

## Impact Factor:

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

SIS (USA) = 0.912  
PIHIQ (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



**Maria Vladimirovna Oganesyana**

Institute of Service and Entrepreneurship (branch) DSTU  
master

**Artur Alexandrovich Blagorodov**

Institute of Service and Entrepreneurship (branch) DSTU  
master

**Natalya Sergeevna Rumyanskaya**

Institute of Service and Entrepreneurship (branch) DSTU  
Ph.D., 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

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

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

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

## Impact Factor:

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

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

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

**Language:** English

**Citation:** Oganessian, M. V., Blagorodov, A. A., Romyanskaya, N. S., Prokhorov, V. T., & Volkova, G. Yu. (2023). Importance of branding tourist destinations in the regions of the Arctic zone of the Russian Federation. *ISJ Theoretical & Applied Science*, 09 (125), 64-78.

**Soi:** <http://s-o-i.org/1.1/TAS-09-125-5> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.09.125.5>

**Scopus ASCC:** 2000.

## Introduction

UDC 339.13:338.28.

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

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

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

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

**Impact Factor:**

<b>ISRA (India)</b> = 6.317	<b>SIS (USA)</b> = 0.912	<b>ICV (Poland)</b> = 6.630
<b>ISI (Dubai, UAE)</b> = 1.582	<b>РИИЦ (Russia)</b> = 3.939	<b>PIF (India)</b> = 1.940
<b>GIF (Australia)</b> = 0.564	<b>ESJI (KZ)</b> = 8.771	<b>IBI (India)</b> = 4.260
<b>JIF</b> = 1.500	<b>SJIF (Morocco)</b> = 7.184	<b>OAJI (USA)</b> = 0.350

