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FEATURES OF ARCTIC TOURISM TO GUARANTEE THESE REGIONS EFFECTIVE SOCIO-ECONOMIC DEVELOPMENT

Abstract: in the article the authors explore the features of Arctic tourism for the most unusual region on our planet, an incredibly beautiful and mysterious region that amazes with its originality. This region attracts not only scientists and researchers, but is also an object of frequent tourist visits, so the term has appeared, which in recent decades has become increasingly popular not only within our country, but also in the world community - "Arctic tourism". The relevance of these studies lies in the fact that the Arctic is one of the most significant, promising and controversial places on our planet, which is of interest to a large number of tourists. The goal is to explore the concept of "Arctic tourism". The objectives of the scientific article: to study the reasons for the popularity of tourists to the Arctic, to identify the features of Arctic tourism.

The Arctic is one of the few corners of the Earth where the unique nature in its original form has been preserved, as well as the traditional way of life of the indigenous peoples. Therefore, the Arctic, in recent years, has attracted more and more tourists. The Arctic territory of Russia contains significant potential for the development of Arctic tourism. This article is devoted to studying the tourism potential of the Russian Arctic and identifying the opportunities and limitations of such development. Also presented is an analysis of the main competitors of Russia in the field of Arctic tourism (Norway, Finland and Sweden), as well as the formats of their international cooperation in its development, combined with the preservation of the fragile ecosystem of the Arctic and the sustainable development of the region. Studies show that the development of Arctic tourism in Russia is difficult due to the lack of infrastructure, underdeveloped logistics, as well as high cost. Simplification of the visa regime can significantly increase the flow of foreign tourists.

Key words: Arctic, tourism, prospects, threats, Arctic tourism, attractions, tourism potential, Russian Arctic. Language: English



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Introduction

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Arctic tourism, as a conceptual concept, has been studied by many Russian figures in various fields. For example, D.A. Medvedev in his work "Arctic Tourism" noted the prospects of this direction of tourism: "The unique historical, architectural, cultural and natural heritage of the Arctic opens up great opportunities for attracting tourists. Over the past five years, there has been a positive growth in the tourist flow, new infrastructure facilities are being built, jobs are being created, and a full-fledged tourist and recreational complex is being formed. Almost all major analytical reports on the development of the Arctic in recent years mention the importance and prospects of this direction." Artika is an amazing place to relax. This region is an exotic place that everyone should visit. In addition to its beauty and splendor of the landscape, Artika is currently one of the cleanest ecological territories on the planet. It is for these reasons that every year more and more tourists from different countries come there.

But of all the countries I would like to single out Russia. After all, it is she who owns most of the territory of the Arctic. The total area of the Arctic possessions of Russia is about 3 million square meters. km (18% of the entire territory of the Russian Federation), including 2.2 million square meters. km of land, where about 2.4 million people live. This is less than 2% of the population of Russia and about 40% of the total population of the entire Arctic. There are vast plains covered with tundra and forest-tundra, islands with icy deserts, mountains, lakes and rivers, forests with rich flora and fauna. Here you can see: polar bears, arctic foxes, walruses, bowhead whales, beluga whales, seals, reindeer and more than a thousand species of plants. Therefore, at present, the interest in tours to the Arctic among Russians is increasing. According to the statistics of the Federal Tourism Agency, in the early 2000s, about 90% of the participants in cruises and other types of tourist programs to the Arctic were foreign tourists, and at present the number of Russian citizens on such trips has increased significantly. Moreover, Russian tour operators note that in group trips to the Arctic, the number of tourists from Russia averages 25-30%. Tours to Wrangel Island, Svalbard Island and Franz Josef Land are very popular with Russian tourists.

In addition to Russia, tours to Artik in Canada are actively developing. Despite the fact that Canada owns a small part of the Arctic territories, Canada provides tourists with the opportunity to visit many nature reserves where you can see polar bears, musk oxen, polar wolves, walruses, whales, arctic birds. For those who love outdoor activities, Canadian tour operators offer ski expeditions, mountain climbing, cruises, boat trips and kayaks, diving and many other activities.

Norway is also another country with developed tourism in the Arctic. This country offers tourists a cruise, as well as the opportunity to visit the Svalbard archipelago and land on the ice. Here, tourists can engage in outdoor activities from hiking and skiing to Arctic diving.

All countries offer tourists to visit many interesting and amazing places in the Arctic. It is this territory that is the cleanest ecological zone, so there is always clean and fresh air here, which cannot but attract tourists to visit this place. Many tourists go there just to enjoy the clean air and see many interesting plants and animals. Therefore, it is for these reasons that the growth of tourists to the Arctic is growing every year, which cannot but rejoice. For a number of states, the Arctic represents not only strategic, natural and energy interests, but also recreational ones. The Arctic is a harsh, but very picturesque nature of the islands and archipelagos, where a large number of people from different countries strive to get and look at the beauty of such a remote part of our planet, despite the high prices for visiting this region. The waters of the Arctic Ocean wash the shores of four countries, namely: Russia, Canada, the USA and Norway. Therefore, these countries are faced with the task of ensuring the safe and high-quality organization of tourism. And to do this is very difficult because of the peculiarities of the Arctic, which are very ambiguous. So, let's look at these features, namely:

* inaccessibility and remoteness of many touristattractive areas. In connection with this feature, the cost of visiting the Arctic is extremely high;

* strong dependence of the organization of tourist activities on seasonal circumstances. This feature is manifested in the fact that there is an inaccessibility of some tourist places for long periods during the year;

* the need to take into account natural and climatic factors in the planning and organization of tourism.

Namely, polar day and night, severe weather conditions, the presence of permafrost, etc.;

*socio-economic specifics of the Arctic zone. The low density of the population and the uneven distribution of it, the patchy nature of the infrastructure, the uneven role of some sectors of the



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economy, the presence of the military and the command post;

*administrative restrictions on visiting some areas. Border zones and closed territories, closed administrative-territorial units.

