sectors of the world economy. As a modern sector of the economy, it has long gone beyond national boundaries and plays an important role in the interaction and mutual enrichment of cultures. The tourism industry, which has a multiplier effect, helps to diversify the economy, improves the quality of life of the population, opens up opportunities for generating income and new jobs, this is especially important for the Arctic regions of the Russian Federation.

The European North of Russia occupies one of the most favorable positions in terms of tourism development, due to the presence of natural recreational conditions and the largest cultural heritage sites. It includes the republics of Karelia and Komi, the Arkhangelsk region with the Nenets Autonomous Okrug, the Vologda and Murmansk regions. During the Soviet period, the European North was called the Northern Economic Region. At present, along with the former Northwestern economic region, it is part of the Northwestern Federal District (NWFED).

The European North opens up broad prospects for the development of water, cruise, cultural, educational, ecological, business, event, rural, pilgrimage, sports and other types of tourism. This is a monument of world culture, the identity of various peoples and ethnographic groups (Saami, Pomors, Nenets, Komi, Karelians, Vepsians, Finns, Russians) is represented here, which predetermines wide opportunities for the development of ethnographic tourism, which is so necessary for these regions. Another name for the European North - the Russian North - is more of a historical and cultural concept than a geographical or administrative name.

In recent years, tourist flows from Russia and abroad have rushed here, which is facilitated by the unique wealth of tourist resources, the preserved traditional types of nature management, folk crafts and crafts, and the special geographical position of the European North as a subarctic and coastal region.

Russia has great infrastructural and natural opportunities for the tourist development of the European North, taking into account the importance

of preserving the unique ecosystem of the region and the way of life of the indigenous peoples of the North. Tourism contributes to the development of territories and local communities in the Arctic and the North: it stimulates entrepreneurial activity, the creation of new jobs and social infrastructure, and promotes cultural and natural heritage.

In the Western Arctic, the focus is on the development of tourism in the high-latitude Spitsbergen archipelago and the Russian Arctic National Park. A detailed analysis of the development of the tourism sector in the Murmansk region, in particular in Teriberka, was carried out. The effective development of ecological tourism in the region is shown, the equipped ecological trails of the Murmansk region are described.

In the Russian North, the main attention is paid to the development of tourism in historical cities and rural settlements. The problems of preservation and revival of the historical and cultural heritage as a factor in the sustainable development of tourism are analyzed.

After analyzing promising tourism investment projects and routes in the regions of the European North, measures to stimulate the increase in competitiveness and socio-economic efficiency of the development of the tourism industry are substantiated. Strategic directions and tasks are identified, the implementation of which by government agencies and tourist companies involved in the development of tourist and recreational resources will allow maintaining Russia's competitive advantages in the northern and Arctic regions. The developed recommendations and proposals can be used to prepare the Strategy for the Development of Arctic Tourism until 2035 and to adjust the regional tourism programs of the Russian North.

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 partial removal of restrictions. The demand for not crowded, independent tourism to the Arctic regions of the

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Russian Federation has significantly increased. 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. To support the industry and "budget" tourists, the Rostourism program "Cashback for tours in the Russian Federation" was launched - a refund of 20% of the cost of the tour when paying with a Mir card.

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 crowd 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).

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 Kola North) 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. Starting from July, an explosive growth of tourist flow in all directions was noted in Karelia, hotels and camp sites were completely filled. In the second half of 2022, the most popular location in Karelia was the Sortavalsky district, 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 was supposed to 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 became the world's largest special economic zone with unprecedented preferences for new investment projects worth from 1 million rubles.

For the development of the tourism industry in the Arctic, it is necessary to create an appropriate infrastructure. In 2023, in the Murmansk region, the amount of subsidies aimed at the implementation of infrastructure projects has been increased from 4 to 10 million rubles - the creation and improvement 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 in the Murmansk region. As part of the competition in 2023, more than one hundred applications were considered. Fifteen winning companies received subsidies totaling 10 million rubles. Among the projects are the creation of a roadside service, the arrangement of a hotel infrastructure, the construction of a dormitory complex, tourist facilities and public catering

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facilities, as well as the acquisition 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 confident 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 relaxation, combined with cleansing the body of harmful toxins from large cities in sparsely populated areas. And all this in an ecologically clean environment of the North. Digital tourism is an exclusive tourism 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. Among the innovative types of ecological tourism infrastructure, the most promising are glampings, which are widely used in the countries of Northern Europe. Glamping is a well-maintained campsite with all amenities. Starting from 2018, the first glampings begin to appear in the European North of Russia - in the Murmansk region and the Republic of Karelia. The most famous glamping is Aurora Village, located 50 kilometers from Murmansk towards Teriberka. The tourist complex of ten domed houses with panoramic windows, cafes and all amenities in the tundra is designed primarily for observing the northern lights.

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:

1. *Deferred demand for tourism 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.

2. *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.

3. *Change of actors.* 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.

4. *"Resetting" 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 destinations in 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.

In the case of the implementation of pessimistic options, Arctic tourism, which has a high cost and is organized in difficult climatic and transport conditions, will give way to areas with a resort and recreational specialization, which are much more accessible geographically, while it itself will become the lot of a few supporters of extreme recreation.

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

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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 tourist trips planned in advance will inevitably decrease, especially in the first post-pandemic months.

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). The Valaam archipelago, Karelian petroglyphs (Onega and White Sea), Kenozero National Park are included in the preliminary 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 Vologda and Arkhangelsk regions. 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 Vologda and Arkhangelsk regions. 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 Vologda and Arkhangelsk regions.

