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SOI: [1.1/TAS](http://s-o-i.org/1.1/TAS) DOI: [10.15863/TAS](https://doi.org/10.15863/TAS)

International Scientific Journal
Theoretical & Applied Science

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

Year: 2024 Issue: 11 Volume: 139

Published: 20.11.2024 <http://T-Science.org>

Issue

Article



Artur Aleksandrovich Blagorodov

Institute of Service Sector and Entrepreneurship (branch) DSTU
graduate student

Natalya Sergeevna Rumyanskaya

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

Vladimir Timofeevich Prokhorov

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

Galina Yurievna Volkova

LLC TsPOSN "Ortomoda"
Doctor of Economics, Professor
Moscow, Russia

Natalya Valerievna Volkova

LLC TsPOSN "Ortomoda"
Ph.D. Law, Director,
Moscow, Russia

PROBLEMS OF TOURIST DEVELOPMENT OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

Abstract: The article examines current issues of tourism industry development in the European North of Russia (Murmansk, Arkhangelsk, Vologda regions, the Republic of Karelia) and in the high-latitude territories of the Western Arctic. Practical proposals and recommendations are given, priority tasks are formulated for solving the main socio-economic problems of using the tourism and recreational potential, developing inbound and domestic tourism for the sustainable development of regions, unique territories and tourism centers. The results can be used to improve legislative and regulatory acts of the tourism industry, to increase its competitiveness in the North of Russia.

Key words: expert community, degree of confrontation, concept, force majeure, risks of economic conflicts, situational analysis.

Language: English

Citation: Blagorodov, A.A., Rumyanskaya, N.S., Prokhorov, V.T., Volkova, G.Yu., & Volkova, N.V. (2024). Problems of tourist development of the Arctic Zone of the Russian Federation. *ISJ Theoretical & Applied Science*, 11 (139), 266-282.

Soi: <http://s-o-i.org/1.1/TAS-11-139-31>

Doi: <https://dx.doi.org/10.15863/TAS.2024.11.139.31>

Scopus ASCC: 2000.

Introduction

UDC 338.48:323.26.

Tourism is one of the largest, most profitable

and most dynamic sectors of the global economy. As a modern sector of the economy, it has long gone beyond national boundaries and plays a major role in the interaction and mutual enrichment of

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cultures. The tourism industry, which has a multiplier effect, helps diversify the economy, improves the quality of life of the population, opens up opportunities for generating income and new jobs. The European North of Russia occupies one of the most advantageous positions in terms of tourism development due to the presence of natural and recreational conditions and major cultural heritage sites. It includes the republics of Karelia and Komi, the Arkhangelsk Region with the Nenets Autonomous Okrug, the Vologda and Murmansk Regions. In the Soviet period, the European North was called the Northern Economic Region. At present, along with the former Northwestern Economic Region, it is part of the Northwestern Federal District (NWFD).

The European North offers broad prospects for the development of water, cruise, cultural and educational, ecological, business, event, rural, pilgrimage, sports and other types of tourism. It is a monument of world culture, where the originality of various peoples and ethnographic groups (Sami, Pomors, Nenets, Komi, Karelians, Vepsians, Finns, Russians) is presented, which predetermines broad opportunities for the development of ethnographic tourism. Another name for the European North is the Russian North, which is more of a historical and cultural concept than a geographical or administrative name. In recent years, tourist flows from Russia and abroad have been flocking here, which is facilitated by the unique wealth of tourist resources, preserved traditional types of nature management, folk crafts and trades, and the special geographical position of the European North as a subarctic and coastal region.

Russia has great infrastructural and natural potential for the development of tourism in the European North, taking into account the importance of preserving the region's unique ecosystem and the way of life of the indigenous peoples of the North. Tourism contributes to the development of the territories and local communities of the Arctic and the North: it stimulates entrepreneurship, the creation of new jobs and social infrastructure facilities, and popularizes cultural and natural heritage. The object of the study is the tourism industry in the regions of the Russian North and the Western Arctic. The purpose of the work is to analyze the state, main problems and prospects for the development of tourism in the regions under consideration. The article examines current issues of sustainable development of the tourism industry based on a study of the problems of the current state and prospects for the development of tourism in the regions and tourism centers of the Russian North and the Western Arctic. Particular attention is paid to the development of Arctic, ecological, ethnographic, cultural, educational and rural tourism. Practical proposals and recommendations for the development of inbound and domestic tourism in these regions are given.

The scientific novelty lies in the fact that new tourist destinations, trends and types of tourism are considered, and an overview of the current situation in the tourism sector is given based on modern Internet sources. The expected role of the tourism sector in preserving the cultural and natural heritage of the Arctic and northern territories allows us to consider tourism as an innovation formed in the environment of regional and sectoral innovation systems of the territories themselves. The authors showed that in 2020, the development of the tourism industry was significantly affected by the COVID-19 pandemic. The 2020 season in terms of international and cross-border tourism turned out to be unprofitable, and the tourism industry of the regions was forced to reorient itself to the domestic market.

In the Western Arctic, the main focus is on the development of tourism in the high-latitude Spitsbergen archipelago and the Russian Arctic National Park. A detailed analysis of the development of tourism in the Murmansk region, in particular in Teriberka, is conducted. The effective development of ecological tourism in the region is shown, and equipped ecological trails of the Murmansk region are described.