In connection with the current features of the Arctic, the state is obliged to carefully and efficiently organize a visit to the Arctic, guaranteeing the safety of travelers. Therefore, unfortunately, not everyone will be able to visit such a beautiful region, because Arctic tourism is an expensive pleasure. Tourism is not just a hobby or a fashion, it is also a vital need for most people. At different times and eras, about the same thing attracted them to tourism: the romance of travel, which means an escape from the ordinary, and even the possibility of informal communication. Each participant of such trips begins to feel like a discoverer and explorers. Since a large territory in the Arctic belongs to Russia, it turns out that it is in Russia that there are many types of tourism. But many of them can be a threat.

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

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

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

*domestic demand, in times of crisis, for expensive Arctic tourism products is hindering its development due to an elementary lack of funds and a decrease in the standard of living of a significant part of the Russian population. At the same time, the Russian state, its departments, the constituent entities of the Russian Federation are still insufficiently supporting social, environmental, cultural and historical domestic tourism in the Arctic and the Far North of Russia, including for children, students, pensioners;

* The next particularly important threat is the lack of generally valid (reliable) and verified information about Russian tourism products, including, of course, the Arctic;

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

* the promotion of Russian national parks, federal nature reserves and other protected areas is not

being carried out effectively enough on the world market of tourism products;

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

The geographical position of the Arctic is of great interest to people who have been involved in tourism not only for many years, but also for beginners. Why is the Arctic so attractive? What is it that attracts people to the ends of the earth? The desire to find solitude in latitudes where there are no people, only white space around, constant winter and emptiness for many hundreds of kilometers. This is what is necessary in order for the mental state of a person to come to balance. With today's rhythm of life, especially in large metropolitan areas, the human brain is so busy that emotional unloading is necessary for rest and relaxation. For many people, it is not necessary to go to hot countries for the feeling of an emotional outburst; the conditions of the Arctic are more suitable for them. In addition, the extreme conditions of this climate allow you to get on such excursions, which are in great demand,

Hundreds of people want to get to that point in the Arctic, where they can experience the lowest temperature that was recorded in Yakutia. Also of interest is a trip on an icebreaker, which is one of the expensive pleasures for travelers. It is impossible to ignore one of the most beautiful natural phenomena, the northern lights, which can only be observed during the polar night. During the polar day, it is possible to use this climate for winter sports. On the territory of the continental Arctic in the forest-tundra and tundra, fishing and hunting are very successful.

In order to study and use not only the natural, but also the cultural and historical heritage of the insular western Russian Arctic, in 2009 the government of the Russian Federation created the Russian Arctic National Park on the Novaya Zemlya archipelago. On the territory of the park, an important object of archaeological importance is the wintering place of the Dutch expedition, and there are also buildings of a hydrometeorological station on Cape Zhelaniya. Along the coast there are facilities founded by Pomors.

Buildings and many other objects, including those of the Soviet era, which are of great interest to tourists, have survived almost untouched on the land of Franz Josef. But, unfortunately, the cultural monuments of the Arctic are destroyed over time under the influence of natural and human activity factors, which is one of the serious problems in preserving the cultural heritage of the Arctic today. The history of domestic tourism is divided into periods when interest in the Arctic direction has sharply increased, namely:



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* In the 20th century, as a result of the activities of the Association of Arkhangelsk - Murmansk Shipping Company, flights to the Arctic became available to the entire population of Russia. "Guide to the North of Russia", which was published in 1898 and announced: "Our North <...> is equally interesting for a scientist, traveler, naturalist, ethnographer, artist, simple tourist - a nature lover, hunter, pilgrim and for an enterprising trading person < ...> a trip to Arkhangelsk and along the Arkhangelsk, as well as along the Murmansk, coast became a fast, easy and comfortable walk ";

* in the 1930s, the first sea cruises were created and, in the future, the tourist movement developed, as a result of which the foundations of tourism to the Soviet Arctic were laid;

* Interest in the Arctic direction at the beginning of the 21st century also occurred in a market economy. The tourism business forms the infrastructure and establishes new offers in the represented segment. It is important to note that part of the tourism products of the "Arctic" orientation was designed for a wealthy consumer.

Currently, there are serious problems in the Arctic tourism - environmental problems of tourism development. The negative signs of the impact of the tourism industry on nature include, namely:

a) environmental pollution due to the formation of tourism infrastructure;

b) damage or destruction of natural monuments;

c) the destruction of the flora of the tundra, which is carried out due to the large number of tourist routes. Tracked vehicles pose a huge threat to the soil layer;

d) depletion of biological resources due to the impact of nature - oriented varieties of tourism: fishing and hunting for animals;

e) the percentage of the probability of the occurrence of environmental disasters increases.

There are measures to reduce the negative impact on the nature of the Arctic, namely:

a) strengthening state control to comply with environmental legislation;

b) carrying out work aimed at raising the awareness of participants in tourism activities;

c) prompt response in case of a threat to nature;

d) taking measures in case of violation of the natural balance due to the large amount of consumption of biological resources;

e) systematization of tourist routes in order to reduce the negative impact on the soil layer of the tundra;

f) difficulties in applying the historical and cultural sphere in the tourism industry.

The integration of the historical and cultural heritage of the Arctic into tourism activities is accompanied by a number of possible threats. In addition to the dangers of infrastructure development, the historical and cultural heritage in interaction with the tourism industry faces special problems. Problems in the ecology of the Arctic associated with tourism: changes in cultural landscapes, destruction and damage to historical and archeological monuments, the problem of accessibility of Arctic tourism destinations.

Tourism activity is a way to diversify the economy of the territory. The tourism business faced a number of problems, one of which was the inaccessibility of the area. The complexity of maritime navigation, the lack of road communication with other regions of the Arctic - all this has become limiting factors for the development of the tourism industry.

Main part

Tourism is becoming an increasingly important component of export diversification for emerging and developed economies. This demonstrated the high potential for compensating for lost profits in many oilexporting countries. The development of tourism is especially important for Russia at the present time, due to sanctions, there is a decrease in oil prices. According to the World Tourism Organization (UNWTO), with 24.3 million tourists in 2018, Russia ranks 16th in the world in terms of the number of foreign tourists and 9th in Europe (UNWTO, 2018). Between 2018 and 2022, Russia was in 9th place in terms of the number of foreign tourists arriving, in 2021 the total number of foreign tourists decreased to 24.6 million people (from 33.7 million in 2018) and Russia dropped by 15 place.