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 that affect both its nature, and the characteristics of the settlement, and the development of the economy:

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 Russian North for many centuries has preserved ancient customs, the traditional system of rural settlements and forms of nature management, the appearance of ancient 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 primordial 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, his

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sociocultural and economic activities. and consisting of characteristic stable combinations of natural and cultural components that are in close interconnection and interdependence. The national parks of the Russian North have become one of the main organizational forms for the protection of cultural landscapes, while they have a colossal historical, cultural and eco-tourism potential. In recent years, there has been a tendency for tourism activities to move into the cultural space of national parks (Kenozersky, "Russian North").

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. The lack of infrastructure facilities and their significant deterioration are the main obstacles to the development of tourism.

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 investments (in the form of public-private 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 inter-regional 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", "Dear Lomonosov", "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.

Interregional destinations within the framework of the historical, cultural and tourism project "Silver Necklace of Russia".

1. "Silver Necklace of Russia": Kaliningrad - Pskov - Veliky Novgorod - Vologda - Syktyvkar - Naryan-Mar - Arkhangelsk - Murmansk - Petrozavodsk - Leningrad region (Lodeynoye Pole, Novaya Ladoga, Staraya Ladoga, Shlisselburg) - St. Petersburg.

2. "The Great Way in the Russian North": Vologda - Veliky Ustyug - Syktyvkar - Inta - Vorkuta - Pym-VaShor - Arkhangelsk - Murmansk - Zaonezhye - Pudozh - Medvezhyegorsk - Shunga - Tolvuya (the birthplace of Zosima Solovetsky) - Great Guba - about. Kizhi - Povenets - Chelmuzhi (Church of the Epiphany, place of exile of the nun Martha, Princess Romanova, mother of the future Tsar Michael) - Pyalma - Vytegra - Vologda - Arkhangelsk - Vologda - Totma.

3. "Journey to Ancient Rus": Veliky Novgorod - Izborsk - Staraya Ladoga - St. Petersburg - Olonets - Belozersk - Kirillov - Veliky Ustyug - Syktyvkar - Pustozersk.

4. "In the footsteps of the Varangians": Republic of Karelia - Priozersk - Vyborg - St.

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Petersburg - Staraya Ladoga - Veliky Novgorod - Tikhvin - Kirillov - Belozersk.

5. "Outposts of Russia": Kaliningrad - St. Petersburg - Vyborg - Priezorsk - Shlisselburg - Staraya Ladoga - St. Petersburg - Olonets - Border Kondushi - Kolatselga - Kinerma - Kem - Murmansk - Arkhangelsk - Vologda - Pskov - Veliky Novgorod - Murmansk - Arkhangelsk - Pustozersk ; Izborsk - Pskov - Ivangorod - Koporye - St. Petersburg - Vyborg - Priezorsk - Republic of Karelia (along the border of the Russian Federation).

6. "Across the Holy Places": St. Petersburg - Pskov - Veliky Novgorod - Tikhvin - Vologda - Republic of Karelia (Murom Monastery, St. Elias Volozero Hermitage) - Arkhangelsk Region (Solovki Islands); St. Petersburg - Novaya Ladoga - Staraya Ladoga - Tikhvin - Belozersk - Kirillov - Vologda - Totma - Veliky Ustyug.

7. "Living Water of the North-West of Russia": Moscow - Cherepovets - Goritsy - Vytegra - Mandrogi - Lodeynoye Pole - Staraya Ladoga - Pskov - Veliky Novgorod - Moscow ; St. Petersburg - Lodeinoye Pole - Mandrogi - Petrozavodsk - Kizhi - Kem - Solovetsky Islands; Arkhangelsk - Onega - Sumposad - Virma - Belomorsk - Kem - Gridino - Umba - Varzuga (Pomor settlements of the White Sea); Yarensk - Syktyvkar - Vorkuta - Pym-Va-Shor (hot radon springs).

8. "Northern ports of Russia": St. Petersburg - Belomorsk - Kem - Kandalaksha - Murmansk - Arkhangelsk - Naryan-Mar (Pechora port) - Amderma.

9. "Wooden architecture": Republic of Karelia (Kizhi) - Leningrad region (Podporozhsky district) - Vologda region (Vytegra, Vologda) - Veliky Novgorod (Museum of wooden architecture "Vitoslavlitsy"); Arkhangelsk region (Museum of wooden architecture "Small Korely") - Murmansk region (Varzuga, Tersky district).

10. "Tree of Life" (ancient Vepsian settlements): Republic of Karelia (Prionezhsky district, Sheltozero) - Leningrad region (Podporozhsky district, Vinnitsa, Voznesenye) - Vologda region (Babaevsky district).

11. "Indigenous peoples of the "Silver Necklace of Russia": Pskov region (Sigovo village) - Republic of Karelia (Prionezhsky district, Sheltozero; Pryazhinsky district; Lakhdenpokhsky district) - Leningrad region (Kingiseppsky district, Vistino village (Izhora and Vod peoples), Podporozhsky district, Vinnitsa , Voznesenye) - Murmansk region (Pomors, Tersky district; Saami, Lovozersky district) - Nenets Autonomous Okrug (Krasnoye village, agricultural production cooperative "Kharp").

12. "Ghost towns of the North": Korzunovo (Murmansk region) - Charonda (Vologda region) - Khalmer-Yu (Komi Republic) - Amderma (Nenets Autonomous Okrug).

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 of tourism.

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 effective 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 the 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 ethnopark is an object of cultural tourism that interprets the dialogues of different cultures through authentically created ethnoyards, where tourists can live and learn the technology of making 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, Finno-Ugric ethnopark in the Komi Republic (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

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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 of compact residence of Komi-Izhma residents 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. Health resort tourism has spread in the republics of Karelia (Marcial Waters), Komi (Seregovo resort), Arkhangelsk region (Belomorie, Krasnoborsk, Solvychevodsk resorts), Vologda region (Ledengsky resort, Totma). Maritime Arctic tourism is actively developing in the Murmansk and Arkhangelsk regions. Recreational fishing has spread mainly on the salmon rivers of the Kola Peninsula.

