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SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

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

Year: 2024 Issue: 11 Volume: 139

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

Issue



Article



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THE IMPORTANCE OF NORTHERN AND ARCTIC TOURISM FOR ITS EFFECTIVE DEMAND BY THE POPULATION OF THE REGIONS OF THE RUSSIAN FEDERATION

Abstract: the article examines the current problems 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 to solve 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., Prokhorov, V.T., Volkova, N.V., & Volkova, G.Yu. (2024). The importance of Northern and Arctic tourism for its effective demand by the population of the regions of the Russian Federation. *ISJ Theoretical & Applied Science*, 11 (139), 283-308.

Soi: <http://s-o-i.org/1.1/TAS-11-139-32>

Doi:  <https://dx.doi.org/10.15863/TAS.2024.11.139.32>

Scopus ASCC: 2000.

Introduction

UDC 338.33:323.86.

In the first half of 2020, the COVID-19 pandemic, which affected almost all countries in the world, had a significant impact on the development of the tourism industry. In the European North, as in all regions of the world and Russia, a large-scale collapse

of the tourism sector was observed for several months. The tourist flow decreased to almost zero, museums and attractions were closed, collective accommodation facilities and resorts did not work. The tourism industry and the hospitality sector suffered colossal losses. Until the epidemiological situation improved, the Russian border was closed, the movement of citizens both within and between regions

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was restricted.

The strictest restrictions were introduced in the Republic of Karelia, Murmansk and Vologda regions. In some regions, entire cities were closed, public transport did not work (Karelia), an electronic pass was required to enter the Vologda region. The most difficult epidemiological situation developed in the Murmansk region, in particular, in Murmansk the number of cases per capita increased to the Moscow level. The smallest number of infected people was in the Republic of Karelia and the Vologda region, which made it possible to lift almost all restrictions for the tourism industry and the entry of tourists by mid-July. The summer tourist season of 2020 in terms of international and cross-border tourism was disrupted, and the tourism industry of the regions reoriented itself to the Russian tourist in a short time.

The tourism industry has the ability to quickly recover from all sorts of cataclysms, since the need for travel does not go away. At present, the main tourist destinations are being transformed and tourist flows are being redistributed.

The high-latitude part of the Western Arctic, traditionally visited mainly by foreign tourists, suffered the most from the pandemic. All summer international cruises to the North Pole, the Russian Arctic National Park, Murmansk, Arkhangelsk and the Solovetsky Islands were cancelled. With the closure of Russia's borders, Russian tourists began to travel more within the country.

With the partial lifting of restrictions, demand for uncrowded, independent tourism to the Republic of Karelia and the Kola Peninsula has grown significantly. Russians have begun to travel more in small groups and families by car. In the European North, independent sports tourism has again become popular, with hiking and cycling trips, water rafting and overnight stays in tents in sparsely populated areas where the risk of contracting coronavirus is low. Another trend is independent travel planning without using the services of a tour operator, which significantly reduces the cost of a tourist trip.

In the second half of 2020, the number of cases in the Arkhangelsk Region and the Republic of Karelia increased sharply, but no serious restrictions on the movement of tourists were introduced, with the exception of the Solovetsky Islands, where it was necessary to present a certificate of absence of coronavirus. In the Murmansk Region, Kovdor, Apatity, Kirovsk and Teriberka were closed to entry for most of the year. Towards the end of the year, some concessions were made for travel to these popular tourist destinations. To support the industry and "budget" tourists, the Rostourism program "Cashback for tours in the Russian Federation" was launched - a refund of 20% of the cost of the tour when paying with a Mir card. The peak of tourist flow occurred during the New Year holidays, despite the restrictions imposed on tourists from other regions. At