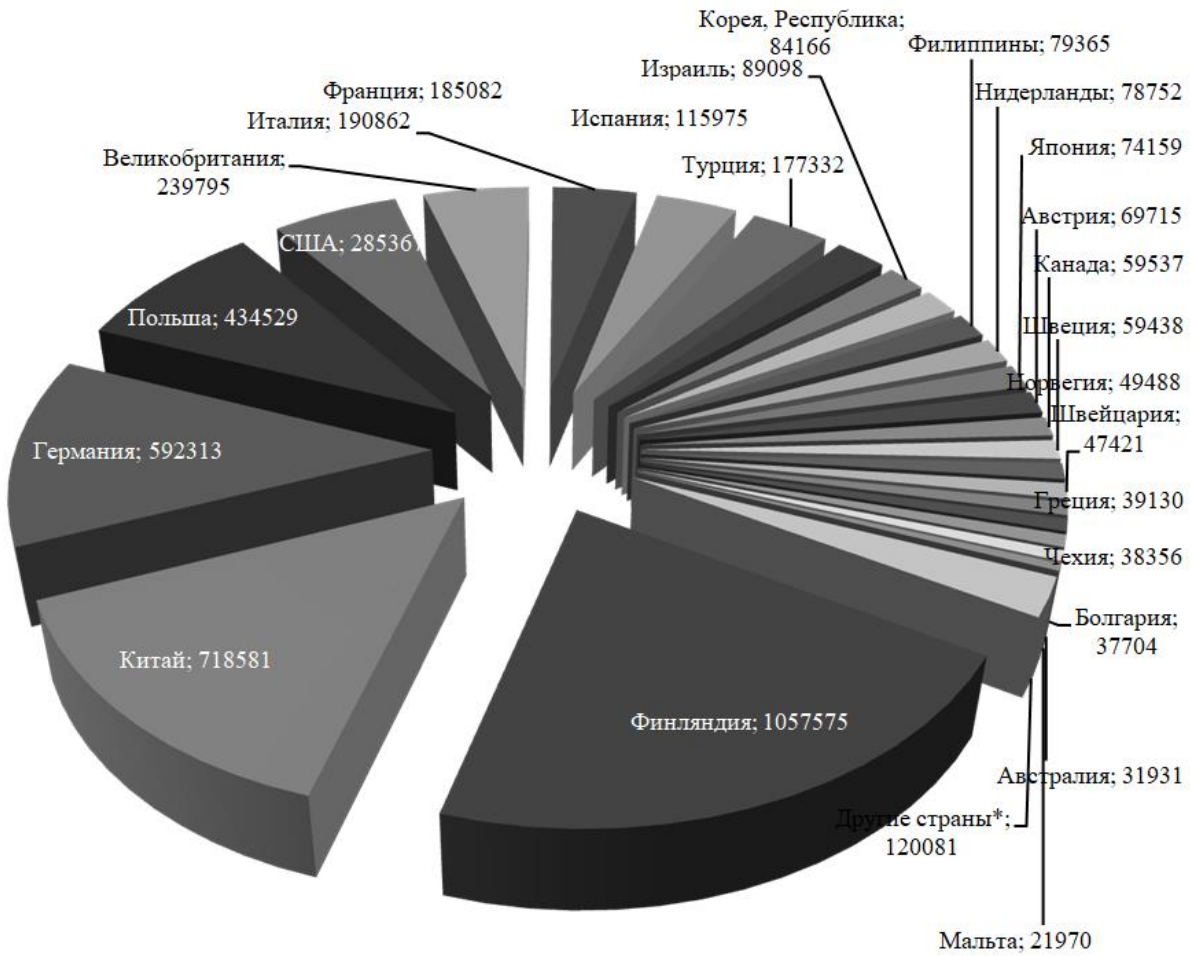
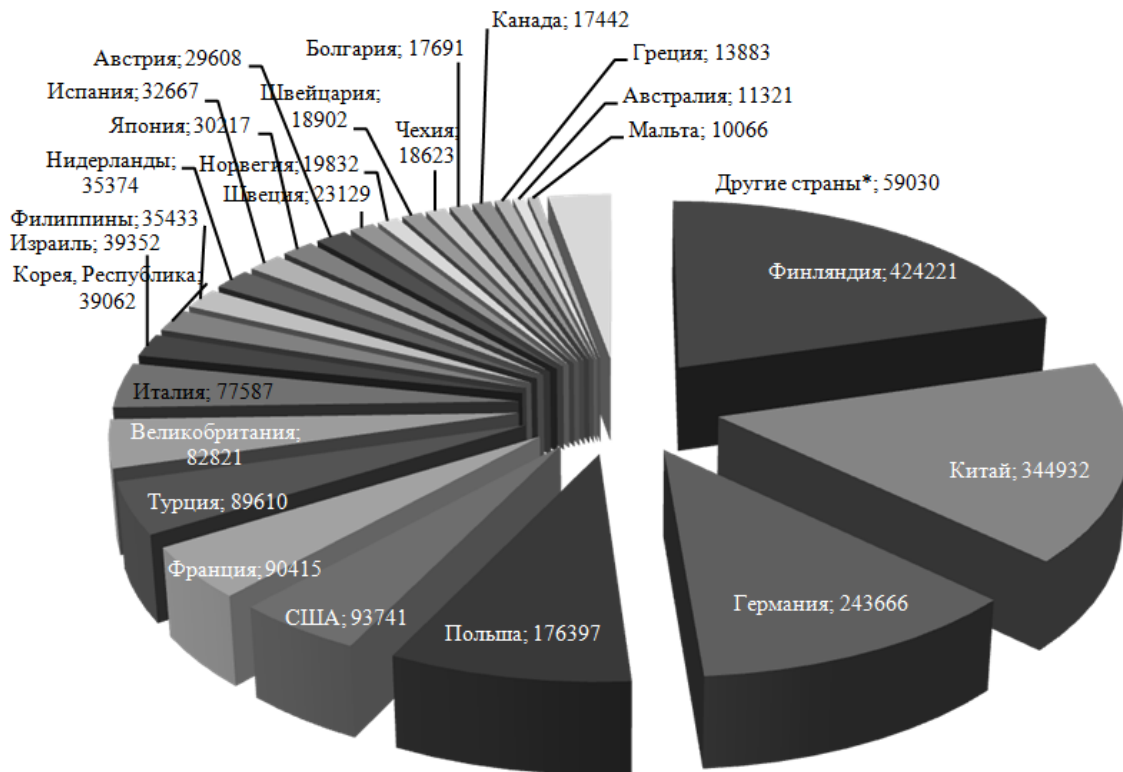


Figure 1 - Entry to Russia for 2019 (number of entries).