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 Republic of Karelia.

The Republic of Karelia favorably combines an advantageous transport and geographic position with a preserved natural resource potential, a rich cultural, historical, ethnographic and religious heritage. This rather unique combination of various tourist and recreational resources creates a good basis and prospect for the development of various types and forms of tourism.

Sixteen ethno-cultural historical territories with a preserved historical and cultural environment have been identified in the republic, more than 4,500 cultural heritage sites have been concentrated.

Tourism in the Republic of Karelia is recognized as a priority sector of the economy, which is becoming increasingly important in the development of the entire economic potential of the republic. Karelia traditionally holds a leading position among Russian regions in terms of tourist attractiveness.

The tourist flow to the Republic of Karelia has been steadily growing over the past years. The share of organized tourists in the total number of visitors is about 60% (800 thousand people in 2018). The total flow of visitors, including sightseers, in 2018 amounted to 1320 thousand people. Among the tourist centers in terms of attendance, the leaders are: the mountain park "Ruskeala" - 350 thousand tourists, the museum "Kizhi" - 220 thousand people, the reserve "Kivach" - 120 thousand people, the island of Valaam - 100 thousand people. (Fig. 1, 2).



Figure 1. Mountain Park "Ruskeala"

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Figure 2. Museum-Reserve "Kizhi"

The tourism industry of Karelia in the last three years has a leading growth rate among all sectors of the regional economy. At the end of 2019, the tourist flow of organized tourists amounted to 830 thousand people, and the closed borders in the context of the pandemic and the relatively calm epidemiological situation in the spring and summer of 2020 made Karelia even more attractive for tourists. According to the Tourism Department of Karelia, only in July and

August 2020, 350 thousand people visited the republic, while for the full summer season of 2019 - 100 thousand less, the growth in tourist flow was about 40%, and according to At the end of 2020, 790 thousand people visited the republic (Table 1). Attendance at the mountain park "Ruskeala" has almost doubled, and in the neighboring Sortavala there were no empty rooms in the hotels.

Table 1. Tourist flow to the Republic of Karelia

2017	2018	2019	2020
The volume of organized tourist flow, thousand people			
780	800	830	790

In the structure of the gross regional product, the share of tourism is 4-5%. In the structure of the all-Russian volume of tourist services, the share of the republic is more than 3%.

In total, the tourist complex of the republic is able to provide up to 3 million overnight stays per year in comfortable accommodation facilities. However, with a steady increase in the number of tourists visiting the region, today there are not enough hotels, especially in the budget, as well as high and premium price segments. A feature of Karelia is the uneven distribution of the tourist flow across the regions of the republic due to the different levels of development of the tourist infrastructure and the availability of tourist resources. Currently, the main tourist load falls on two areas - the center and the Northern Ladoga

region, where two world-famous attractive tourism centers are located - the Kizhi Museum-Reserve and Valaam, as well as the capital of Karelia - Petrozavodsk, which are the most visited objects of the republic. The Karelian tourist flow has a pronounced seasonality, since it falls mainly on three summer months. Due to these circumstances, there is a problem of exceeding the maximum recreational load on the main tourist sites (Kizhi, Valaam).

Tourism in Karelia is an integrated type of economic activity that allows, with relatively small investments, to ensure the economically viable use and reproduction of local tourism resources and potential. Therefore, for the conditions of Karelia, it is legitimate to choose the tourist direction of the

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region's development as a priority in relation to its industrial development.

The rapid growth of the tourist flow to the border mountain park "Ruskeala" gave the region a synergistic effect, uniting about three hundred people around the project - representatives of small

businesses and travel companies (Figure 3). The main thing here is not to disturb the existing natural balance, not to turn the protected area into a typical mass amusement park.



Figure 3. Mountain park "Ruskeala". Boat ride on the platform

The border town of Sortavala is also one of the tourist centers of the Republic of Karelia. An important role in this is played by its role as one of the starting points of tourist routes to Valaam and to the Ruskeala mountain park, which is served by the Nikolaevsky Express retro train. A large flow of foreign tourists is provided by the so-called nostalgic tourism for the former inhabitants of the Ladoga region, now living in Finland, as well as the participation of the city in the international tourist route "Blue Road", stretching from the coast of Norway through Sweden and Finland to the Karelian Pudozh. Sortavala is the only historical city of the Republic of Karelia that has preserved its integral architectural and historical appearance. There are about two hundred architectural monuments in the styles of Finnish wooden romanticism, northern interwar modernism, functionalism, neoclassicism, wooden empire style of the mid-19th - early 20th centuries. The city has a well-developed service and hospitality sector, there is a huge number of mini-hotels, guest houses for a small town. A possible increase in the status of the city of Sortavala to the level of a historical city of federal significance will provide an opportunity to receive additional funding from the federal budget to create an attractive urban

environment, in particular, to improve and create new comfortable public spaces. This will also increase the tourist attractiveness of the border town, through which guests of Karelia go to Valaam. In 2016, the city received the status of the New Year's capital of Russia, having received a large number of tourists in the winter. With the introduction of the high-speed train "Lastochka" in 2018, plying between St. Petersburg and Sortavala, in the foreseeable future, the tourist flow to the border city is expected to triple. In 2019, Russian Railways launched a new direct route Moscow - Sortavala - Ruskeala Park. In 2019, the implementation of the Legends of Karelia shopping mall was launched on the territory of the republic. Also formed in 2021 was the Karelian White Sea shopping mall.