The main regions of Russia visited by foreign tourists in 2021 were Moscow (4.8 million foreign tourists in 2021) and St. Petersburg (3.75 million). Also popular among foreign tourists was the Krasnodar region (900 thousand tourists), Primorsky Krai (640 thousand, including 420 thousand from China), the Republic of Crimea (more than 500 thousand), the Republic of Tatarstan (278 thousand) and the Moscow region (230 thousand) (Turstat). Among the regions belonging to the Russian Arctic, only the Republic of Karelia entered the top 20. The Arctic is a region of the Earth with unique natural and climatic features, where tourists are attracted by landscapes with glaciers descending into the sea, Arctic tundra with colonies of migratory birds, seas inhabited by whales and seals, narwhals and polar bears. Due to inaccessibility, the Arctic has not lost its original purity.

Russia has the longest borders in the Arctic - 22,600 out of 38,700 km (58.4%). Russian land territories in the Arctic occupy 3.7 million square meters. km with a population of about 2.4 million people. It occupies 21.6% of the entire territory of the Russian Federation, but only 1.7% of the population lives here. The level of urbanization in the Russian Arctic is one of the highest in the country - 89. Despite its vast territory, the development of tourism has not



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yet been mastered. At the same time, Arctic tourism is actively developing in Norway, Finland, Sweden, Iceland and other countries that offer unique, worldfamous Arctic tours. Therefore, the purpose of this article is to analyze the tourism potential of the Russian Arctic along with the analysis of competitors, to identify the main opportunities, as well as the limitations of tourism development in the region. Research on Arctic tourism began in the 1980s, but there is still a wealth of literature that can be grouped into four broad themes: tourism patterns, tourism impacts, tourism policy and management, and tourism development.

The Arctic zone of Russia is characterized by territorial contrasts and contradictions of economic interests. In addition to the vast mainland, exceeding 3.7 million square meters. km, the Arctic zone of Russia includes 185 thousand square meters. km of archipelagos, including several large (Wrangel, Vaigach and Kolguev) and many small islands (Solovki Islands, Franz Josef Land, Novaya Zemlya, Severnaya Zemlya, New Siberian Archipelago). There are six types of administrative-territorial division of this vast territory. Overlapping economic activities of major corporations and traditional resource use, widespread and unique resettlement systems, an area of active economic development and a special conservation status coexist here. Soviet Arctic tourism began to develop in 1966, when the first ship "Vorovsky" made its voyage. After the Soviet period, from the early 1990s to 1998, the Russian government had no interest in developing Arctic tourism. By 1998, demand began to grow, but due to the global economic crisis in 1998, it fell again. Since the beginning of 2018, interest in the Arctic has been steadily growing again. The main problems complicating the development of Russian Arctic cruise tourism are the high cost of tours, the lack of ice-class vessels and coastal tourism infrastructure. For example, the price of the tour: The company "PoseidonExpeditions" on the route Svalbard -Greenland - Iceland started for \$ 7,600 in 2018. The high price of Arctic tours is mainly due to the high cost of shipping. Far-Water - Cruises are operated on ice class ships or icebreakers so they can visit areas that are inaccessible to cruise ships due to ice. At the same time, there are usually from 50 to 110 tourists on board. The organization of cruises in the Russian Arctic is dominated by foreign companies. The total number of tourists in the segment of long-distance water cruises to the Arctic is small. Every year, about 1,000 foreign tourists visit the Russian Arctic and the North Pole on cruise tours. To further promote cruise tourism in the Arctic, it is necessary to develop a flexible system of tariffs for the entire Northern Sea Route and port dues rates for passenger ships. This will allow new Russian players to enter the Arctic tourism market.

In the Arctic regions, in the state rating of Russia for the development of tourism in 2021, compiled by Rostourism, the Scorecard includes the state of tourism infrastructure, the availability of accommodation facilities, management efficiency, economic mechanisms for stimulating tourism attracting investments development. and implementing investment projects, developing transport infrastructure, promotion of regional tourism products, availability of tourism information, centers, participation of the region in Russian and international exhibitions, development and promotion of tourism brands and tourism products. The rating included 85 regions of the country and the first places were taken by Moscow (93.8 points), St. Petersburg (93.0 points), the Republic of Tatarstan (93.0 points) and the Krasnodar Territory (90.3 points). A group of regions with relatively high rates of tourism. The Republic of Karelia belongs to the development of the Arctic regions. Krasnoyarsk Territory, Arkhangelsk Region, Republic of Sakha (Yakutia), Murmansk Region, Yamalo-Nenets Autonomous Okrug. In regions with average indicators of tourism development. Chukotka Autonomous Okrug. At the bottom of the ranking are regions with relatively low rates of tourism development.

Russia has great potential in Arctic tourism, but for its development it is necessary to relax visa rules. According to the leadership of Rostourism, it is necessary to ensure a visa-free stay in Russia for 72 hours for passengers of cruise ships arriving in Russia (including transit passengers) through international airports. This measure will allow tourists to stay in Russian port cities for 2-3 days before boarding a ship or after a cruise. In addition, the Federal Agency for Tourism proposes to consider the possibility of a visafree stay in Russia for up to 15 days for river cruise passengers traveling in organized groups and living on board, as well as expanding the bilateral practice of issuing group visas. Then the issuance of group visas, as experience has shown, leads to a 20-30% increase in the tourist flow to Russia. Segment of organized tourism. An important state task for the Russian government is to promote ecological Arctic tourism. Business in Russia needs government assistance to promote the sights of the Russian Arctic. If properly managed, the tourism sector can contribute to the economic growth of Russian regions, social integration and the protection of cultural and natural heritage.

The heads of the constituent entities of the Russian Federation are aware of the need to have their own regional brand in order to work towards the growing interest in legal entities. A tourist brand allows you to form the recognition of a certain territory, increasing its attractiveness for domestic and inbound tourism. Regional departments of culture and tourism are instructed to draw attention to their tourist sites, routes and events. The creation and promotion



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of tourism brands is a good example of public-private partnership, joint work of government and business.