the Murmansk airport, there was a large crowd of tourists at the entrance to the building and during check-in for the flight. Travelers from Asia were replaced by tourists mainly from large cities of Russia. Almost all accommodations in the most popular tourist centers in the region were booked at the end of November. The most popular location for the New Year was Teriberka, whose infrastructure could not cope with the large flow of guests. Prices for hostels, apartments for daily rent, hotels, services in a local restaurant, as well as private transport services increased sharply. In particular, the cost of travel from the Murmansk airport to the city reached two thousand rubles (with a normal cost of about five hundred rubles). Long queues formed in the few stores in Teriberka, there was not enough food for everyone. The Khibiny ski resorts were opened in December mainly for residents of the Murmansk region, and starting from mid-January 2021, all restrictions were lifted for tourists from other regions. Also, at the end of December, charter flights were introduced to Murmansk with organized tourist groups of Russians with the winter program "New Year's Adventures in Russian Lapland". Currently, the tourism industry is undergoing a transformation process, new trends have emerged. The consumer of the tourism product, along with everyone else exposed to the negative impact of the pandemic, has changed. Interests, product requirements, purchasing power have changed. That is, there are many factors that primarily affect the tourism sector. The main trend is increasing requirements for compliance with safety and sanitary and epidemiological standards. Both the authorities and consumers have a number of requirements for the hotel and tourism business: first of all, maintaining distance, sanitizing premises, rented equipment and clothing for active tourism. This will obviously increase the costs of creating a tourism product and, consequently, lead to an increase in its price. But at the same time, the purchasing power of residents of large cities (these are the main suppliers of tourists to the Kola North) has significantly decreased. Thus, despite the increase in the cost of the product, There is still a need to maintain prices at a level attractive to visiting tourists and to find a balance between affordable tourism for locals and the high cost of regional tourism products. Measures to support the industry and local tourists are needed, for example, an analogue of the tourist cashback program at the regional level for local residents. This is especially relevant given the post-pandemic trend, which is that people will travel short distances and preferably by their own transport, as this is safer in the current conditions: a person who interacts little with others is less likely to get infected. Based on the results of 2020, due to the pandemic, a general decrease in tourist flow by 30-50% is expected in most regions of the European North, except for the Republic of Karelia. Since July, Karelia has seen an explosive

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growth in tourist flow in all directions, hotels and tourist centers were completely full. In the second half of 2020, the most popular location in Karelia was the Sortavala district, where almost 100% occupancy of accommodations was observed until the end of September. And in late autumn, Karelian weekend tours from Moscow and St. Petersburg were especially popular.

According to forecasts, in 2020 the total tourist flow to the Murmansk region should have been about 324 thousand people. The recovery of 2019 figures (458 thousand people) is expected in 2024–2025.

In the context of the ongoing pandemic, the main measures to minimize losses in the tourism industry should be: comprehensive government support for the industry, preservation of jobs, the opportunity for the tourism industry to work, and for people to travel safely and affordably. The third stage of the tourism cashback program is planned.

It is necessary to note the unprecedented measures of state support that became available to the tourism business of the Arctic region in 2020. These are tax breaks, preferential financing of investment projects, infrastructure support. It was decided to extend the service that is already operating in the Far East to the Arctic - "Far Eastern hectare". It will allow the private tourism business to take land for use free of charge, and then into ownership. The experience of the Far East has shown that land plots are often taken to place tourist centers, campsites and glampings. In the Russian Arctic, the service was launched on June 1, 2021. In September 2020, the Russian Arctic became the world's largest special economic zone with unprecedented preferences for new investment projects worth from 1 million rubles.

To develop the tourism industry in the Arctic, it is necessary to create the appropriate infrastructure. In 2020, the Murmansk Region increased the amount of subsidies aimed at implementing infrastructure projects from 4 to 10 million rubles - the creation and development of hotel, tourist and recreational complexes, as well as the organization of events to preserve crafts and local products. The main measure of state support for the industry during the pandemic was the annual competitive selection of projects in the field of domestic and inbound tourism in the Murmansk Region. As part of the competition in 2020, more than one hundred applications were considered. Fifteen winning companies received subsidies for a total of 10 million rubles. The projects include the creation of roadside service, the development of hotel infrastructure, the construction of a spa complex, tourist facilities and catering facilities, as well as the purchase of specialized tourist equipment.

Another support tool is a long-term business project competition held by Norilsk Nickel. Participants are invited to implement industrial-investment and cultural-exhibition projects in the

closed production area in the Pechenga District using a number of support tools - from a subsidy for loan interest payments to co-financing of the project. The authorities are confident that active state support for tourism in general can increase the investment attractiveness of the region. During the pandemic and post-pandemic periods, special attention should be paid to the development of active types of nature and ecotourism in uncrowded places, individual and family tours, car and bicycle tourism. Among the new areas of northern tourism after the lifting of restrictions will be detox tours and digital tourism. Detox tour therapy is a vacation combined with cleansing the body of harmful toxins of large cities in sparsely populated places. And all this in the conditions of an ecologically clean environment of the North. Digital tourism is an exclusive tourism product with digital technologies. There is also potential for the development of an innovative form of ecological recreation – plogging (garbage runs), which has been widely developed in Scandinavian countries. Plogging is an ecological movement based on a combination of jogging and garbage collection, i.e. it combines physical activity with concern for the cleanliness of the environment. Participants usually pay a small registration fee for the right to participate in a plogging run.