The Arkhangelsk region is a kind of repository of ancient Russian culture and traditions of the spiritual life of the Pomors. On the territory of the region there are unique historical and cultural landscapes, world-famous monuments of wooden and stone architecture, on the coast of the White Sea - ancient Pomeranian villages. The Arkhangelsk region ranks 5th in Russia in terms of the concentration of cultural heritage sites (Figure 4).

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Figure 4. Arkhangelsk. Embankment of the Northern Dvina

The Arkhangelsk region is notable for its wooden architecture and Pomeranian cuisine. Here is the largest open-air museum of wooden architecture in Russia "Malye Korely" (Figure 4). The region focuses on the development of Arctic, rural and ethnographic tourism. Currently, there are more than a hundred ethnographic sites, on the basis of which tourists are offered excursion programs and master classes aimed at preserving traditional folk traditions and crafts (Figure 5). Gastronomic tourism is becoming more and more popular in Pomorie. A gastronomic notebook-map of the Arkhangelsk region has been created, which provides information from the districts of the region about local culinary dishes and farm products.

In 2018, 409,000 organized tourists visited the Arkhangelsk region (of which 9,000 were foreigners), which is 4.6% more than in 2017. At the end of the 2019 tourist season, the tourist flow increased to

427,000 people. More than 1 million people take part in excursion programs of the region. Most often, residents of Moscow and St. Petersburg come to the region. Representatives of Germany, Finland, Sweden, France, Italy, Norway and the Netherlands are leading among the foreign guests of Pomorie. New objects of tourist infrastructure are being opened in the region, new projects, excursion programs and routes are being developed.

In the Arkhangelsk region, 21 tour operators for domestic and inbound tourism are registered, more than a hundred tour programs have been developed, and twelve TICs operate. Guests of the region are welcomed by 169 hotels, hostels and sanatoriums. In 2022, the greatest entrepreneurial activity in the field of tourism was noted in Arkhangelsk, Kotlas, as well as in Kotlas, Pinezhsky, Nyandoma and Krasnoborsky districts (Figure 5 and 6).



Figure 5. Museum "Small Korely". Hip bell tower inscribed in the natural landscape

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Figure 6. Museum-reserve "Small Korely". Architectural and landscape exposition



Figure 7. View of Pinega from Krasnaya Gorka (Krasnaya Gorka village, Pinega district)

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Figure 8. Shrines of Permogyrye (Permogyrye village, Krasnoborsky district)

Pinezhsky and Mezensky districts have become active centers for the development of rural tourism. The main problem here is transport accessibility: for example, on the Arkhangelsk-Golubino-Pinega-Mezen highway, the road is constantly broken by timber trucks and becomes impassable after rains. The road to Mezen must be built simultaneously with the development of roadside services and infrastructure.

Of particular note are the projects that, in order to increase the tourist and investment attractiveness of the region, are designed to contribute to the socio-economic development of the territories, among them: "Travel with taste" (development of infrastructure for popular tourist destinations), "ARHIprodukt" (promotion of northern products in the key of gastronomic tourism) and "ARCHITsentr" (a new socio-cultural public space in Arkhangelsk in the building of the Sea and River Station). "ARCHITsentr" will allow guests and residents of the region to get acquainted with the historical and cultural heritage of Pomorie with the help of modern museum and multimedia tools.

At present, the implementation of the investment project of the Belomorsky tourist cluster (Arkhangelsk, Lomonosovo village) has begun in Pomorie. Previously, it was planned to submit a joint application from the Arkhangelsk and Murmansk regions (TRC "Belomorsky" and "Belomorje") for entry into the federal target program for the development of tourism for 2019-2025. in RF. Tourism in the Arkhangelsk region is, first of all, a

sustainable way of developing the territory, which improves the quality of life of the local population through attracting guests.

Traveling around the region starts from Arkhangelsk, the first seaport in Russia, the starting point for the development of the Arctic. The Arctic theme has become the leitmotif of the development of tourism in the capital of Pomorye: the tourist route "Arkhangelsk: here the Arctic begins" is one of the branded tours of Russia and includes visits to the main sea and Arctic attractions. In 2021, 120 thousand tourists visited Arkhangelsk, which is 9% more than in the previous year.

New arctic weekend tourist routes have been developed in the Primorsky region ("Patrakeevka is the birthplace of captains", "Heathland is the birthplace of pilots"), in the village of Voznesenye and the Onega region ("Pomors near the White Sea", "Onega is the residence of Princess Moroshka").

The number of people wishing to visit the ancient city of Kargopol is growing: in 2020, its white-stone architecture and numerous museums attracted more than 9 thousand tourists, which is 18% more than in 2019. This is largely facilitated by the tourist routes of Kargopol, approved as branded tours Russia "Kargopolye - the land of hidden time" and "Kargopolskaya gosteba". Bright event events - the annual winter festival of bell art "Crystal Ringings" and the holiday of folk craftsmen of Russia, aimed at preserving and developing traditional folk crafts - in different years became national events of the year in

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Russia according to the tour portal "National Calendar of Events". The gastronomic traditions of Kargopol are being developed by the eco-gastronomic festival "Lamb Sunday". For foreign tourists, the Russian North is attractive primarily for its original wooden architecture. For example, the Kargopol-Kenozersky tourist region is known as the territory where the largest number of sacred monuments of wooden architecture is concentrated in the world. The brand of this territory is the preserved ancient wooden churches and chapels with unique "painted skies", votive worship crosses and holy groves. In the Kargapolsky district and the Kenozersky sector of the Plesetsky district there are unique villages, one of the last islands of the original Russian way of life, culture, traditions, outstanding examples of the cultural landscape of the Russian North. Some of these tourist villages are located on the territory of the Kenozero National Park, the only one in Russia where about a hundred architectural monuments have been preserved, among them are masterpieces of Russian wooden architecture of the 18th–19th centuries, which have no analogues in the world.