In 2021, according to the National Tourism Portal, four Arctic brands entered the top 100 tourism brands: Solovetsky Archipelago (Arkhangelsk Region) - 51st place, White Sea (Arkhangelsk Region) - 56th place, Stroganina (Republic of Sakha (Yakutia) - 80th place and "Arctic Circle" (Yamal-Nenets Autonomous Okrug) - 100th place.

The development of Arctic tourism in Russia is complicated by infrastructure and logistics problems, as well as the high cost of the tourism product. In addition, according to experts, the factors hindering the development of Arctic tourism include natural and climatic factors: short-term favorable; long cold, rainy and snowy period throughout the year, strong wind, high humidity; lack of a primary health care system and a tourist security system. Arctic tourism as a special segment of the tourism industry, which has special harsh, often extreme conditions in the Arctic, can be effectively developed only with the active cooperation of business and government. In 2018, the Union of "Northern Industrialists and Entrepreneurs" represented by the chairman Fedotovsky A.V. and Kanavina A.V. presented a draft strategy for the development of Arctic tourism until 2035, National experts believe that tourism in the Arctic, a zone of the Russian Federation, can become as popular as in Alaska, Canada and Norway, Iceland and Finland. As a goal, the strategy proclaims the creation of a modern competitive tourist complex throughout the Russian Arctic (including nature reserves and specially protected natural areas), ensuring an increased ability to meet environmental, aesthetic, educational and recreational needs.

Russian and foreign citizens contribute to the development of the conservation of natural complexes in the Arctic. Among the priority areas for the implementation of the Strategy in the AZ of the Russian Federation will be, namely:

1) development of crafts of small peoples of the North and the Far East;

2) event and ethnographic development of tourism, creation of ethnic settlements;

3) simplification and harmonization of ski and adventure tourism routes, traveler liability insurance;

4) development of domestic (intracity) tourism in the cities of the Russian Arctic;

5) educational tourism and development of ecotourism;

6) creation of a unified telecommunications system "Electronic Arctic" for the needs of tourism.

After the creation of separate digital spaces in each region of the Russian Arctic, their integration within the entire Arctic, and the emergence of a new system "Electronic Arctic". It unites all coastal and continental settlements, including the Northern Sea Route. According to the authors of the Strategy, the Electronic Arctic system will provide safe tourist routes throughout the Russian Arctic. Creation of a recreational cluster will develop simultaneously. Several tourist segments will contribute to the comprehensive promotion of the territory of the Russian Arctic. In the future, it will be able to receive more than 100,000 Russian and international tourists annually.

The main competitors of Russia in the Arctic tourism are Sweden, Norway, Finland, Denmark and Canada. Each of them has a strong position in the international tourism market. The competitive advantage of the Scandinavian countries and Finland is that they are located in the Schengen area and, excluding Norway, in the European Union. The Schengen area currently includes 26 European countries with a population of more than 400 million people, for which there are no visa restrictions, which simplifies cross-border movements and has a positive effect on the growth of tourist flows.

In the northernmost counties of Sweden, there are many companies involved in ecotourism -Norrbotten ("Swedish Lapland") and Västerbotten. The competitive advantage of the Swedish regions is accessibility compared to other Arctic regions. There are regions with well-developed public roads and daily flights from Stockholm (up to nine airports), as well as a railway along the coast to the mountains in northern Sweden. Tourism growth in Sweden, measured by hotels, has increased. In 2022, the growth of the international tourism sector in Sweden was 115%. In addition to nature and culture, Sweden's attractiveness is enhanced by the high quality of services, including medical care and well-developed infrastructure in the northern regions of the country, which creates potential for tourism development.

Finland started developing tourism in Lapland in the 1980s. Snowmobile trips, reindeer visits and dog sledding are very popular among tourists in Finnish Lapland. In 1990, 1.3 million tourists visited Finnish Lapland, but by 2018 the number had almost doubled to 2.4 million. The real numbers are likely higher as a significant proportion of hotels are unregistered. In 2022, foreign tourists came to Lapland mainly from the UK, Russia, Germany and Japan.

It should be noted that the number of Russian tourists to Finnish Lapland is also growing at a faster pace. The main tourist season runs from February to April. Summer and autumn seasons attract primarily tourists. The Christmas season with British and Russian tourists starts in November and continues until January. The turnover of tourism companies in Lapland in 2021 amounted to 471 million euros. Significant contribution to the economic development of the northern regions of Finland. Recently, employment in tourism in Finland has grown by 3.5%, which is 1.5 times more than growth in forestry and almost 4.5 times than in mining. As a result of



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government policy, young people find work in the tourism sector. The importance of tourism in terms of employment is emphasized in the municipalities of Western Lapland, where the share of the tourism industry in employment ranges from 39% to 46%. The strategy for the development of the Arctic zone of the Russian Federation and ensuring national security for the fundamentals of the state policy of the Russian Federation in the Arctic for the period up to 2035 and beyond, approved by the President of Russia on September 18, 2018.

The strategy defines the main mechanisms, methods and means of achieving the strategic goals and priorities for the sustainable development of the Russian Arctic zone and ensuring national security. As part of the implementation of the Strategy, the consolidation of resources and efforts of federal state authorities, authorities of the constituent entities of the Federation, the territories of which are wholly or partially included in the Arctic zone, local governments and organizations to solve key problems of the development of the Arctic zone and ensure national security in the Arctic, is ensured. Priority areas for the development of the Arctic zone and ensuring national security, namely:

- integrated socio-economic development of the Arctic zone of Russia;

- development of science and technology;

- creation of a modern information and telecommunication infrastructure;

- ensuring environmental safety;

- international cooperation in the Arctic;

- ensuring military security, protection and protection of the state border of the Russian Federation in the Arctic.

The integrated socio-economic development of the Arctic zone in accordance with the Fundamentals provides for the improvement of the system of state management of the socio-economic development of the Arctic zone, the improvement of the quality of life of the indigenous population and the social conditions for economic activity in the Arctic, the development of the resource base through the use of advanced technologies, the modernization and development of infrastructure in the Arctic transport system, modern information and telecommunication infrastructure and fishery complex.

In the 1990s, little attention was paid to the development of the Arctic in our country. There was not a single drifting station here, scientific research was practically curtailed, icebreakers gradually fell into disrepair or began to serve foreign tourists. However, the Arctic zone did not cease to be a strategic region and the basis of national security, despite all the difficulties that the country was going through. It remains so today, in conditions where nuclear warheads can reach anywhere in the world in a few minutes, and the situation in the world is becoming more and more tense.