**Impact Factor:**

<b>ISRA (India)</b> = <b>6.317</b>	<b>SIS (USA)</b> = <b>0.912</b>	<b>ICV (Poland)</b> = <b>6.630</b>
<b>ISI (Dubai, UAE)</b> = <b>1.582</b>	<b>РИИЦ (Russia)</b> = <b>3.939</b>	<b>PIF (India)</b> = <b>1.940</b>
<b>GIF (Australia)</b> = <b>0.564</b>	<b>ESJI (KZ)</b> = <b>8.771</b>	<b>IBI (India)</b> = <b>4.260</b>
<b>JIF</b> = <b>1.500</b>	<b>SJIF (Morocco)</b> = <b>7.184</b>	<b>OAJI (USA)</b> = <b>0.350</b>



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

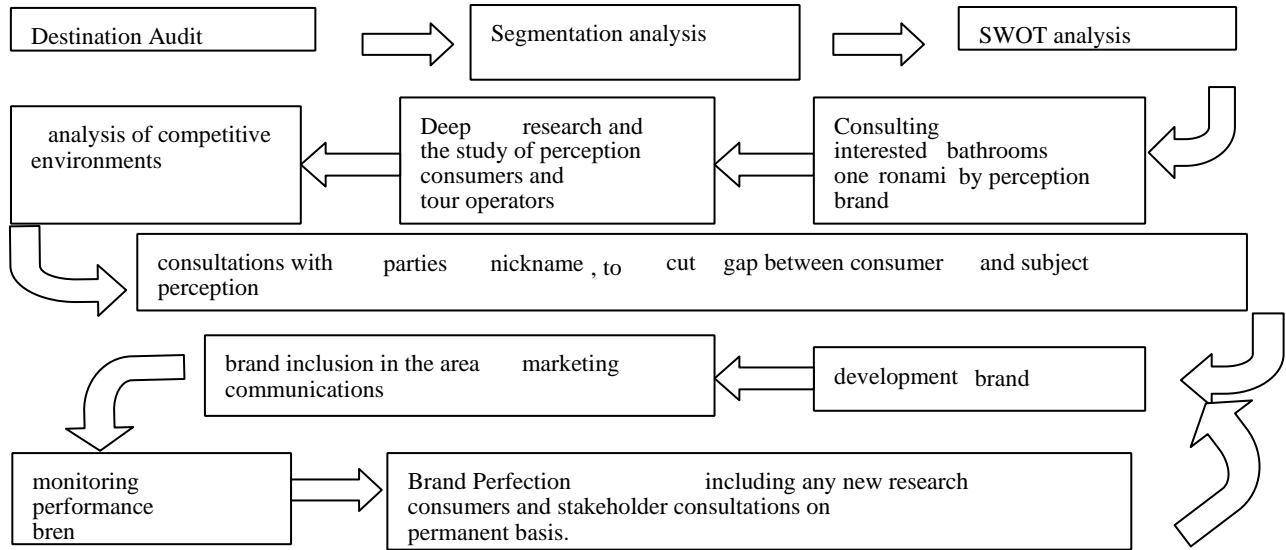
As an alternative to the southern direction, Lake Seliger and the Tver region have become popular over the past three to five years among domestic travelers, where there is the possibility of holding summer tent camps, organizing family vacations, and ecotourism. Gradually, a base of accommodation facilities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

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

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

**Impact Factor:**

ISRA (India) = 6.317	SIS (USA) = 0.912	ICV (Poland) = 6.630
ISI (Dubai, UAE) = 1.582	PIHIQ (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 3. Branding processes in tourism recommended in the regions of the Arctic zone of the Russian Federation**

