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

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

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

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

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Introduction

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

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

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

Main part

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Arctic, even in the 21st century, remains "Terra Incognita" for many—unexplored land. If the Arctic is limited from the south by the Arctic Circle, then its area is 21 million km². If the southern border of the Arctic coincides with the southern border of the tundra zone, then in this case its area is about 27 million km². With the zoning of high-latitude territories concepts are used: Arctic, Subarctic and Hypoarctic. According to the nature of the vegetation, the Arctic territories are divided into zones: the forest-tundra, the tundra zone and the zone of polar deserts. The tundra zone includes subzones of the southern, typical, and arctic tundras. Eight Arctic countries occupy more than 26% of the earth's land area; they are home to 7.4% of the total population of the global society (2022); they produce 29.2% of the world's

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

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

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

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

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

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

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

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

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

Table 1.

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

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

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

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

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

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

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

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

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

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

West Greenland

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 3.

No.	Protected Areas: National Parks, State Nature Reserves (SP) and Wildlife Sanctuaries	date of creation
Russian Arctic		
Murmansk region		
1	FSBI "Kandalaksha State Reserve"	1992
2	Lapland State Natural Biosphere Reserve	1930
3	FSBI Pasvik State Nature Reserve	1992
Arhangelsk region		
4	National Park "Russian Arctic"	2010
5	National Park "Onega Pomorie"	2013
6	Feder State Nature Reserve. Meanings "Franz Josef Land"	1994
Nenets Autonomous Okrug		
7	Federal State Budgetary Institution "State Nature Reserve "Nenets"	1997
8	Regional nature reserve "Vaigach"	2007
9	State natural reserve of federal significance "Nenetsky"	1985
Komi Republic		
10	National park "Yugyd va" (subpolar Urals)	1994
Yamalo-Nenets Autonomous District of the Tyumen Region		
eleven	FGBU State Natural Reserve "Gydansky"	1996
12	Federal State Budgetary Institution "Verkhne-Tazovsky Nature Reserve"	1986
Krasnoyarsk region¹²		
13	Federal State Reserve "Great Arctic"	1993
14	Federal State Enterprise Reserve "Taimyrsky"	1979
15	Federal State Enterprise Reserve "Putoransky"	1988
The Republic of Sakha (Yakutia)		
16	Federal State Budgetary Institution State Enterprise Reserve "Ust-Lensky" (village Tiksi)	1985
Chukotka Autonomous Okrug		
17	Beringia National Park	2013
18	Federal State Enterprise Reserve "Wrangel Island"	1976
North of Russia		
Arhangelsk region		
1	National Park "Kenezersky"	1991

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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providing favorable conditions for free coastal navigation. For December 2021 the area of the polar ice cap in the Arctic Ocean as a whole, according to the monitoring of the sea ice cover of the Arctic, carried out by the AARI, was 11667.0 thousand km², which is 4.2% less than the average long-term norm, and for the eastern sector of the Arctic, including the Laptev Seas, East Siberian, Chukchi, Bering and Okhotsk, the ice area in this sector was less than the long-term average value by 7.9%. Against the backdrop of a warming trend, there are real prospects for the permanent transport use of the Northern Sea Route (NSR) along the coast of Eurasia in the framework of regional, national and international projects for the development of environmental and tourist and recreational activities in the polar latitudes. The NSR provides access to such regional ports as Novy Port at the mouth of the Ob River, Dikson, Dudinka and Igarka on the Yenisei River.

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

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

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

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

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

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

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

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

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

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

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

The Beringia National Park, organized on January 17, 2013 in the North-East of the Russian Federation, is declared as an international national park, planned jointly with the Bering Land Bridge nature reserve in Alaska (USA). The Russian part of the park is located in several clusters on the Chukotka Peninsula, covering a total area of 18,194 km². The creation of this park is implemented on the basis of the once unified historical and geographical area, the so-called. "Beringia" - a vast part of the land, uniting 12-15 thousand years ago Eurasia with North America. The Bering Strait now lies on the site of the former landmass. In addition to the unique nature, the tourist potential of the park also includes the culture of the indigenous peoples living here - the Chukchi and Eskimos. It is advisable to plan a visit to Beringia in connection with the development of cruise sea tourism along the NSR route.

Conclusion

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

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

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

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

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

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