In the Russian North, the main attention is paid to the development of tourism in historical cities and rural settlements. The problems of preserving and reviving historical and cultural heritage as a factor in sustainable tourism development are analyzed. An analysis of promising tourism investment projects and routes in the regions of the European North is conducted. Measures to stimulate increased competitiveness and socio-economic efficiency of the tourism industry are substantiated. Strategic directions and tasks are identified, the implementation of which by government agencies and tourism companies engaged in the development of tourism and recreational resources will help preserve Russia's competitive advantages in the northern and Arctic regions. The developed recommendations and proposals can be used to prepare the Strategy for the Development of Arctic Tourism until 2035 and to adjust regional tourism programs in the Russian North.

Main part

There are 22 historical cities of regional significance in the Russian North, including five small cities with the status of historical cities of federal significance. The abbreviated list of especially valuable historical cities of Russia in 2010 included small cities of the Russian North that have preserved most of their ancient buildings: the Vologda cities of Belozersk, Totma and Veliky Ustyug, and the Arkhangelsk cities of Kargopol and Solvychegodsk. It is regrettable that such large cities as Arkhangelsk, Cherepovets and Vologda have lost their official status as historical cities. The most visited regional

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center of the Russian North is ancient Vologda; over the past five years, the tourist flow to the cultural capital of the Russian North has grown by 70% as a result of the active development of tourist infrastructure and a competent marketing policy to promote the city in the tourist market. It was planned that by 2025 the tourist flow to the regional capital should increase to 1 million people, which would provide an additional inflow of funds to the city budget in the amount of 10 billion rubles. According to economic calculations, one tourist on average leaves at least 10 thousand rubles in Vologda. This is about 3.5 thousand rubles per day in a hotel, 2 thousand rubles in cafes and restaurants, 1 thousand rubles when buying souvenirs and 3.5 thousand rubles when visiting excursions and museums. If 700 thousand tourists and excursionists come to Vologda per year, and 30% of them stay for at least a day, it

turns out that investments in the city's economy are at least 2 billion rubles. Of the 700-800 thousand tourists per year, 70% are excursionists, 30% are tourists. More than half of the guests stay in the city for business purposes, 23% of tourists are people who go to Vologda to get acquainted with the city, its architecture and history (Figure 1). Another 21% of tourists come for events. The problem of preserving one of the main brands of Vologda - carved wooden architecture - is a concern. Instead of demolished and burnt wooden architectural monuments, as a rule, faceless buildings of glass and concrete rise, at best, so-called fakes - new constructions that only imitate the appearance of historical buildings. In the capital of Pomorye - Arkhangelsk - there is also a tendency to demolish and lose the environmental wooden buildings.



Figure 1. Vologda. Kremlin

Among the small towns of the Arkhangelsk region, Kargopol, Velsk and Solvychevodsk should be especially noted, where, despite the small tourist flow,

the system of tourist information navigation in the historical center near the main sites of interest is actively developing (Figures 2 - 4).

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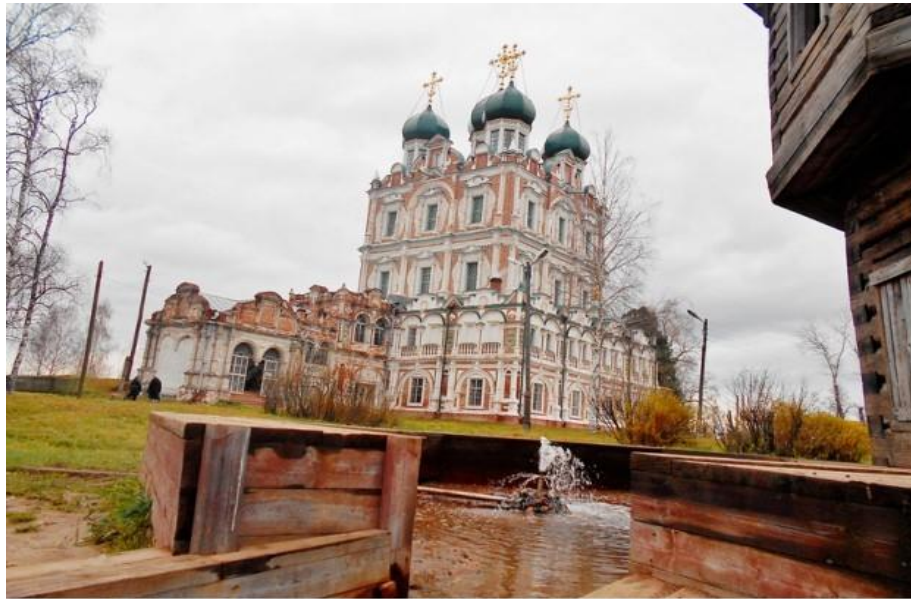


Figure 2. Kargopol. Cathedral of the Nativity of Christ



Figure 3. Kargopol. Trinity Church

And in Solvychevodsk, one of the smallest cities in Russia with a unique mud-cure resort and a powerful cultural heritage associated with the Stroganov dynasty, information stands have been installed about the history of existing and lost architectural monuments, a sculpture park of the Kozma Prutkov festival has been created, and the first comfortable accommodation facility has been opened — the Kupecheskaya Hotel. The former district town of Shenskursk is attractive to tourists not only for its well-preserved historical buildings, but also for its natural heritage — several old-growth pine forests on

the hilly banks of the Vaga are located within the city limits. Because of this feature, the city's tourist brand was developed — "Pine Holidays in Shenskursk".