The development of the Kenozero National Park is a rare example of a SPNA contributing to the revival of villages through projects to restore architecture: temples, clubs and historical buildings.

As an example of best practices, Kenozersky National Park is included in three federal tourism collections at once: "Best practices of ecological tourism in the Russian Federation", "Best practices of ethnographic tourism in the Russian Federation" and "Best regional practices for the development of rural tourism".

The developed tourist infrastructure of the national park contributes to the development of domestic and inbound tourism in the Arkhangelsk region: nine ecological trails, seven excursion routes, 114 tourist stops (including picnic spots), two bicycle rental points, eight viewing platforms, sixteen museums (including expositions, landscape theatres), three visitor centers, six information centers, two eco-classes and three conference rooms. The park organizes accommodation and meals for tourist groups, equipped kitchens in hotels for self-catering.

The cultural landscapes of the Kenozero National Park most fully and successfully illustrate the features of the historical and cultural development of the territories of the North of Russia and the exceptional role of the natural component in this process. Particular attention is paid to the study of elements of traditional living culture as the most important mental component of the cultural landscape of Kenozero with a subsequent assessment of its role in the development of regulated tourism. National parks have become in Russia one of the main organizational forms for the protection of cultural landscapes, while they have a colossal historical, cultural and eco-tourism potential. In recent years,

there has been a tendency for tourism activities to move into the cultural space of national parks, into the space of cultural landscapes.

The Kenozero National Park is an example of the most vivid manifestation of primordially Russian traditions here, elements of the traditional living culture of the Pomors, wooden religious architecture in harmony with the natural component of the territory. The assessment of the natural and cultural-historical heritage of a given territory from the standpoint of cultural landscape science and the principles of organizing cultural space acquires significance as a kind of factor in the formation of ecological culture and ecological consciousness through tourism.

In the Arkhangelsk region, rural tourism is actively developing, which has become one of the priority areas for the development of the tourism industry. The region is among the leaders in terms of rural tourism development in Russia, which can become one of the factors contributing to the diversification of the rural economy, increasing employment and incomes of the rural population; development of small business and, as a result, improvement of the quality of life in the countryside. The Arkhangelsk region is distinguished by a large number of preserved authentic villages of interest to tourists. A network of guest houses is being built to accommodate them. For the active development of rural tourism, it is necessary to allow the opening of mini-hotels in private homes on a notification basis.

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 2021 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 Solvychegodsk. 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.

According to economic calculations, on average, one tourist leaves at least 10 thousand rubles in Vologda. 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 thousand tourists and sightseers come to Vologda a 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 Vologda to get to know the city, its architecture and history (Figure 7). 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, featureless structures made of glass and concrete grow, at best, the so-called fake-makers, only imitating 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.

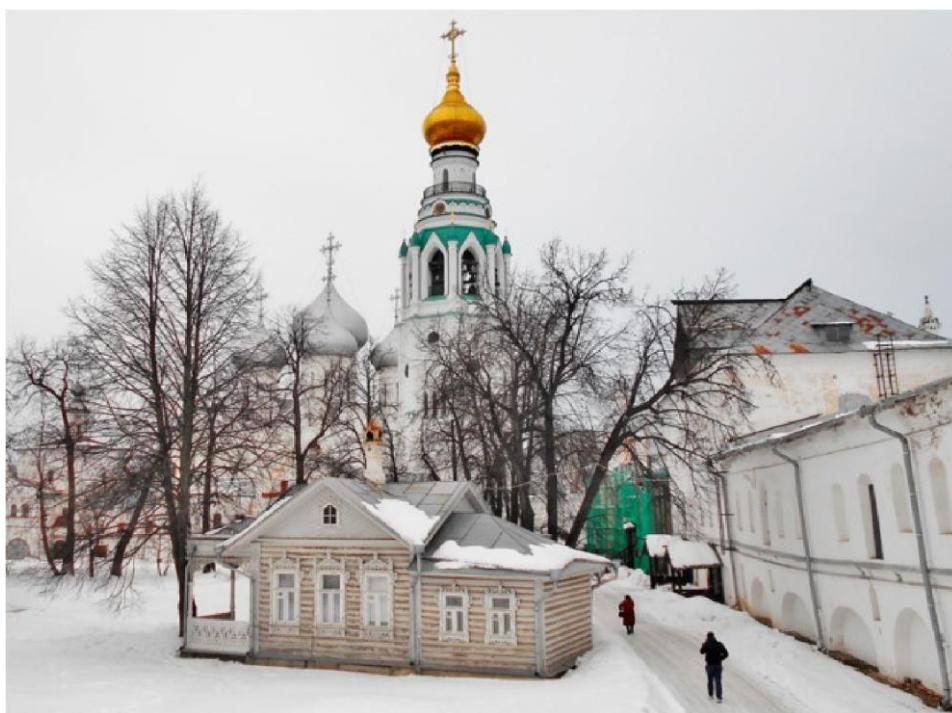


Figure 9. Vologda. Kremlin

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 8). The city-museum of Kargopol is the only one among the cities of the Russian North, accepted into the Association of Small Tourist Cities of Russia, a venue for bright year-round festivals and holidays. The city is visited annually by about 10 thousand tourists (Figures 10 - 12).

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".

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The historical center of ancient Velsk is replenished with new cultural display objects. The park of wooden sculptures of the Tree of Life festival was opened, and a pedestrian museum quarter was created on the central square. In 2018, 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 10. Solvychegodsk. Vvedensky Cathedral



Figure 11. Kargopol. Nativity Cathedral

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Figure 12. Kargopol. Trinity Church

And in Solvychevodsk, 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-growth pine forests on the hilly banks of the Vaga. Because of this feature, a 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 13). In 2020, the candidate cities of Kargopol and Solvychevodsk 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, apart from Kargopol, only two cities, Ulyanovsk and Kazan, have such a high status. 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 13. 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, the tourist flow to the ancient village has increased from 200 people. in 2012 up to 19 thousand people. in 2020. 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, but it is sincerely a pity.