Among the innovative types of ecotourism infrastructure, glampings, which have become widespread in the countries of Northern Europe, are the most promising. Glamping is a well-equipped campsite with all the amenities. Since 2018, the first glampings have begun to appear in the European North of Russia - in the Murmansk Region and the Republic of Karelia. The most famous glamping is Aurora Village, located 50 kilometers from Murmansk towards Teriberka. The tourist complex of ten domed houses with panoramic windows, a cafe and all the amenities in the tundra is designed primarily for observing the northern lights. In winter, the cost of living in a house for four is 20 thousand rubles, in summer prices are reduced to 6 thousand rubles per day.

Russian experts and analysts have formulated some trends and forecasts regarding the development of Arctic tourism in the post-coronavirus period.

1. *Deferred demand for tourism products.* As soon as the epidemiological situation stabilizes, administrative restrictions are lifted, and people's primary needs are met, significant deferred demand for tourism products formed during the self-isolation period will begin to be realized. Since the purchasing power of the population will be lower than in the pre-crisis period, and the need for travel, increased by quarantine, will increase, relatively inexpensive destinations will be the most in demand.

2. *Changing market conditions.* The development of Arctic tourism will be affected by a significant change in the market situation. For Russian

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citizens, domestic tourism destinations will be more preferable than outbound ones. The Russian Arctic may be in demand by foreign tourists due to its relatively low cost. However, it is unlikely that international tourist traffic will quickly return to pre-crisis levels.

3. *Change of actors.* Apparently, all participants in small and medium-sized businesses will suffer significantly, not excluding the largest players focused on super-expensive tourism products, which, in the absence of foreign tourists, will be forced to either make their services more accessible or transfer their activities from the Arctic zone to other regions.

4. *"Zeroing" directions and brands* In the current situation, when the global economy is being reformatted, the tourism industry as a whole, including its Arctic segment, will face a real "zeroing" all initial positions. After the quarantine period, many destinations and brands will have to be largely recreated anew, as the market situation and participants will change, and many popular destinations will disappear. This will open a window of opportunity for new players creating and promoting brands or trying to gain a foothold in the market segments vacated after the quarantine. At the same time, the possibility of the complete liquidation of some tourism destinations in the Russian Arctic cannot be ruled out due to a prolonged lack of demand.

There will also be a "zeroing" of the perception of Arctic tourism itself as an elite type of recreation. One of the most expensive components of this trend, icebreaker cruises to the North Pole, will fade away for a long time, which is unlikely to seriously affect the activities of FSUE Atomflot, for which they were only an additional source of income. At the same time, a surge of interest in the most logistically accessible Arctic destinations in Russia, localized on the coasts of the Barents and White Seas and nearby islands, is possible. If events develop favorably in the medium term, the Russian Arctic may become a popular and even fashionable destination in the post-pandemic world, meeting consumer desires for an environmentally friendly and secluded vacation spot

that is perfect for emotional relief.

In the event of the pessimistic scenarios being realized, Arctic tourism, which has a high cost price and is organized in difficult climatic and transport conditions, will give way to destinations with a resort and recreational specialization, which are much more accessible geographically, and it itself will become the lot of a few supporters of extreme recreation.

Transformation of Arctic tourism. The processes taking place in the world will most likely lead to transformations in tourism in the Arctic. It will probably gradually move away from package tours towards independent travel planning using online services. Due to the decrease in the purchasing power of the population, the number of "wild" travelers will increase, and the share of pre-planned tourist trips will inevitably decrease, especially in the first post-pandemic months.

Main part

The integrated development of the Euro-Arctic zone of the Russian Federation should also be aimed at stimulating tourism. This is one of the priority areas of socio-economic activity, due to the high natural and cultural potential of the Russian Arctic and the multiplier effect of the tourism industry. Arctic tourism is a strategic direction for the sustainable development of northern regions; it can become a factor in protecting the unique natural and cultural heritage and the most important driver of economic development in the Russian Arctic.

As a result of global warming and melting sea ice, more and more Arctic waters are opening up for cruise ships and summer navigation. Not only are the mainland areas becoming more accessible, but also the high-latitude island territories.

The Euro-Arctic zone of the Russian Federation (Western Arctic) includes: the sea area of the Arctic Ocean (Barents Sea region) with high-latitude island territories, the entire Murmansk region, the Nenets Autonomous Okrug, the northern regions of the Arkhangelsk region and the Republic of Karelia, adjacent to the White Sea (Figure 1).