In the 2000s, Russia gradually began to return to the Arctic, year by year increasing its presence there, restoring what was lost, creating a new one in accordance with the new conditions of existence in the changed world. Taking into account all these factors, in 2018 the Strategy for the Development of the Arctic Zone for the period up to 2035 was approved, the main priorities of which are:

- efficient use of the resources of the North;

- improving people's lives;

- transformation of the Northern Sea Route into a transport highway of national importance;

- more rational public administration.

The strategy touches upon global issues that must be addressed at the legislative and executive levels. It provides for the restructuring of the work of government bodies, the development of new laws and mechanisms for their implementation. Even a change in statistical reporting is envisaged so that you can track the development of the Arctic in numbers and percentages.

Particular attention is paid to issues of national security. To ensure it, it is planned to revise the tasks of the defense complex, create a unified system for the protection of seaports, increase the effectiveness of measures to protect against external threats, as well as to prevent terrorist attacks.

In order to outline specific steps for the implementation of strategic plans and objectives, the State Program "Social and Economic Development of the Arctic Zone of the Russian Federation", which is the main mechanism for implementing the Strategy, provides for three main subprograms. The first is aimed at creating the so-called support zones, which are designed to become the basis for the social and economic revival of the region; the second deals with the development of the Northern Sea Route and ensuring regular shipping; the third concerns the development of innovative technologies in the introduction of innovative technologies in the development of the Arctic resources.

In September 2018, a new version of the Program "Social and Economic Development of the Arctic Zone of the Russian Federation" was adopted, in which the execution period was extended by 5 years, and it is also expected to allocate additional funding in the amount of 150 billion rubles. The priority tasks are: the development of the continental shelf with the help of new technologies and the involvement of businessmen in solving the main issues of the Program implementation. Environmental issues are also among the main ones, especially during the construction and commissioning of new industrial facilities.

Thus, the Program in its current version is divided into three stages: the first one is over; the implementation of the third will begin in 2021. If the



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first three years were devoted mainly to solving organizational issues, then this year it is planned to allocate almost 800 thousand rubles from the Federal budget. Further, the amount will grow annually and in 2025 will amount to almost 26 million rubles.

The Program has qualitative and quantitative indicators that must be achieved in stages. Among them, namely:

- increasing the share of goods produced at the enterprises of the Arctic basin in the total GDP of Russia;

- reducing the level of use of imported radioelectronic equipment;

- growth in the share of science-intensive innovative goods and services;

- increasing the reliability of meteorological forecasts (this is necessary to ensure uninterrupted traffic flow and people's safety).

The task of the government in the implementation of this program is to monitor its implementation and the achievement of the targets. In 2018, in order to protect the national interests of the Russian Federation in the Arctic and improve the management of the Arctic region, the State Commission for the Development of the Arctic was established, within which working groups were organized in the main areas of the commission's activities.

Over the past 20-30 years, truly dramatic changes have taken place in the Arctic. Scientists are sounding the alarm: observations from space of the northern ice cap of the Earth indicate that the ice covering the ocean is thinning - global warming has also affected this traditionally very cold region. Moreover, the Arctic is more sensitive to solar activity than other areas. If, as a result of global warming, the average annual temperature in the world rises by 1 degree, then for the Arctic region this figure is 2-3 times higher. Today there is no need to explain how important it is to maintain the ecological balance on the planet - even a schoolboy knows this. The active melting of ice in this region is regarded as an ecological disaster. It is believed that human activities play an important role in global warming. Therefore, the Strategy for the development of the Arctic zone, along with its active development, provides for control over the state of nature. In particular, it provides:

- ensuring environmental marine supervision;

- increasing energy efficiency, developing natural resources with a minimum amount of harmful emissions into the atmosphere;

- development and improvement of the monitoring system for pollution of water, land, air;

- protection of the population and nature from hazardous waste disposal sites.

Thus, the environmental problems of the Arctic should be under constant state supervision. Summing

up, we can say that, in general, the strategy for the development of the Arctic is the solution by the government of the Russian Federation of several key tasks: ensuring national security, increasing the economic and social attractiveness of the region, introducing knowledge-intensive, innovative methods of coal, oil and gas production, introducing effective measures aimed at preservation of the environment and improvement of the quality of life of people. In order to ensure military security, protection and protection of the state border of the Russian Federation, it is envisaged, namely:

a) ensuring a favorable operational regime in the Arctic zone of the Russian Federation, including maintaining the necessary level of combat readiness of groupings of general-purpose troops (forces) of the Armed Forces of the Russian Federation, other troops, military formations and bodies in accordance with the existing and predicted nature of military dangers and military threats Russian Federation in the Arctic;

b) comprehensive provision of combat and mobilization readiness at a level necessary and sufficient to solve the problems of preventing forceful pressure and aggression against the Russian Federation and its allies, ensuring the sovereign rights of Russia in the Arctic and the possibility of unimpeded implementation of all types of its activities, including in the exclusive economic zone and on the continental shelf of the Russian Federation in the Arctic, neutralizing external and internal military dangers and military threats in peacetime, ensuring strategic deterrence, and in the event of an armed conflict, repulsing aggression and cessation of hostilities on terms that meet the interests of the Russian Federation;

c) improving the structure, composition, military-economic and logistical support of the Armed Forces of the Russian Federation, other troops, military formations and bodies, developing the infrastructure for their deployment in the Arctic zone of the Russian Federation, as well as the system of operational equipment of the territory in the interests of deploying a group of troops (forces) designed to perform tasks in the Arctic;

d) improving the control of airspace and surface conditions;

e) the use of dual-use technologies in the interests of a comprehensive solution to the problems of defense, security and sustainable socio-economic development of the Arctic zone of the Russian Federation;

f) carrying out hydrographic work in order to determine the need to make changes to the list of geographical coordinates of points that determine the position of the baselines for measuring the width of territorial waters, the economic zone and the continental shelf.

"The presence of interest for this region is typical for the Republic of Korea, Japan and China.