Small towns, 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 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 clothes are still rinsed 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

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carries certain risks for the 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 something that generates external demand for the city's attractiveness.

In small towns, the departing youth can be replaced by people (for example, the creative intelligentsia), who, on the contrary, are ready to leave the big 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 conservation 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,

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. An example should be taken from Totma, where a very active initiative community was formed on the basis of local museum historians: both activists and business became more active, the authorities supported, everyone was connected by one specific goal - the survival and development of the city at the expense of the socio-cultural sphere and tourism. This synergy worked and captivated the entire population 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 story or a legend associated with a particular architectural monument. It is possible to organize pedestrian thematic tourist routes with drawing them 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 Perm Territory, 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, one can take into account the positive experience of developing cycling in northern European cities and Russian Almetyevsk, 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, the presence 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 in 2010. In fact, this is a general term that 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.

To date, the Arkhangelsk region is the leader among the constituent entities of the Russian Federation in terms of the number of settlements accepted in the ASKDGR (six villages and two cities). In 2018, it included the village of Oshevsky Pogost, Kargopolsky district, in 2019 - Kimzha, Mezensky district, in 2020 - Kilets, Mezensky district, and Verkola, Pinezhsky district (Figure 14).

In 2020, the status of the most beautiful villages in Russia was replenished with the villages of

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Cherevkovo in the Krasnoborsky District and Zekhnova (Kenezersky National Park). The Pomor villages of Kimzha and Kiltsa became the first Arctic villages in the association, since the Mezensky District is part of the Arctic zone of the Russian

Federation. The inauguration of the villages made it possible to increase the flow of tourists to the Kargopol region by 17%, to the Mezen region by 15%.



Figure 14. Verkola village

The Mezensky District is the custodian of the natural and cultural heritage of the Russian North. Undisturbed natural landscapes and ancient northern villages have been preserved here, which have not lost real Pomeranian traditions and way of life. Over the past ten years, the number of tourists in the Arctic village of Kimzha has increased twenty-fold to 1,113 people. Kimzha is a kind of naturally preserved

reserve of wooden architecture, a natural, historical and cultural phenomenon, a unique original traditional settlement of Russian and international significance. The cultural landscape of Kimzha has survived to the present time almost in its original form (Figures 15 - 16).



Figure 15. Kimzha village

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Figure 16. Kimzha village. Holistic cultural landscape

Today Kinerma is a unique complex monument of folk wooden architecture of Karelia in the 19th century. Karelian Livviks. Since 2001, there has been an international project for the preservation and revival of the villages of the Vedlozero region "Vedlozero. Kinerma". It is aimed at the preservation and development of the historical village of Kinerma, including the preservation of the architectural heritage, the development of local traditional culture, and the creation of conditions for the development of cultural tourism. At the initiative of the Kalmykov family, who were born in Kinerma, a private enterprise was created to receive and service tourists. Among the objects of tourist infrastructure there is a restored bathhouse in a black way, a traditional peasant house adapted for an ethnocultural center, an economic part of the house-complex decorated as a dining room, a recreated historical barn for the sale of souvenirs, a traditional well, fences, etc. Kinerma village is one of the seven wonders of the Finno-Ugric world according to the site FINUGOR.RU. Local residents are actively engaged in the preservation of the Karelian culture and language.

The Association of the most beautiful villages and towns in Russia is a project for the integrated and sustainable development of rural areas, aimed at improving the quality of life of the local population, designed for active people who honor their traditions and identity. The status of "the most beautiful village" is assigned for five years. A "quality charter" is signed with the settlement, an agreement under which the association undertakes to promote the most beautiful villages at the Russian and international levels, and the municipalities undertake to comply with the criteria put forward. A road map is being jointly developed to enhance the aesthetic appearance of the village and develop infrastructure, and actively involve the local

population in the development of the project. Considerable attention is paid to the preservation of historical and cultural heritage, tourist information and gastronomic aspects.

The association is part of the Federation of the most beautiful corners of the world - this is a very high status, claiming to be included in the UNESCO heritage list. On the one hand, this brand helps to attract additional attention of tourists, on the other hand, it can influence the perception of identity among local residents and become a significant incentive for sustainable development. A rural settlement can earn additional income through the sale of local souvenirs, culinary dishes and tourist products. At present, on the Association's website, the guide to the most beautiful villages includes 44 settlements in Russia, of which 29 are located in the Russian North - 24 villages in the Arkhangelsk region, two Karelian villages, and three small settlements in the Vologda region. Most of these rural settlements have the status of "halt", the criteria for inclusion in which are not so strict, as for the status of "the most beautiful village in Russia". Many historic villages are difficult to access, rarely accessible by public transport due to poor roads, and some can only be reached by boat by ferry or SUV (for example, Kilza).

Regarding possible membership in ASKDGR, a survey of local residents is conducted at a general meeting, the decision to join the association is made by a majority of votes. Some villagers are afraid of excessive attention from guests. A balance should be maintained between tourism and the traditional way of life. So, in 2017, at a local gathering, residents (mostly seasonal summer residents) of the Pomeranian Onega village of Vorzogory unexpectedly refused membership in the association. And residents of the Karelian village of Kinerma asked to be protected

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from annoying tourists who flooded into their small village after joining the association. Local residents explain this by the fact that only five people live permanently in Kinerma, and the tourist flow to the village has grown to 3 thousand tourists a year, which is why there are not enough local personnel to conduct excursions and resources to accommodate numerous guests.

