

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 09 Volume: 125

Published: 20.08.2023 <http://T-Science.org>

Issue

Article



Artur Alexandrovich Blagorodov

Institute of Service and Entrepreneurship (branch) DSTU
master

Maria Lvovna Vilisova

Institute of Service and Entrepreneurship (branch) DSTU
Candidate of Economics, Associate Professor

Vladimir Timofeevich Prokhorov

Institute of Service and Entrepreneurship (branch) DSTU
Doctor of Technical Sciences, Professor,
Shakhty, Russia

Galina Yurievna Volkova

LLC TsPOSN «Orthomoda»
Doctor of Economics, Professor
Moscow, Russia

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

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

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

Language: English

Citation: Blagorodov, A. A., Vilisova, M. L., Prokhorov, V. T., & Volkova, G. Yu. (2023). Actual aspects of tourism development in the Arctic zone of the Russian Federation. *ISJ Theoretical & Applied Science*, 09 (125), 1-24.

Soi: <http://s-o-i.org/1.1/TAS-09-125-1> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.09.125.1>

Scopus ASCC: 2000.

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	ПИИИ (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

Introduction

UDC 379.85:339.32.

Main part

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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



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

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

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

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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

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

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

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

*corporate volunteering;

*Program "World of New Opportunities".

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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



Figure 2. Kandalaksha Bay of the White Sea

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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



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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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 4. Territory of the Arctic zone - Kolvitsa River



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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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

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

Impact Factor:

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIIHQ (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

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

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

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

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

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

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

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

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

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

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

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

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

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

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
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

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

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

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

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

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

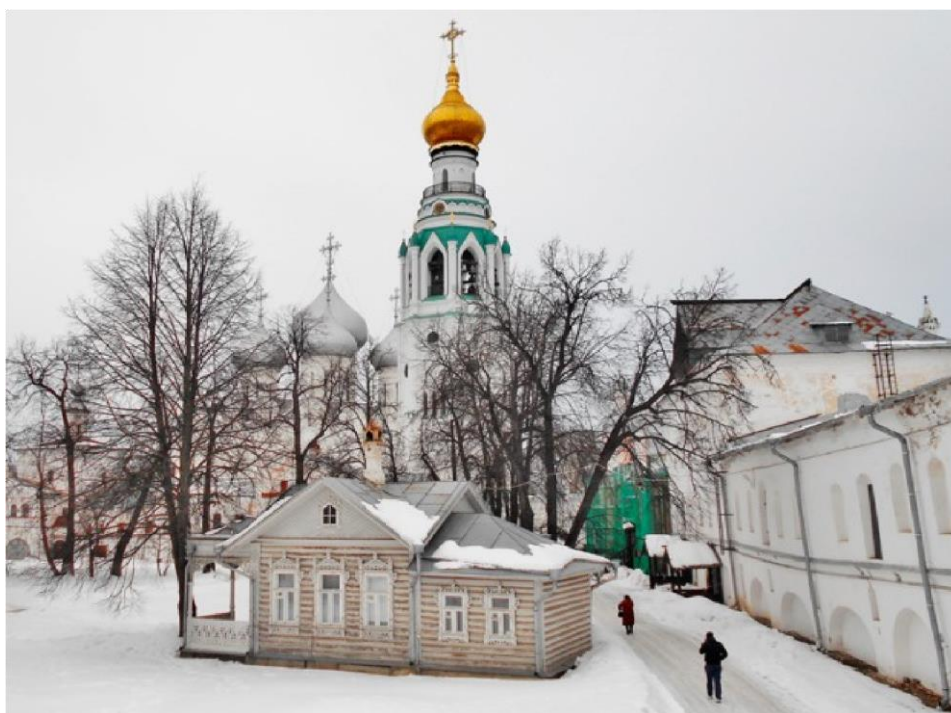


Figure 6. The territory of the Arctic zone of the Russian Federation - The Kremlin

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

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

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

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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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