Potential candidates for joining the ASKDGR are small towns of the Russian North that have preserved authentic architectural monuments, the original culture of local residents and the traditional historical habitat - Kirillov and Belozersk (Figure 5). In 2020, the candidate cities of Kargopol and Solvychevodsk were already included in the association. In the same year, Kargopol received the status of a UNESCO Creative City among creative

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cities of the world in the field of crafts and folk art. In Russia, besides Kargopol, only two cities have such a high status - Ulyanovsk and Kazan. This network unites cities whose development is based on creativity: decorative and applied and folk art, music,

design, literature and gastronomy. Cities included in the UNESCO network define creativity and the creative economy as one of the priority areas in their development.



Figure 4. Solvychegodsk. Vvedensky Cathedral



Figure 5. Kirillo-Belozersky Monastery

Among the small historical towns of the Russian North, Kirillov ranks first in terms of visits, receiving about 360 thousand tourists a year (of which 66 thousand are foreigners), mainly as part of a water

cruise along the Volga-Balt, the most popular tourist route of the European North. The economic potential of the Kirillovsky District is 45% formed by the tourism and services sector. Kirillov is one of the three

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most popular small towns in Russia among tourists. In the summer season, the Goritsy pier annually receives up to 500 cruise ships.

Several residences of the Arkhangelsk region are included in the federal project "Fairytale Map of Russia". The brands of the former district town of Yarensk in the Lensky district "Motherland of Mother Winter" and "I'll Drop Everything and Go to Yarensk" are gaining the greatest popularity among tourists. Despite the transport remoteness of Yarensk, the tourist flow to the ancient village has increased from 200 people in 2017 to 19 thousand people in 2023. Unfortunately, the deplorable state of most of the historical buildings in the village does not allow it to count on potential inclusion in the ASKDGR in the near future. Small towns, especially those with a rich historical heritage, are waiting for simple and quick solutions for their development, a sharp increase in the number of tourists, and therefore, an increase in income and employment. Cultural and educational tourism is the basis for economic growth and an opportunity for the sustainable development of a historical city. However, one should not expect mass tourism in small towns, especially in towns with poorly developed logistics (for example, Kargopol and Mezen). Tourism will not become a city-forming industry for such towns, but it can be an important factor in development. Mass tourists, as a rule, choose the most accessible, optimal places to visit in terms of price and quality. Any successful examples of tourism development in northern towns are associated either with strong branding mainly using federal resources (for example, Veliky Ustyug), or with a favorable geographical location (for example, Kirillov).

Every small historical town should look for its own special highlights that could become supporting elements in creating an attractive image of local identity. It is necessary to find some little things that could become branded products, symbols of the city and that are specific or even unique. For example, in Kargopol there are public rinsers. These are places where people still rinse their laundry in river water after washing, and there are specially adapted buildings for this. It is absolutely usual for a Kargopol resident, but completely unusual and interesting for a tourist. In Kargopol there is also a famous Kargopol toy and "sushchik", a specially dried fish for making fish soup. Perhaps, with good marketing, all these artifacts could become a marketable product, provided that the tourist flow to the city increases. It is obvious that for successful development, the economy of a small town can only be multidisciplinary. Moreover, the forced development of tourism and the impression economy as the dominant one carries certain risks for the identity of the city. A small town like Kargopol can earn partly from timber processing, partly from agriculture, partly from tourism (mainly domestic). Sustainable development requires something that creates external demand for the city's attractiveness.

In small towns, the departing youth can be replaced by people (for example, the creative intelligentsia) who, on the contrary, are ready to leave the big and expensive city, where they already feel uncomfortable with the high pace of life. What can Kargopol attract them with? Peace, social homogeneity, relatively low cost of living. A mutually beneficial exchange is possible: a big city needs active, young people, and a small city needs creative, calm and mature people. This should be a new service economy associated with a different staff, such an approach can be effective for small towns. We must try to "sell" the attractiveness of privacy and locality. Places like Kargopol can offer this. In Kargopol, it is possible to find your own unique core, which can be a common passion for history, folk culture, crafts or unusual customs. In the conditions of almost complete destruction of the real sector of the economy of a small historical city, only culture and creative industry can become a source of sustainable development. This fundamental turn implies that the result of the activity will have a cumulative effect, i.e. accumulate for a long time before its visible manifestation, and an increase in income and welfare of the population will not occur at the first stages. The difficult conditions of Kargopol, associated with social conservation and economic stagnation, together with the surrounding natural landscape and the ancient history of the northern Russian lands, make the idea of a protected northern Russia the most promising. Unification of the interpretation of the medieval history of Kargopol as the center of the Russian North plus unification of mythologemes with the subsequent creation of museums, schools of arts and crafts, cultural attractions are the most basic direction of the turn to culture in the existing conditions. One of the serious problems of small towns is the low social activity of residents, the lack of effective technologies for involving the population in the development of the city. An example should be taken from Totma, where a very active initiative community was formed on the basis of local museum specialists: both activists and businesses became more active, the authorities supported them, everyone turned out to be connected by one specific goal - the survival and development of the city due to the socio-cultural sphere and tourism. This synergy worked and captivated the entire population of the city.