In the Arkhangelsk region in 2019, a new tourist route was developed along the three northernmost beautiful villages of Pomorie (Kiltsa, Kimzha, Verkola) with guests staying at the Golubino forest hotel. The developers of the modular route plan to involve local residents in the project as much as possible and give impetus to sustainable development and the preservation of villages. In order for rural areas to develop, local residents should conduct master classes and arrange a program for guests. Thus, they will have the opportunity to earn, which is very important for the preservation of the villages. With the growth of the tourist flow to the most beautiful villages, there is an increase in the activity of local communities, they come to life, residents begin to apply for various grants. In the future, this becomes beneficial for neighboring rural settlements. According to the results of the sixth expedition of the association to the Russian North in 2024 several more settlements of Pomorye can claim the title of the most beautiful village in the country. Among them are the remote villages of Bolshiye Nisogory and Chulasa in the Leshukonsky District, as well as the village of Edomy in the Pinezhsky District. The association's experts noted the positive changes that have taken place in four villages that have already become one of the most beautiful villages in Russia. So, in Kimzha, with state support, the guest house "Shelter of the Traveler" was renovated, in the village of Oshevensk, on the basis of a peasant house, an artisan estate was created, uniting local craftsmen for the production of

handicrafts. Oshevensk has already firmly entered the list of branded routes in Russia: a visitor center has been created there, the Oshevenskaya Wedding program has been developed, and event events are organized (Figure 16).

It is planned to open a new guest house in Verkol, the House of Culture is being reconstructed, in February 2020, events related to the centenary of the writer Fyodor Abramov were successfully held (Figure 16). In Kielce, with the support of the French National Federation of Companions, an old well has been restored.

The Arkhangelsk region may become the first Russian region where satellite villages, or halt villages, will appear. The French experience of using such settlements, which do not fall under the criteria of the ASKDGR participant, but have great tourism potential, is interesting. In the Arkhangelsk region, the village of Lomonosovo, Kholmogorsky district, can become one of such places.

It makes sense to stop at such points along the way to the most beautiful villages to eat and relax. This will help to involve a wider range of settlements. Such halts, among other things, ensure the safety of tourists during travel.

Association experts should also pay attention to other rural settlements of the Russian North, which have preserved authentic monuments of folk wooden architecture, the original culture of local residents and the traditional historical habitat. Potential candidates for joining the ASKDGR are: Karelian (Panozero, Khaikolya, Sheltozero, Shueretskoye), Vologda (Fire - the national village of the Russian North is visited by up to 15 thousand tourists a year, Goritsy), Arkhangelsk (Vershino, Sura, Dorogorskoye) villages, Old Believer the village of Ust-Tsilma in the Komi Republic, as well as the village of Varzuga in the Murmansk region (Figure 17).

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Figure 17. Oshevensk village



Figure 18. The village of Verkola is the birthplace of Fyodor Abramov

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Figure 19. Art object in the village of Sura, which is the birthplace of John of Kronstadt

One of the promising driving forces for the sustainable development of small historical settlements in the Russian North is territorial public self-government (TPS). For example, tourist projects of TOS in the Arkhangelsk region are recognized as one of the best in Russia (Kimzha, Yarensk).

In the village of Kimzha, the local CBT developed and implemented the brand "The northernmost mills in the world" with the creation of a museum exposition. During its work, TOS "Kimzha" has implemented more than thirty projects, including several international ones.

In TOS "Kimzha" folk crafts are preserved today: weaving, pottery, felting from wool. At the same time, the residents of the village of Kimzha are actively involved in the implementation of TOS tourism initiatives: an individual entrepreneur provides accommodation services in the guest house "Shelter of a Traveler"; a cultural program with a performance by a folklore ensemble is organized at the Politov House Museum of Peasant Life, a Mezen treat awaits tourists in a cafe with traditional cuisine Kimzhenska pauzna. In addition, representatives of the TOS "Kimzha" conduct excursions around the village and always lead guests to the famous mills. The small northern village of Kimzha implements more than one project a year, receives foreign guests, artists, and scientific expeditions. In Kimzha, all projects are connected into a single whole, the results are in demand, there is a vision of the integrity of the tourism product. The CBT project of the village of Yarensk participated in the first international competition "Tourist brand: best practices - 2015" in the nomination "The best territorial brand in the category" Tourist brand of the region / municipality ". According to the results of the competition, the

project "Yarensk - the birthplace of Mother Winter" took first place.

The CBT initiative is an important tool that can attract an active population to projects aimed at developing tourism, preserving cultural and historical heritage, folk traditions and crafts in small towns and villages of the Russian North. As a result of the implementation of local TOS projects, tourism infrastructure facilities appear on the territory, which can be the beginning of serious tourism business projects. An important role in the life of the CBT is played by local public enthusiasts from among the local residents who coordinate all the work of local communities, for example, Tatyana Sedunova (Pinezhsky District), Evdokia Repitskaya, head of the tourist cultural and museum center "Kimzha", Nina Nikolaevna Selivanova, organizer of the first guest house in Kimzha, Nadezhda Kalmykova (Kinerma village). Thanks to these people, with the help of the development of tourism and the socio-cultural sphere, the historical villages of the Russian North are being revived. In order to preserve the traditional historical environment and cultural landscapes, the unique rural areas of the Russian North can receive the status of a historical and cultural reserve (for example, Kimzha) or a landmark of regional or federal significance. First of all, it is necessary to maintain a balance between tourism and the traditional way of life.

In the rural historical settlements of the Russian North in the field of hospitality, it is advisable to develop a system of private guest houses using original local culinary brands in the meals of guests. Currently, in Russia there is an acute problem of preserving the historical and cultural heritage, which is often perceived by the authorities, the professional community of urban planners and architects as a serious obstacle to the development of cities.