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Consequently, along with tension in some traditionally energy-rich regions - the Middle East, Latin America, the Arctic, the role of a new region is also assigned, in which the energy and militarypolitical interests of the main world states have already begun to collide and will continue to collide. That is why the Arctic is a strategically important object.

The development of the Arctic zone and ensuring national security is very important for our country. The Arctic has very large reserves of industrial raw materials, which can significantly affect the economic component of our country. Also, the Arctic is able to transport various kinds of cargo through its waters in the shortest possible time, which can also strengthen our economy, as well as create favorable conditions for joint activities with other countries. Well, we can not say about the military direction. The Arctic is a strategically important zone, because military installations located on its territory are capable of reaching any part of the world in the shortest possible time. In this regard, Russia cannot leave the Arctic without observations. "This is a territory that is directly related to Russia, these are its borders," said Vladimir Volfovich Zhirinovsky about the Arctic.

The goal of the development of the Arctic zone of Russia in the forecast period is to ensure national security in the water area and on land of the macroregion, as well as the personal safety and security of the population living here, on the basis of innovative modernization of the economy and sustainable economic growth, to strengthen the role and place of the Arctic in the economy of the Russian Federation. Its achievement is ensured by the solution of several strategic tasks.

The first innovative task is to provide fundamental and applied scientific research on the accumulation of knowledge and the creation of modern scientific and geoinformation foundations for the management of the Arctic territories, as well as the reliable functioning of life support systems and production activities in the Arctic. The problem of developing and introducing new technologies and types of equipment, new materials for the effective development of mineral deposits and aquatic biological resources in the marine area and on land in the Arctic is sharply updated. It is necessary to introduce new resource-saving (relevant primarily for labor resources) technologies and technical solutions in the social sphere and the communal sector of the Arctic zone.

The second task provides for dynamic economic growth and diversification of economic activity in the Russian Arctic, the implementation of large-scale research 28 (geological geophysical, hydrometeorological, hydrographic and cartographic) works on the Arctic shelf, land and the Spitsbergen archipelago, the creation of an integrated security system to protect the population from the threats of natural and man-made emergencies nature, the implementation of measures for the energy independence of isolated villages and towns in the Arctic. "But it is imperative to find a combination formula, to build a hybrid economy," wrote V.V. Zhirinovsky ... ".

The third institutional and managerial task is to form a regulatory legal system that ensures the attractiveness of the Arctic territories for economic activity and residence; introduction of innovative partnership forms of management in the Arctic.

The fourth task provides for the improvement of the human capital of the Russian Arctic as a result of the modernization of targeted educational programs for the training and retraining of specialists in the system of higher and secondary specialized education, ensuring the availability and quality of medical care for all groups of the population living and working in the Arctic zone of Russia, clarifying state social guarantees and compensations for persons working and living in the Arctic zone of Russia, primarily the indigenous peoples of the North.

The fifth task provides for the involvement in the commodity circulation of the resource base of the Arctic zone of Russia in the interests of meeting the needs of the country and world markets in hydrocarbon, water biological resources, strategic mineral raw materials based on sustainable and rational environmental management (the principle of eco-system management) and expanded reproduction. "Russia should move away from the endless sale of resources, and start producing its own technologies ... " - noted in his work, Doctor of Historical Sciences Professor V.V. Juban.

The sixth infrastructure task provides for measures to revive the Northern Sea Route and commercialize the newly created transport corridor through state support for the construction of icebreaking, rescue and auxiliarv fleets. reconstruction of coastal infrastructure, navigation, hydrographic and hydrometeorological support, and other objects of the Arctic service; creation of objects of commercial innovation infrastructure in the Arctic - intellectual territories, technology parks, business incubators, technology transfer centers, technology and innovation zones, venture funds and companies.

The seventh environmental task is aimed at preserving the natural environment of the Arctic (balancing the need to preserve the natural environment of the Arctic and use its natural resources) for the benefit of present and future generations as a result of the establishment of special regimes for sustainable environmental management; expanding the network of specially protected natural areas and water areas; disposal of toxic industrial waste and other activities.

The eighth task is aimed at increasing the economic return from Russia's bilateral and



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multilateral international cooperation with other polar countries as a result of improving existing norms and proactively developing new international treaties and agreements.

The state program is the main mechanism for implementing the Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security for the period up to 2035 (approved by the President of Russia on February 8, 2018).

The first stage of the state program was of an analytical nature and did not provide for financial support. The first stage (2018–2025) provided for the creation of the State Commission for the Development of the Arctic, the allocation of the Arctic zone as an independent object of statistical observation, the development of legal, organizational and technical conditions for the formation of support zones for development.

The signed resolution approved a new version of the state program, changed its name and implementation period. Now the state program is called "Socio-economic development of the Arctic zone of the Russian Federation." The implementation period of the state program has been extended until 2035.

The state program includes three subprograms: "Formation of support zones for development and ensuring their functioning, creation of conditions for accelerated socio-economic development of the of the Russian Arctic zone Federation". "Development of the Northern Sea Route and ensuring navigation in the Arctic", "Creation of equipment and technologies for oil and gas and industrial engineering necessary for the development of mineral resources of the Arctic zone of the Russian Federation". In the previous version, the state program had one subprogram - "Coordination of the activities of state authorities in the field of socio-economic development of the Arctic zone of the Russian Federation." The tasks of the state program are defined, namely:

- improving the quality of life and security of the population in the Arctic zone;

- creation of conditions for the development of the Northern Sea Route as a national transport route of Russia in the Arctic and the development of a system of hydrometeorological support for navigation in its water area;

- development of science, technology and increasing the efficiency of using the resource base of the Arctic zone and the continental shelf of the Russian Federation in the Arctic;

- improving the efficiency of public administration of the socio-economic development of the Arctic zone.

The development of the Arctic zone of the Russian Federation and ensuring national security for the period up to 2035 is a system of public administration measures based on long-term priorities, goals and objectives of the policy of federal and regional authorities in this Russian territory. The period of implementation of the Strategy should be the time to create here a new economy based on knowledge and innovation. The modernization of the economy and the social sphere is becoming the core of the socio-economic development of the Arctic zone in the forecast period. Its principles and key directions were formulated in the program speeches of the President of the Russian Federation and the Chairman of the Government of the Russian Federation, strategic planning documents of federal authorities. The main success factor of the Strategy is the stability of these principles under the influence of political or economic conditions. At the same time, the very specific actions of the subjects of the Arctic economy and national strategic decisions can be adjusted taking into account new emerging problems and circumstances. However, the strategic direction of the development of the Arctic zone towards an innovative economy should remain unchanged.