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

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monument. It is possible to organize pedestrian thematic tourist routes with their application and objects of display on information stands with maps and even color marking of routes on sidewalks (the best examples are the historical settlements of the Perm Territory, the city of Kotelnich). When designing urban bike paths and bike lanes, it is necessary to take into account that they must be safe and separated from pedestrian paths and the roadway. To create a developed cycling infrastructure in cities and use it all year round, one can take into account the positive experience of developing cycling in northern European cities and Russian Almeteyevsk, where people ride bicycles all year round, including winter. The quality of development of a comfortable urban environment directly affects the tourist attractiveness of the city. Formation profiles High-quality public spaces are the first step towards sustainable development of hospitable territories, a necessary factor in the return of tourist flow. The main principles of open public spaces are: safety (from crime and cars), comfort, the presence of points of attraction and activities for local residents and tourists. Public spaces must be created where they will really be in demand, with good accessibility for people. On a crowded pedestrian street or embankment with saturated places of attraction, investment and tourist attractiveness increases, small and medium businesses actively

develop, the level of street crime decreases. Given the existing problems with budget financing in cities, an innovative method of tactical urbanism can be used to transform urban public spaces. Tactical urbanism is a relatively new concept, introduced into circulation in 2010. In fact, this is a general term that describes methods for quickly changing the urban environment with a minimum of financial resources and the active participation of local communities. Urban designer Eric Reynolds described this term as follows: "Easy. Fast. Cheap." After all, the idea of tactical urbanism is to take part of the city's territory and transform the urban environment in the shortest possible time and with minimal effort. The active participation and interest of the local population in creating a comfortable tourist urban environment is necessary, preservation and effective use of cultural heritage, as well as its cooperation with the tourism industry and local authorities. Today, the Arkhangelsk Region is the leader among the subjects of the Russian Federation in terms of the number of settlements accepted into the ASKDGR (six villages and two cities). In 2018, the village of Oshevensky Pogost of the Kargopolsky District joined it, in 2019 - Kimzha of the Mezensky District, in 2020 Kimzha of the Mezensky district and Verkola of the Pinezhsky district (Figure 6).



Figure 6. Village Verkola

In 2022, the villages of Cherevkovo in the Krasnoborsky District and Zekhnova (Kenozersky National Park) were added to the status of the most beautiful villages in Russia. The Pomor villages of Kimzha and Kil'tsa became the first Arctic villages in the association, since the Mezensky District is part of the Arctic zone of the Russian Federation. The inauguration of the villages increased the flow of tourists to the Kargopolsky District by 17%, and to the Mezensky District by 15%. The Mezensky District is the custodian of the natural and cultural heritage of the Russian North. Here, undisturbed natural landscapes

and ancient northern villages have been preserved, which have not lost the true Pomor traditions and way of life. Over the past ten years, the number of tourists in the Arctic village of Kimzha has increased twentyfold - to 1,113 people. Kimzha is a unique naturally preserved reserve of wooden architecture, a natural, historical and cultural phenomenon, a unique original traditional settlement of Russian and international significance. The cultural landscape of Kimzha has been preserved to this day almost in its original form (Figures 7 – 8).

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Figure 7. Village Kimzha. Village street



Figure 8. Village Kimzha. A holistic cultural landscape

Today, Kinerma is a unique complex monument of the 19th century Karelian wooden folk architecture of the Livvik Karelians. Since 2001, the international project for the preservation and revival of the villages of the Vedlozero region "Vedlozero. Kinerma" has been in effect. It is aimed at preserving and developing the historical village of Kinerma, including preserving the architectural heritage, developing the local traditional culture, and creating conditions for the development of cultural tourism. At the initiative of the Kalmykov family, who were born in Kinerma, a private enterprise was created that receives and services tourists. Among the objects of tourist infrastructure are a restored black bathhouse, a traditional peasant house adapted for an ethnocultural center, an outbuilding of the house-complex designed as a dining room, a recreated historical barn for selling souvenirs, a traditional well, fences, etc. The village of Kinerma is one of the seven wonders of the Finno-Ugric world according to the FINUGOR.RU website. Local residents are actively involved in preserving the Karelian culture and language. The Association of the

Most Beautiful Villages and Towns of Russia is a project for the comprehensive and sustainable development of rural areas, aimed at improving the quality of life of the local population, designed for active people who honor their traditions and identity. The status of "the most beautiful village" is assigned for five years. A "quality charter" is signed with the settlement, an agreement under which the association undertakes to promote the most beautiful villages at the Russian and international levels, and municipalities undertake to comply with the criteria put forward. A roadmap is jointly developed to improve the aesthetic appearance of the village and develop infrastructure, actively involve the local population in the development of the project. Considerable attention is paid to the preservation of historical and cultural heritage, tourist information and gastronomic aspects. The Association is part of the Federation of the Most Beautiful Corners of the World - this is a very high status, claiming to be included in the UNESCO heritage list. On the one hand, this brand helps to attract additional attention