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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.

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). As a rule, the most authentic buildings have been preserved in remote villages. Unlike monuments of church architecture, historical rural wooden buildings for the most part do not have the status of objects of cultural heritage (CHO). It is also necessary to note the lack of information about the architectural and historical heritage of rural settlements. In traditional guidebooks for the regions of the Russian North, only the most famous monuments of church architecture and historical cities are widely represented. 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, 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.

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. Among the cities of the Russian North, a relatively integral historical environment has been preserved in all five small historical cities that have the official status of a historical settlement of federal significance, as well as in such cities as Ustyuzhna, Velsk, Shenkursk and Sortavala. In large cities, the most valuable wooden buildings have been preserved fragmentarily in Vologda and Arkhangelsk.

The most important principle of preserving cultural and historical heritage is that there is no history without authenticity. Replica copies that only imitate the lost monuments, for example in Vologda, have no value. At the same time, Vologda is one of the three cities in Russia (along with Tomsk and Irkutsk), 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 Vologda, 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 19). It is also necessary to ban the construction of fake replicas on the site of the burnt 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 historical centers (Vologda, 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 21 - 22).

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Figure 21. Vologda. Wooden architecture



Figure 22. Pomorsky Arbat (Arkhangelsk city)

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Figure 23. 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 2019 "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, advises 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 Sortaval, a club in the village of Ust-Pocha (Kenezersky National Park), a wooden church of St. John the Evangelist in the village of Anisimovo, Vologda Region. 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, scientist and philanthropist from Yaroslavl Oleg Zharov set a goal - to create mechanisms for the socio-economic development of a unique rural area based on the revival of cultural and historical heritage. The village of Vyatskoe, depressive and "dying", but possessing the most unique cultural and historical heritage, was chosen as a research site.

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ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 3.939	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.771	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

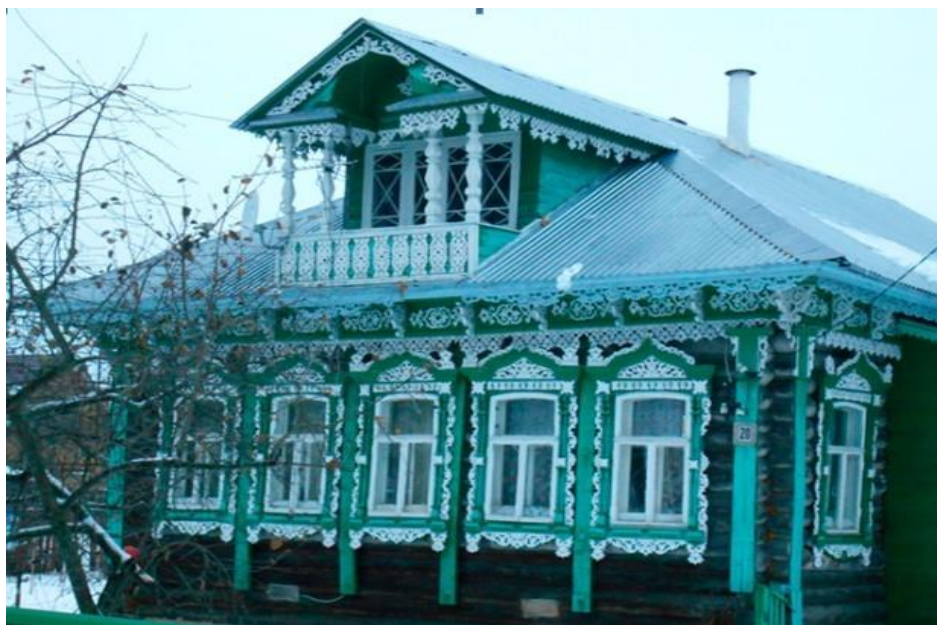


Figure 24. Vyatskoye village

Since 2007, Yaroslavl Investment and Financial Company LLC (headed by Oleg Zharov) has been implementing a village reconstruction program with the aim of turning 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. Oleg Zharov began to buy destroyed merchant houses, restore them and sell them. 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. He carried out sewerage, water supply, opened a hotel, a restaurant, seven museums (including the Museum of Russian Entrepreneurship) 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 Yaroslavl region, a comfortable environment and infrastructure for life and business has been created, and with little or no government assistance or attraction of budgetary funds. 30 historic buildings were restored in the village, a new cottage town was built, and \$15 million of private investment was invested in infrastructure modernization.

In total, 80 jobs have been created in Vyatsky in the field of tourism and hospitality, of which 50 are for local residents. As a result, the tourist flow to the village reached 120 thousand tourists a year. Entrepreneur O. Zharov proved that the rural historical and cultural complex can be a profitable business, and the revival of cultural heritage is financially viable. In 2015, the village became the first member of ASKDGR. The number of mini-museums

in Vyatka has been increasing in recent years and has now reached twelve.

Conclusion

The study, the result of which is this book, allows us to conclude that the tourism industry in the European North of Russia 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 Russian North, there is an annual growth 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 European North of Russia and the western sector of the Russian Arctic, the economic, geographical and sociocultural 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 event events, the emergence of new attractions, tourist information navigation and quality improvement. urban environment.

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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. In 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. Among the innovative types of ecological tourism infrastructure in the Russian North, the most promising are glampings and eco-hotels, which have become widespread in the countries of Northern Europe.

The main factors contributing to the investment and tourist attractiveness of the regions of the Western Arctic and the European North of Russia 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 transport network, the lack of funds 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 of the North.

The most cost-effective, competitive and promising for the development of unique tourist and recreational areas of the European North 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 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 - 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 tasks for the development of tourism 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) attracting 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) creating an attractive image of local identity and branding tourism centers in the Arctic regions of the Russian Federation.

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