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

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

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

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Introduction

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

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

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



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

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

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



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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

Main part

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

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

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

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

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

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

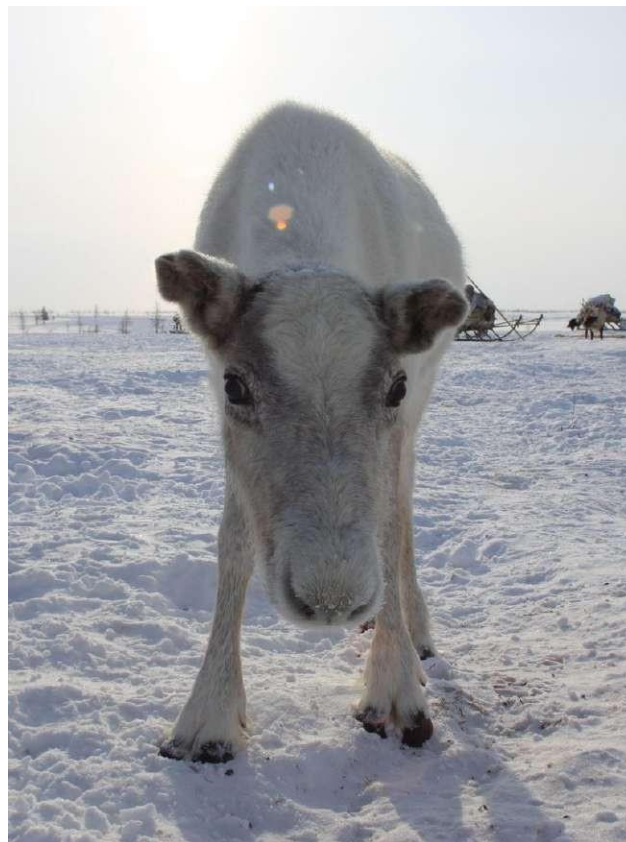


Figure 5. Environmental features of activities in the regions of the Arctic zone of the Russian Federation

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Conclusion

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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