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from tourists, on the other hand, it can influence the perception of identity among local residents and become a significant incentive for sustainable development. A rural settlement can earn additional income by selling local souvenirs, culinary specialties and tourism products. Currently, the association's website lists 44 settlements in Russia as the most beautiful villages in its guide, 29 of which are in the Russian North - 24 villages in the Arkhangelsk Region, two Karelian villages, and three small settlements in the Vologda Region. Most of these rural settlements have the status of "rest stop", the criteria for inclusion in which are not as strict as for the status of "the most beautiful village in Russia". Many historical villages are difficult to access, public transport rarely goes there due to poor roads, and some can only be reached by water on a ferry, or by SUV (for example, Kiltz). A survey of local residents is conducted at a general meeting regarding possible membership in the ASKDGR; the decision to join the association is made by a majority vote. Some rural residents fear excessive attention from guests. It is necessary to maintain a balance between tourism and the traditional way of life. Thus, in 2017, at a local meeting, residents (mostly seasonal summer residents) of the Pomor Onega village of Vorzogory unexpectedly refused to join the association. And residents of the Karelian village of Kinerma asked to protect them from annoying tourists who flooded their small village after joining the association. Local residents explain this by the fact that only five people live permanently in Kinerma, and the tourist flow to the village has grown to 3 thousand tourists per year, which is why there is a shortage of local personnel to conduct excursions and resources to accommodate numerous guests.

In 2019, a new tourist route was developed in the Arkhangelsk region along the three northernmost beautiful villages of Pomorye (Kiltza, Kimzha, Verkola) with guests staying in the Golubino forest hotel. The developers of the modular route planned to involve local residents in the project as much as possible and give impetus to the sustainable development and preservation of villages. In order for rural areas to develop, local residents should conduct master classes and arrange a program for guests. Thus, they will have the opportunity to earn money, which is very important for the preservation of villages. With an increase in tourist flow to the most beautiful villages, there is an increase in the activity of local communities, they come to life, residents begin to apply for various grants. In the long term, this becomes beneficial for neighboring rural settlements.

Following the results of the sixth expedition of the association to the Russian North in 2019, several more settlements of Pomorye received the right to be awarded the title of the most beautiful village in the country. Among them are the remote villages of Bolshiye Nisogory and Chulasa in the Leshukonsky District, as well as the village of Yedomia in the Pinezhsky District. The association's experts noted the positive changes that have taken place in four villages that have already been included among the most beautiful villages in Russia. Thus, in Kimzha, with state support, the "Priyutnika" guest house was renovated, and in the village of Oshevensk, a craft estate was created on the basis of a peasant house, uniting local craftsmen to produce folk crafts. Oshevensk has already firmly entered the list of branded routes in Russia: a visitor center has been created there, the "Oshevenskaya Svadba" program has been developed, and events are being organized (Figure 9).

In Verkola, a new guest house is planned to open, the House of Culture is being reconstructed, and in February 2020, events related to the centenary of the writer Fyodor Abramov were successfully held (Figure 10). In Kielce, with the support of the French National Federation of Companions, an ancient well was restored. The Arkhangelsk Region may become the first Russian region where satellite villages, or halting villages, will appear. The French experience of using such settlements that do not meet the criteria of the ASKDGR participant, but have great tourism potential, is interesting. In the Arkhangelsk Region, one of such places may be the village of Lomonosovo in the Kholmogorsky District. It makes sense to stop at such points along the way in the most beautiful villages to eat and rest. This will help to use a wider range of settlements. Such halts, among other things, ensure the safety of tourists during their travels. The association's experts should also pay attention to other rural settlements of the Russian North that have preserved authentic monuments of folk wooden architecture, the original culture of local residents and the traditional historical habitat. Potential candidates for joining the ASKDGR are: Karelian (Panozero, Khaikolya, Sheltozero, Shueretskoye), Vologda (Pozharishche - a national village of the Russian North visited by up to 15 thousand tourists a year, Goritsy), Arkhangelsk (Vershino, Sura, Dorogorskoye) villages, the Old Believer village of Ust-Tsilma in the Komi Republic, as well as the village of Varzuga in the Murmansk Region (Figure 11).

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Figure 9. Village Oshevensk



Figure 10. The village of Verkola is the birthplace of Fyodor Abramov

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Figure 11. Art object in the village of Sura, the birthplace of John of Kronstadt

One of the promising driving forces for the sustainable development of small historical settlements in the Russian North is the territorial public self-government (TPS). For example, the tourist projects of the TOS of the Arkhangelsk Region are recognized as some of the best in Russia (Kimzha, Yarensk). In the village of Kimzha, the local TOS developed and implemented the brand "The Northernmost Mills in the World" with the creation of a museum exhibition. During its work, the TOS "Kimzha" has implemented more than thirty projects, including several international ones.