The Arctic is one of the most important regions in the development of the economy of many countries, including the Russian Federation. First of all, this is due to the fact that the extraction of resources in already developed deposits is becoming more and more complex every year due to the depletion of sources.

However, the development of northern deposits causes climate changes that affect life on the entire planet. It is the need to restrain human activity in the Arctic that has aroused the interest of the scientific community in this region. Some of the most influential modern Russian explorers of the Arctic are Candidate of Geographical Sciences Ruslan Sharafutdinov, Doctor of Geological and Mineralogical Sciences Vladimir Makarov, Doctor of Biological Sciences and Academician of the Russian Academy of Sciences Evgeny Vaganov, Doctor of Biological Sciences Alexander Kirdyanov. Thus, the influence of the Arctic on all key areas of life: the economy and the environment, makes it necessary to constantly monitor this region. This explains why any study of the Arctic is relevant in the modern world. The Arctic plays a special role in the development of the economy of the Russian Federation, because the region is rich in natural resources. However, many resources are located in hard-to-reach regions. An example of such inaccessible resources is water areas.

However, the territory of the Arctic is rich not only in hydrocarbons. This land contains unique reserves of ferrous metals, tin, tungsten, platinoids, gold and diamonds. Most of the reserves of these resources are located on the Kola Peninsula.

Summing up, it can be noted that the Arctic lands of Russia are the richest source of minerals that can play a key role in strengthening the economy of our country.



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In addition to mining, the northern regions have a unique ecosystem. Unique representatives of the fauna live in the Arctic regions: polar bears, walruses, seals, musk oxen, sea elephant. Many representatives of these animals are endemic and live only in this region and are listed in the Red Book. The environmental problems of the modern Arctic are primarily caused by two factors: global warming and massive mining. An example of the consequences of resource extraction is the territory of Vilkitsky Island in the Kara Sea. Research conducted in 2018 by the Green Arctic organization showed that 80% of the water on the island exceeded the amount of oil products. Regarding the environmental situation, Academician of the Russian Academy of Sciences and Doctor of Biological Sciences Evgeny Alexandrovich Vaganov prepared a speech. In his speech, the biologist made a special emphasis on the need to make quick decisions to save the Arctic region, since the situation is getting worse with every minute of delay. "These are problems that need to be addressed, for which serious funds will have to be spent. And they will be aggravated by the fact that this is happening against the backdrop of fairly rapid climate change, "said a member of the Academy of Sciences.

Thus, the Arctic is a rather fragile global ecosystem that needs protection in order to save the unique representatives of the animal world. In addition to protecting the wildlife and ecosystems of the planet, the protection of the Arctic can also cause economic growth. This is due to the fact that the rescue of this region will increase the sources of commercial production of animal products, primarily fish. In addition, the Arctic region is able to attract tourists who are interested in studying the nature of the planet due to the uniqueness of this biome. Therefore, ensuring the safety of wildlife is an investment in the future economic development of our country.

The Arctic is also an important trading region. Therefore, the Northern Sea Route is one of the most important routes for modern Russia. Its role and importance are due to a number of factors, namely:

1) poor development of land routes;

2) The North Sea route connects the north of Europe and Asia;

3) special strategic importance.

In the future, the value of this path can only grow. This is facilitated by the development of oil and gas deposits, which open up new opportunities for the development of transportation of these resources. In addition, the Northern Sea Route can become a key in the formation of a unified transport system between the countries of Europe, Asia and America. In addition to influencing foreign policy, the Northern Sea Route is of great importance for the development of the northern regions of Russia. Its importance for the development of adjacent regions is due to the need for the economic development of the northern lands. At the moment, sea transport is the only way to deliver the necessary equipment and goods to the Arctic zones of the country. Thus, the impact that the Northern Sea Route has on the development of our country can hardly be overestimated. Since it unites the largest routes of Siberia into a single network. At the same time, for particularly remote regions, such as Chukotka, the sea route is the only possible way to transport goods. At the same time, the Northern Route helps to maintain trade relations with many countries of the world, such as Norway, Denmark, China, Sweden, Canada.

Thus, the Arctic is one of the most important regions in the modern world. Since the resource base of the northern region is able to provide the whole world with the necessary minerals. However, behind the economic benefits lies a potential environmental catastrophe that could lead to the extinction of many representatives of the animal world and lead to irreversible climate change. That is why the protection of the fragile Arctic biome is one of the priorities of the entire scientific community.

Conclusion

Thus, it can be concluded that it is necessary to conserve, conserve and sustainably use the oceans and marine resources, protect the terrestrial ecosystem and promote their sustainable use.

The Arctic is an ambiguous region of our planet, on the one hand, it is very promising in terms of geopolitics, economics and recreational resources, but, on the other hand, a large number of threats arise in this region. In this regard, it is necessary to rationally use the marine resources and waters of the Arctic, to organize tourism activities with minimal damage to the region, it is necessary to protect and restore the terrestrial ecosystem.

Summing up, it can be noted that the forming tourism industry in the Arctic today shows a variety of directions and features of tourism. Regardless of the existing difficulties in this activity, namely the environmental risks of tourism development, the problems of using the historical and cultural environment and the problem of accessibility of tourism destinations. In solving the above problems, the state sets tasks for the tourism industry in the formation of an economically viable development model that takes into account the interests of all parties: the indigenous population and international organizations.

"In the south, Egypt, Turkey - they sell the sun, the air is not theirs, it's nature. What can we sell? Cold! There is no such cold anywhere - I don't mean Moscow, where it's minus seven, I'm talking about Yakutia, where it's minus 60. People will come once in a lifetime to see what minus 60 is, "said Vladimir Zhirinovsky on Wednesday, January 20, 2021, in the State Duma after the parliamentary hour with the head of Rostourism.