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

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

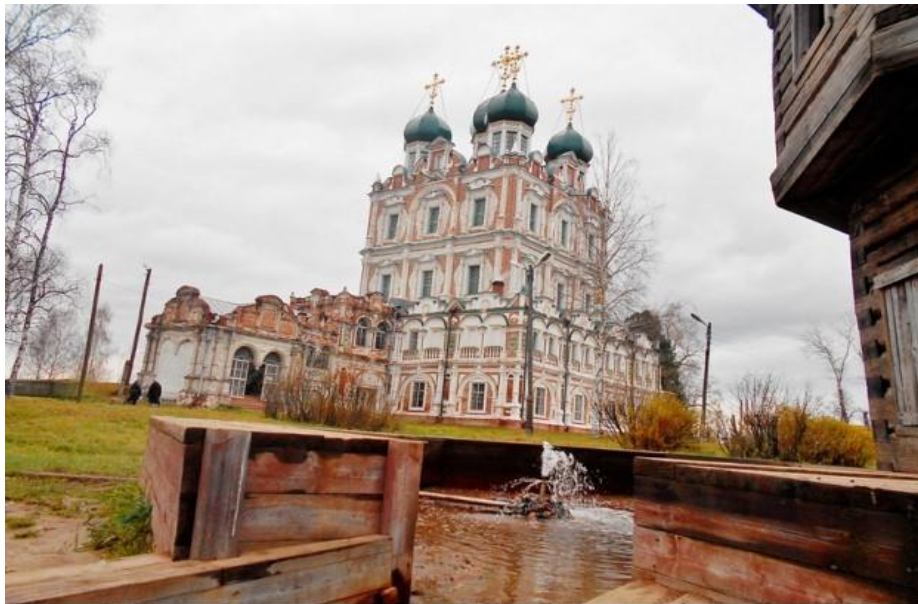


Figure 7. The territory of the Arctic zone of the Russian Federation Solvychedgsk Vvedensky Cathedral



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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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 9. Territory of the Arctic zone of the RF AZKargopol. Trinity Church

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

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

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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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 10. The territory of the Arctic zone of the Russian Federation Kirillo-Belozersky Monastery

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

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

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

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

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИИ (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

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

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

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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 11. The territory of the Arctic zone of the Russian Federation - Wooden architecture



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

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
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 13. Territory of the Arctic zone of the Russian Federation Monument to Senya Malina (Arkhangelsk city)

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

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

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

Impact Factor:

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
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

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



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

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

Conclusion

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

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

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

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

Impact Factor:

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

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

ICV (Poland) = 6.630
PIF (India) = 1.940
IBI (India) = 4.260
OAJI (USA) = 0.350

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	ISI (Dubai, UAE) = 1.582	РИИЦ (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