Today, the TOS "Kimzha" has preserved folk crafts: weaving, pottery, wool felting. At the same time, the residents of the village of Kimzha are actively involved in the implementation of the TOS tourism initiatives: an individual entrepreneur provides accommodation services in the guest house "Priyutnika"; a cultural program with a performance by a folklore ensemble is organized in the museum of peasant life "Politov Dom", Mezen treats await tourists in the cafe with traditional cuisine "Kimzhenska Pauzhna". In addition, representatives of the TOS "Kimzha" conduct excursions around the village and always take guests to the famous mills. The small northern village of Kimzha implements more than one project per year, hosts foreign guests, artists, scientific expeditions. In Kimzha, all projects are connected into a single whole, the results are in demand, there is a vision of the integrity of the tourism product. The TOS project of the village of Yarensk participated in the first international competition "Tourist Brand: Best Practices - 2021" in the nomination "Best Territorial Brand in the category "Tourist Brand of the Region/Municipality". According to the results of the competition, the project "Yarensk - the Homeland of Mother Winter" took first

place.

The TOS initiative is an important tool capable of attracting active population to projects aimed at developing tourism, preserving cultural and historical heritage, folk traditions and crafts in small towns and villages of the Russian North. As a result of the implementation of local TOS projects, tourist infrastructure facilities appear on the territory, which can become the beginning of serious tourist business projects. An important role in the life of TOS is played by local public figures and enthusiasts from among local residents, coordinating all the work of local communities, for example, Tatyana Sedunova (Pinezhsky district), Evdokia Repitskaya, head of the tourist cultural and museum center "Kimzha", Nina Nikolaevna Selivanova, organizer of the first guest house in Kimzha, Nadezhda Kalmykova (village of Kinerma). Thanks to these people, with the help of the development of tourism and the socio-cultural sphere, historical villages of the Russian North are revived. In order to preserve the traditional historical environment and cultural landscapes, unique rural areas of the Russian North can receive the status of a historical and cultural reserve (for example, Kimzha) or a landmark of regional or federal significance. First of all, it is necessary to maintain a balance between tourism and the traditional way of life. In the rural historical settlements of the Russian North, it is advisable to develop a system of private guest houses in the hospitality sector, using original local culinary brands in the guests' meals. Currently, Russia is facing an acute problem of preserving the historical and cultural heritage, which is often perceived by government agencies, the professional community of urban planners and architects as a serious obstacle to urban development. Historical settlements and their boundaries are considered a heavy burden, which have

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become the subject of heated discussions. The leadership of a number of historical settlements is trying by any means to get rid of this status or replace the federal status of the settlement with a regional one. This desire is due to the opportunity to resolve all issues of settlement development at the regional level without the intervention of federal authorities. Development usually means new construction in the historical center, ignoring the legislation of the Russian Federation in the field of heritage preservation. The real brand of the Russian North is folk wooden architecture. Two types of traditional wooden residential buildings in Rus' prevail here: Russian (three-pitched roofs, often with carved architraves and a small room) and Finno-Ugric (Northern Russian, with double-pitched roofs). As a rule, the most authentic buildings have been preserved in remote villages. Unlike monuments of church architecture, historical rural wooden buildings for the most part do not have the status of cultural heritage sites (CHS). It is also necessary to note the lack of information on the architectural and historical heritage of rural settlements. Traditional guides to the regions of the Russian North only widely present the most famous monuments of church architecture and historical cities. In order to preserve the most valuable environmental buildings both in rural settlements and in cities, it is necessary to revise the regional registers of cultural heritage sites (mainly in the Vologda, Arkhangelsk regions and the Komi Republic) and include them in the list of newly identified protected cultural heritage sites. In the Republic of Karelia and the Murmansk Region, almost all historical buildings have the status of cultural heritage sites due to their small number. If a building does not have the status of cultural heritage site, the external appearance of the house often depends on the tastes of private owners of the property, who can completely change the historical appearance of the building. If the house is recognized as a cultural heritage site and is protected by the state, its owner has no right to any reconstruction without the consent of the relevant authorities. In large historical cities of Russia, there is a degradation of the urban environment, the demolition of ordinary historical buildings. Our cities are losing their local identity and originality, the memory of the place and the connection between generations are being destroyed. In place of demolished and burned buildings, multi-story "monsters", new buildings and shopping and entertainment centers in the style of capitalist romanticism (kaprom) and European-style renovation appear. There is a rupture of the integral historical fabric. It is not individual preserved monument buildings that are valuable and attractive, but the integral historical environment, the continuous architectural context of the place. Preservation of architectural heritage is the support of the unique appearance of the urban landscape, its originality and

identity. Currently, Russia lacks a culture of preserving and restoring historical heritage. In pursuit of momentary comfort or profit, metal doors, plastic windows are installed in historical buildings, stucco and carved decor are knocked off, facades are covered with cheap siding. In any old European city, streets with wooden historical buildings become the center of active city life, a place of attraction for tourists, small businesses, attracting money to the city budget. The potential of Russian historical cities is clearly underestimated. There are no other places in the world with such beautiful carved lace window frames as in Russia. In the cities of Western European countries, wooden carved decor is much more modest than in Russia. Wooden folk architecture is a native Russian style in architecture. Russia gave the world constructivism and the Russian izba. A distinctive feature of Russian historical cities is the integral urban environment formed by wooden buildings of the second half of the 19th - early 20th centuries, which demonstrates national architecture that is disappearing in modern Russia. Experts consider the wooden architecture of Russian cities of this period to be a unique phenomenon of world culture and a national treasure of Russia. Among the cities of the Russian North, a relatively integral historical environment has been preserved in all five small historical cities, having the official status of a historical settlement of federal significance, as well as in such cities as Ustyuzhna, Velsk, Shenkursk and Sortavala. In large cities, the most valuable wooden buildings have been preserved fragmentarily in Vologda and Arkhangelsk.