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Therefore, for the development of Arctic tourism in Russia, it is necessary to develop infrastructure, logistics, and also reduce the cost of tourism. Also, the simplification of the visa regime can significantly increase the flow of foreign tourists. Therefore, it is necessary to ensure a visa-free stay in Russia for a month for passengers of cruise ships arriving in Russia (including transit passengers) through international airports. Also, in order to increase the tourist flow to the Russian Arctic, it is possible to increase the issuance of group visas.

The Arctic, or the "Land of White Silence" is the northern polar region of the planet, one of the most inaccessible regions in the world. The topic of studying its regions has become very popular in the world community. They say about the Arctic that " ... it is located at the very top of the planet and is of tremendous importance for the ecological development of Europe, Asia and America." Researchers focus on the natural diversity of both mineral and biological resources. Namely: fresh water reserves, energy resources. It should also be noted that Artik is the main transport hub of the planet. I must say that the Russian Federation captures an exclusive geopolitical position in the Subpolar region. The Russian Arctic contains islands, northern seas, the continental shelf and coastal regions of the Eurasian continent. The Arctic coast of Russia stretches from the border with Norway on the Kola Peninsula to the Bering Strait, and is washed by the Barents, Kara, East Siberian, Chukchi and Laptev Seas. The length of the coastline along the Arctic Ocean reaches almost 40 thousand kilometers. It is also important that the Northern Sea Route is of great importance in the Russian Arctic - a historically formed state common road transport connection (the shortest sea route between the European part of Russia and the Far East).

"Now there is a fashion for exotic Arctic tourism in various forms, which previously did not exist at all. It is now in a growing trend. People are looking for authenticity, ecology, thrills, clear skies and all this they are looking for in the Arctic. Behind this demand, behind this fashion, behind this human need, the industry naturally came. First of all, the world cruise industry. And this is a very powerful and very mobile sector," said Korneev.

Indeed, the demand for "active recreation" is increasing every day. People are interested in the natural diversity of the Arctic region, the unusual climate for them. Currently, the interest in tours to the Arctic among Russians is increasing. According to the statistics of the Federal Tourism Agency, in the early 2000s, about 90% of the participants in cruises and other types of tourist programs to the Arctic were foreign tourists, and at present the number of Russian citizens on such trips has increased significantly. Russian tour operators note that on group trips to the Arctic, the number of tourists from Russia averages 25-30%. Russia pays great attention not only to the development of its polar territories, but also cares about the protection of lands and water areas. On the territory of Russia, a large number of specially protected natural areas (PAs) have been created in the Arctic zone.

What is the concept of "Arctic tourism"? The basis of the tourist attractiveness of the Arctic is its geographical position and natural and climatic features. "Emptiness" is often associated with the Arctic regions of the Earth: the absence of land in the North Pole region, color monotony, vast spaces without people and settlements. For this "emptiness" many tourists go to high latitudes, seeking to get emotional relief. The North Pole itself has a high tourist attraction.

The negative aspects of the influence of the tourism industry on nature include, namely:

- environmental pollution due to the presence of people and the formation of tourist infrastructure in areas previously little affected by anthropogenic influence;

- increased risk of deliberate or accidental destruction of geological, paleontological and other natural monuments;

- causing damage to the soil and vegetation cover of the tundra, the regeneration of which takes a considerable time, as a result of an increase in the number of tourist routes and the lack of a clear systematization of them. The threat to the soil layer is posed by all types of movement on it - on foot, horsedrawn, using wheeled vehicles - but the use of tracked vehicles causes the greatest damage;

- depletion of bioresources due to the influence of nature-oriented types of tourism - hunting and fishing;

- violation of the ecological balance due to the intensive collection of wild plants, which can be carried out by tourists themselves or organized by the tourist industry to ensure the gastronomic originality of the destination;

- an increase in the likelihood of environmental disasters and other similar risks.

As measures that can reduce the negative impact of tourism on nature, we can name:

- Strengthening the control of the state and society over the observance of environmental legislation;

- educational work aimed at increasing the environmental awareness of all participants in tourism activities;

- regular monitoring of the environmental situation in the territories actively involved in the tourism industry; prompt response in case of threats or problems;

- popularization of forms of nature-oriented tourism, not related to the withdrawal of resources; adoption of restrictive measures in case of violation of the natural balance due to excessive consumption of biological resources;



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- activities to systematize tourist routes, in order to reduce the negative impact on the soil layer of the tundra; providing areas with high tourist traffic with infrastructure aimed at preserving the natural environment.

The next problem is the problem of the availability of Arctic tourism. The geographical location, the underdevelopment of transport and hospitality infrastructure, as well as the pricing policy of business have led to the fact that tourism in a significant part of the Arctic has become inaccessible to the majority due to the very high cost of services. If the transition of the transport network of the circumpolar region to a qualitatively new level is a distant future prospect, then the solution of issues of stimulating and promoting relatively accessible areas of Arctic tourism, as well as the removal of administrative restrictions on visiting territories in cases where this is a clear relic of the past, can already be started. currently. Problems of using the historical and cultural environment in the tourism industry. The integration of the tangible and intangible historical and cultural heritage of the Arctic into tourism activities is associated with a number of potential threats. In addition to the dangers associated with an increase in traffic and the development of infrastructure, similar in their genesis to the problems created by tourism for the environment (the risk of

changing valuable cultural landscapes, damaging or destroying monuments of history and archeology), the interaction between the historical and cultural environment and the tourism industry faces a set of specific challenges.

A counterbalance to such trends can be the intensification of activities to identify, protect, restore and popularize genuine historical monuments, as well as to preserve and update the intangible heritage of the aboriginal and old-timers. Educational work in this direction, including among representatives of indigenous peoples, can only have an impact if there are simultaneous measures to stimulate and support traditional forms of nature management and culture.

The rapidly developing industry of Arctic tourism today demonstrates a variety of forms, types and directions. Objectively existing difficulties in this area, due to the geographical, climatic and economic specifics of the circumpolar world, are complemented by negative trends caused by the fact that the ecological and socio-cultural systems of the Arctic can be easily unbalanced under the influence of external factors. The listed challenges set the tourism industry to the task of forming an economically viable, sustainable model of its existence and development, taking into account the interests of all stakeholders: international organizations, states, indigenous and old-timers, local communities and business entities.

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