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

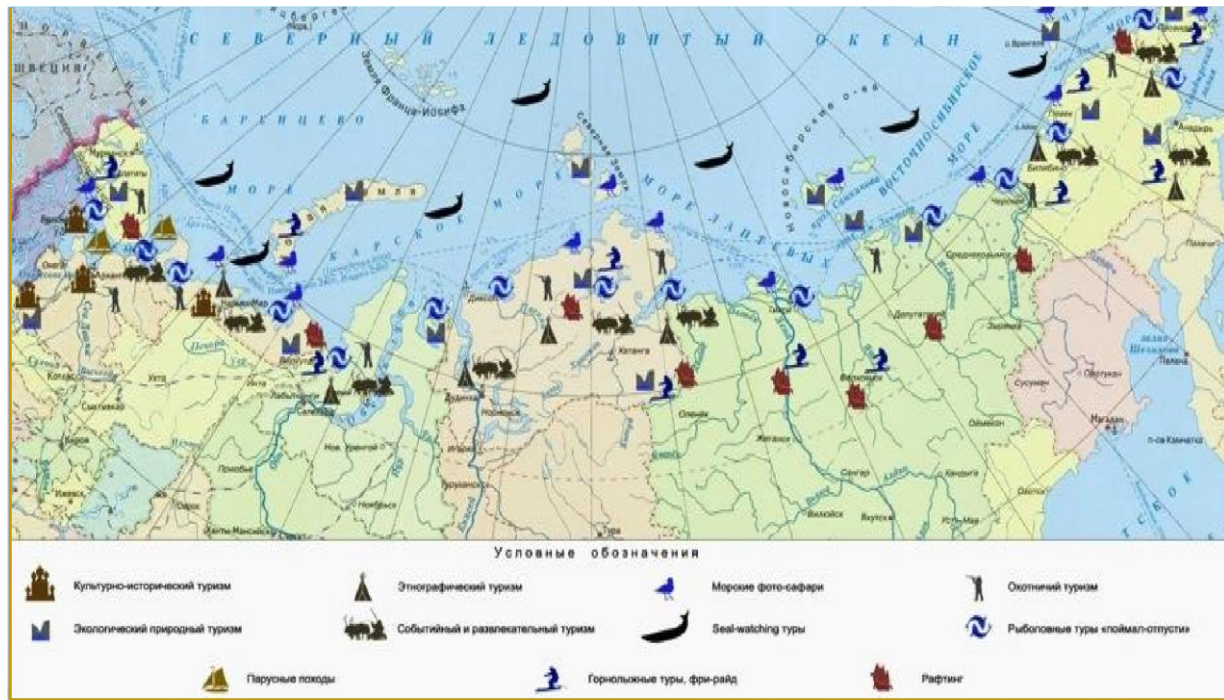


Figure 15. Map of types of tourism / Shevchuk A.V. St. Petersburg, November 2014.

References:

1. Bezuglova, M.N., & Markaryan, Yu.A. (2017). Problems of small business and its role in the socio-economic development of the national economy. *Science and education: economy and economy; entrepreneurship; law and management*, 2017, No. 1 (80), pp. 11-13.
2. Bykovskaya, Yu.V., Ivanova, L.N., & Safokhina, E.A. (2022). Small and medium business in modern Russia: state, problems and directions of development. *Bulletin of Eurasian Science*. 2018. No. 5, <https://esj.today/PDF/12ECVN518.pdf>
3. (2021). *National tourism portal. Regions of Russia. News*. Retrieved 20.01.2021 from <https://russia.travel/>
4. (2021). *Arctic tourism in Russia* / otv. editor Yu. F. Lukin; comp. tourist guide for the regions of N. K. Kharlampiev; Sev. (Arctic) feder. un-t; St. Petersburg. state un-t. (p.96). Arkhangelsk: NArFU.
5. Lukin, Yu. F. (2021). Arctic tourism: rating of regions, opportunities and threats. *Arktika i Sever*. 2021 No. 23, pp. 116-122.
6. (2023). *Expert: in the Arctic, it is necessary to create mini-tour clusters within the framework of protected areas*. Retrieved 07/10/2023 from <https://tass.ru/ekonomika/6316401>
7. Bertosh, A. A. (2019). Arctic tourism: conceptual features and features. *Proceedings of the Kola Scientific Center of the Russian Academy of Sciences*. 2019. V. 10, No. 7-17, pp. 169-180.
8. Leonidova, E. G. (2018). *Development of tourism in the regions of the Arctic zone of the Russian Federation. North and the Arctic in the new paradigm of world development*. Luzin Readings - 2016: Materials of the VIII Intern. scientific-practical. conf. (Apatity, April 14-16, 2016). (pp.206-211). Apatity: IEP KSC RAS.
9. (n.d.). *How to tame a wild tourist in the Arctic*.

Impact Factor:	ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
	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

10. Khotenov, A. V. (2023). *500 places of the Russian North that you need to see.* (pp.3-4). Moscow: Martin.
11. (2002). *Karelia: epic tourism program "Kalevala": Sat. report and theses. message intl. scientific-practical. conf. (Republic of Karelia).* Petrozavodsk, November 20-21, 2002. (pp.59-86). Moscow: RIB "Tourist".
12. (2023). *Official Internet portal of the Republic of Karelia. News // Tourism.* Retrieved 07/18/2023 from <http://gov.karelia.ru/news/?tags=15>
13. (2023). *Investment portal of the Republic of Karelia. Tourism.* Retrieved 07/18/2023 from <http://kareliainvest.ru/republicforinvestors/projects/turizm/>
14. (2023). *Unified tourist passport of the Republic of Karelia.* Retrieved 07/18/2023 from <https://ar.investinrussia.com/data/image/regions/unif-turpass2016.pdf>
15. (2023). *Karelia: Tourist portal. Kinerma.* Retrieved 10.07.2023 from <http://www.ticrk.ru/regions/region/settlement/?PID=7515&ID=8172>