The most important principle of preserving cultural and historical heritage is that without authenticity there is no history. Replicas that merely imitate lost monuments, for example in Vologda, have no value.

At the same time, Vologda is one of three cities in Russia (along with Tomsk and Irkutsk) where unique wooden architecture has been preserved in all its stylistic diversity. It is important to preserve the little that remains in the city, using the positive experience of restoration and reconstruction of such buildings in Irkutsk (Irkutskaya Sloboda, or 130th quarter) and Tomsk. In order to save wooden Vologda, urban conservationists propose creating clusters where wooden buildings have been preserved and designating a special status for these territories, which would allow developers to understand that they can build here, attract small businesses, and create conditions for the development of tourism infrastructure (Figure 12). It is also necessary to prohibit the construction of new replicas on the site of burnt and demolished originals, because otherwise the monuments will be demolished and set on fire endlessly. According to experts, a federal target program is needed that will unite historical centers (Vologda, Arkhangelsk, Irkutsk and Tomsk). Today it is recognized that the preservation of architectural

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heritage is valuable not only for culture, but also for the economy of the regions, as it increases their investment and tourist attractiveness.

Arkhangelsk, where the loss of ordinary wooden buildings is also taking place, is saved by the fact that

the city has a protected pedestrian street - Chumbarov-Luchinsky Avenue, where examples of folk wooden architecture were promptly transferred, becoming a popular tourist attraction (Figures 13 - 14 - 15).



Figure 13. Vologda. Wooden architecture



Figure 14. Pomorsky Arbat (Arkhangelsk city)

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Figure 15. Monument to Sena Malina (city of Arkhangelsk)

In order to preserve the remaining historic buildings and give them a new life, the Tom Sawyer Fest festival is held in the ancient cities of Russia. It is a public initiative project to restore the historical urban environment with the help of volunteers and sponsors. Tom Sawyer Fest is a festival for those who want to make the city better, move from words to deeds, tidy up the appearance of the city, draw attention to the value of the historical environment and unite urban activists into an active community. Particular attention is paid to the restoration of wooden houses. Most of the festival's objects are buildings that do not have a special protected status as an architectural monument or historical heritage. The ideological inspiration for the festival was Samara journalist Andrey Kochetkov. The festival was founded in Samara in 2015 and has since developed throughout Russia. In 2023, Tom Sawyer Fest reached the Russian North. In Arkhangelsk, Vologda and Totma, interesting wooden buildings were chosen for renovation and restoration of facades. For example, in Arkhangelsk, a famous architectural monument was chosen for restoration - the Marfin House on a pedestrian street.

In order to restore architectural heritage, the Ilya Varlamov and Maxim Katz Vnimanie Foundation (a charitable foundation for the preservation of historical heritage in Russia) was also created. It provides assistance in collecting funds, consults and helps save cultural heritage sites in our country from destruction. The foundation is creating a model structure capable of quickly and effectively collecting funds and facilitating the preservation and restoration of sites. In the European North of Russia, the Vnimanie Foundation has launched a public fundraising

campaign to restore the wooden town hall in Sortavala, the club in the village of Ust-Pocha (Kenozersky National Park), and the wooden Church of St. John the Evangelist in the village of Anisimovo in the Vologda Region. In order to preserve the valuable cultural and historical heritage of the historical cities and settlements of the Russian North, it is necessary to expand the federal list of historical cities by including ancient cities and settlements that have preserved valuable and integral historical development. Historical rural settlements of the Russian North with untouched cultural landscapes and unique architectural monuments can receive the status of a historical and cultural reserve or a landmark of federal or regional significance.

Preservation of national identity, history and culture, materialized in the architecture of historical settlements of the Russian North, will contribute to the growth of national self-awareness and love for the place of residence, continuity in the formation of a comfortable living environment, the development of domestic and inbound tourism. The most striking example of the successful development of rural tourism in the outback of Russia is the village of Vyatskoye in the Yaroslavl region. Entrepreneur, scientist and philanthropist from Yaroslavl Oleg Zharov set a goal - to create mechanisms for the socio-economic development of a unique rural area based on the revival of cultural and historical heritage. The depressed and "dying" village of Vyatskoye, which has a unique cultural and historical heritage, was chosen as a research site. In the village, 114 historical buildings have been preserved per thousand people, including 53 architectural monuments (Figure 16).

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Figure 16. Village Vyatskoe

Since 2007, Yaroslavl Investment and Financial Company LLC (directed by Oleg Zharov) has been implementing a village reconstruction program to turn it into a museum and tourist center. The program includes reconstruction of buildings in the historical part of the village, as well as construction of new structures and buildings. Oleg Zharov began buying ruined merchant houses, restoring them and selling them. First of all, he invited local residents to clean up the village to improve its appearance and clean the village territory from garbage. He installed sewerage, water supply, opened a hotel, restaurant, and seven museums (including a museum of Russian entrepreneurship) in the restored buildings. An Orthodox church was restored, two holy springs were improved. A local brand, Vyatskoye — Cucumber Country, was created. At present, Vyatskoye village is the most attractive and well-appointed village in the Yaroslavl region, a comfortable environment and infrastructure for life and business have been created, practically without government assistance or budget funds. In the village, 30 historical buildings were restored, a new cottage village was built, and \$15 million in private investment was invested in the modernization of the infrastructure. In total, 80 jobs in the tourism and hospitality sector were created in Vyatskoye, 50 of which were for local residents. As a result, the tourist flow to the village reached 120 thousand tourists per year. Entrepreneur O. Zharov proved that a rural historical and cultural complex can be a profitable business, and the revival of cultural heritage is financially viable. In 2015, the village became the first member of the ASKDGR. The number of mini-museums in Vyatskoye has been

increasing in recent years and currently reaches twelve.