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

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



## Impact Factor:

**SISRA (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**

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

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

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

## Impact Factor:

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

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

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

### Main part

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

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

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

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

## Impact Factor:

**SISRA (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**

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

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

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

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

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

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

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

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

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



## Impact Factor:

**SISRA (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**

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

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

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

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

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

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

## 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**

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

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

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

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

## Impact Factor:

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

**SIS (USA) = 0.912**  
**PIHII (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**

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

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

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

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

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

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

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

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

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

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

## Impact Factor:

<b>SIRA (India)</b>	<b>= 6.317</b>	<b>SIS (USA)</b>	<b>= 0.912</b>	<b>ICV (Poland)</b>	<b>= 6.630</b>
<b>ISI (Dubai, UAE)</b>	<b>= 1.582</b>	<b>PIHIQ (Russia)</b>	<b>= 3.939</b>	<b>PIF (India)</b>	<b>= 1.940</b>
<b>GIF (Australia)</b>	<b>= 0.564</b>	<b>ESJI (KZ)</b>	<b>= 8.771</b>	<b>IBI (India)</b>	<b>= 4.260</b>
<b>JIF</b>	<b>= 1.500</b>	<b>SJIF (Morocco)</b>	<b>= 7.184</b>	<b>OAJI (USA)</b>	<b>= 0.350</b>

### Conclusion

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

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

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

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

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

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

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



## 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**

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

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

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

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

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

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

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

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

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

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

## 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**

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

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

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

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

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

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

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

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

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

## 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

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

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

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

## References:

1. Zamyatin D.N., Kurilov S.N., Dyakonova V.E. (2016). Geocultural branding of the Arctic territories (on the example of modeling the basic geographical image of the tundra). *Ethnographic Review*. 2016. No. 4. P. 60-74.
2. Kirichenko Yu.Yu. (2019). Actual problems of branding tourist destinations in Russia on the example of the Republic of Karelia / Yu.Yu. Kirichenko, D.S. Timoshenko. *Trends in the development of tourism and hospitality in Russia*. Moscow: FGBOU VO RGUFKSMiT (GTSOLIFK), 2019. P. 549-554.
3. Grinyaev S.N., Zhuravel V.P. (2020). Issues of integrated security in the Fundamentals of Russian state policy in the Arctic zone until 2035: previous experience and prospects for implementation. *Arktika i Sever*. 2020. No. 39. P. 52-74. DOI: 10.37482/issn2221-2698.2020.39.52.
4. Sevastyanov D.V. (2020). Arctic tourism in the Barents Sea region: current state and limits of the possible. *Arktika i Sever*. 2020. No. 39. P. 26-36. DOI: 10.37482/issn22212698.2020.39.26.
5. Zhuravel V.P. (2020). The Arctic in 2019: international and national aspects (issues of international cooperation and security). *Arctic and North*. 2020. No. 38. P. 105-122. DOI: 10.37482/issn2221-2698.2020.38.105.
6. Zaikov K.S., Kondratov N.A., Kudryashova E.V., Lipina S.A., Chistobaev A.I. (2019). Scenarios for the development of the Arctic region (2020-2035). *Arktika i Sever*. 2019. No. 35. P. 5-24. DOI: 10.17238/issn2221-2698.2019.35.5.
7. (2022). Arctic: the end of allusion, or the White Silence of the hybrid war. E. Labetskaya. *Perspektivy*. 07/16/2022. (in Russian). Retrieved from <https://www.perspektivy.info/print.php?ID=634894> (accessed 17.07.22).
8. Zhuravel, V.P. (2022). The problem of the development of the Arctic in the context of sanctions pressure on Russia. *Scientific and Analytical Bulletin of the Institute of Europe RAS* (2): 32-40. (in Russian). DOI: 10.15211/vestnikieran220223240.
9. Kornilenko, A.V. (2022). Activities of the Russian Guard to ensure security in the Arctic zone. *Marine collection 1*: 42-47 [Kornilenko, AV (2022). Activities of the Russian Guard to ensure security in the Arctic zone. *Marine collection 1*: 42-47. (in Russian).].
10. (2022). On the Fundamentals of the State Policy of the Russian Federation in the Arctic for the period up to 2035. President of Russia. 03/05/2020. [On the foundations of the state policy of the Russian Federation in the Arctic for the period up to 2035. President of Russia. 03/05/2020. (in Russian).]. Retrieved from <http://static.kremlin.ru/media/events/files/ru/f8ZpjhpAaQ0WB1zjywN04OgKiI1mAvaM.pdf> (accessed 07/28/2022).
11. (2020). On the Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security for the Period up to 2035. Decree of the President of the Russian Federation of October 26, 2020 No. 645.
12. (2021). Cargo turnover along the Northern Sea Route in 2020 increased by 5%. 01/11/2021. URL: Retrieved from <https://tass.ru/ekonomika/10434515> (date of access: 10/27/2021).