Conclusion

The conducted research, the result of which is this article, allows us to conclude that the tourism industry in the European North of Russia is in the stage of active development. At the moment, it is relevant to develop competitive innovative tourism products and investment projects. Tourism is actively developing in all regions of the Russian North, there is an annual increase in tourist flow. Based on an expert assessment of the analysis of the current state, main problems and prospects for the development of tourism in the regions of the European North of Russia and the western sector of the Russian Arctic, the economic, geographical and socio-cultural aspects of sustainable development of the tourism industry were studied. Emphasis is placed on the most dynamically developing areas and types of tourism. Particular attention is paid to the problems of developing Arctic, environmental, international, cultural and educational, event, cruise and rural tourism in the regions. Among the new trends are gastronomic, industrial, scientific, socially responsible ("volunteer holidays") tourism. Tourism in the northern regions is rapidly diversifying, but the hospitality development system for each territory requires a regional strategy for service quality, availability of not only basic services, but also those that increase the attractiveness of the trip through events, the emergence of new attractions, tourist information navigation and improving the quality of the urban environment. It has been shown that the COVID-19 pandemic had a significant impact

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on the development of the tourism industry in 2020. Currently, the main tourist destinations are being transformed and tourist flows are being redistributed. In the pandemic and post-pandemic periods, special attention should be paid to active types of nature and ecotourism in uncrowded places, individual and family tours, car and bike tourism. Among the new areas of northern tourism after the lifting of restrictions will be digital detox tours (time spent away from the Internet, computers and phones) and plogging. Among the innovative types of ecotourism infrastructure in the Russian North, the most promising are glamping and eco-hotels, which have become widespread in the countries of Northern Europe. The main factors contributing to the investment and tourist attractiveness of the regions of the Western Arctic and the European North of Russia have been identified: the presence of unique attractions and high-quality infrastructure, geographical location and transport accessibility, tourist potential and branding of tourism centers, the price of a tourism product and its profitability, advertising and information awareness of the region, the level of safety for tourists, the level of state support for entrepreneurs.

The main problems of tourism development in the Western Arctic are identified, caused by the high cost of tourist and transport services, underdeveloped infrastructure, lack of ice-class vessels, institutional and environmental restrictions. The key problems of northern tourism are also the lack of quality accommodation, low level of service, poor condition of the road and transport network, lack of financial resources for the creation of new objects of display and restoration of architectural monuments, inaccessibility of unique territories and the seasonality factor. To implement plans for the development of tourism in the Russian North, large-scale modernization and construction of tourist and transport infrastructure is necessary. The lack of infrastructure facilities and their significant depreciation are the main obstacles to the development of tourism. Tourism is one of the promising areas of diversification of economic activity in small settlements of the North. The most cost-effective, competitive and promising for the development of unique tourist and recreational territories of the European North is the use of a cluster approach. Innovative investment projects in the field of tourism should increase the tourist flow, which, in

turn, will attract additional investments in the modernization of infrastructure and further sustainable development of unique territories, improve the quality of life of the local population. A specific problem of small historical towns of the Russian North is a significant share of the aging wooden fund of valuable environmental development, the loss of which and the corresponding change in the urban historical environment mean the erosion of the identity of the settlement. The sphere of cultural and historical heritage - the protection of architectural monuments and the preservation of the authentic appearance - is the main problem of small towns from the point of view of culture and tourism. The priority strategic tasks for the development of tourism have been formulated, namely:

- 1) increasing the accessibility of unique Arctic and northern territories and remote tourist centers for tourists with different income levels;
- 2) organization of regional tourism and recreational clusters based on the modernization of transport and tourism infrastructure;
- 3) attracting investments into the tourism industry in the form of public-private partnerships;
- 4) strategy for the global promotion of the tourism potential of the Russian Arctic and the Russian North;
- 5) development of competition in the transport sector, simplification of logistics, and a combination of sea cruises and air tourism will make travel cheaper for those wishing to visit the unique high-latitude Arctic territories and increase the flow of tourists;
- 6) minimization of anthropogenic impact on the natural environment of the Russian North;
- 7) preservation of historical, cultural and natural heritage sites;
- 8) expansion of the list of historical cities and settlements of federal significance, revision and supplementation of the register of cultural heritage sites of the European North;
- 9) in the cities of the region it is necessary to increase the level of comfort of the urban environment based on the development of friendly public spaces and new attractions (pedestrian zones, embankments, bike paths, museum quarters, street art objects and murals, creative installations, small urban sculpture) and tourist information navigation;
- 10) creation of an attractive image of local identity and branding of tourism centres of the European North.

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