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Figure 1. Map of the Arctic zone of the Russian Federation

As statistics show, the Arctic zone is one of the most promising areas in tourism. In 2019, 1.17 million tourists visited the Russian Arctic. The Murmansk region is one of the leaders in the number of guests, receiving up to 40% of all Arctic tourists. Along with the Murmansk region, tourists are actively received in the Arkhangelsk region - 18% of their total number, in the Republic of Karelia - 15%. The Murmansk region is the main Arctic region for tourism development in Russia. This is due to its most advantageous economic and geographical position compared to other Arctic regions, the best transport accessibility for tourists from large cities in central Russia, and the presence of a developed tourist infrastructure. One of the key areas for the development of Arctic tourism is the Primorsky District of the Arkhangelsk Region, the largest administrative region of Russia, which includes such popular tourist centers as the Franz Josef Land Archipelago, the Solovetsky Islands, Malye Korely, and the Onega Pomorie National Park. While high-latitude summer Arctic tourism is more focused on foreign tourists, the continental part of the Western Arctic is attractive mainly to Russian citizens.

Russia has enormous infrastructure and natural potential for the tourist development of the Arctic, taking into account the importance of preserving the region's unique ecosystem and the way of life of the indigenous peoples of the Far North. The problems of tourism development in the western Arctic, caused by the high cost of tourist and transport services, underdeveloped road and transport infrastructure, the lack of ice-class vessels, institutional and environmental restrictions, as well as the insufficiently high standard of living of the population in the Russian Federation, do not allow us to count on mass high-latitude Arctic tourism in the near future.

Tourism in the Western Arctic has its own regional specifics associated with severe natural and climatic conditions and the need to ensure the safety of tourists here. In addition, for Arctic specially protected natural areas (SPNA), the issue of transport accessibility seems to be very important, and the component of sea or air travel to the high-latitude Arctic plays a major role for tourists.

When developing prospective measures aimed at increasing the attractiveness of high-latitude Western Arctic archipelagos for tourism development purposes, one should proceed from the peculiarities of the geographical location of these territories. First of all, it is necessary to take into account the inaccessibility of the territory, the island sea location, severe climatic conditions and clearly expressed seasonality, which does not allow us to talk about the possibility of visiting it all year round. The remoteness of the territory from major transport hubs and the priority of using sea transport to reach island territories determine the high costs of organizing sea cruises, which prevail in the Arctic tourism business.

Arctic tourism remains an expensive product, as the high price of sea cruises objectively restrains the development of high-latitude tourism for many social groups of the population within Russia. The key problem in organizing tourist flows remains taking into account the optimal capacity of protected areas to receive a certain number of tourists from the standpoint of ecology. The balance of economy and ecology in the sphere of Arctic tourism is no less important than in other industries. The development of tourism in the Arctic is complicated by strict environmental restrictions, a ban on the creation of tourist facilities in protected areas, where the most attractive ecological routes of the region are located. To solve the accumulated problems in Arctic tourism,

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it is necessary to: create mini-tourism clusters on the borders of protected areas, create incentives for investors and local authorities to develop tourism, organize new international and interregional routes. In order to increase the economic efficiency and payback of routes, it is necessary to form cross-border tours with neighboring countries of the Barents region. The development of tourism in the Arctic requires very significant investments in infrastructure, the abolition of administrative obstacles, simplification of the visa regime and the introduction of electronic visas. In the regions of the Western Arctic, a comprehensive program is being implemented for the preservation and development of unique natural landscapes and historical and cultural territories and natural monuments based on the creation of new and sustainable development of existing protected areas involved in the sphere of ecotourism. Remote Pomor settlements are being revived through the development of event tourism (Teriberka, Kuzreka, Umba), new ecological trails are being built. On the White Sea coast, along with diving and rural tourism, ecological "watch tourism" is gaining popularity - observing marine animals (Kandalaksha, Onega Pomorye National Park, Karelian Nilmoguba, Pomor Letnyaya Zolotitsa, Beluga Cape on Solovki). A characteristic feature of the historical and cultural heritage of the Arctic is that a significant part of it does not have independent tourist appeal. In order to integrate some monuments into the practices of the tourism industry, their targeted updating is necessary: inclusion in excursion routes, popularization, museumification, etc. At the same time, some objects with historical and cultural value are not suitable for use in mass tourism (for example, active or mothballed military infrastructure facilities in the region).

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 increased traffic and infrastructure development, similar in their genesis to the problems created by tourism for the environmental situation (the risk of changing valuable cultural landscapes, damaging or destroying historical monuments), the interaction of the historical and cultural environment and the tourism industry faces a set of specific challenges. In order to regulate the uncontrolled tourist flow, sustainable development of ecotourism and preservation of the unique natural heritage of the Russian Arctic, new protected areas are being organized (the natural park on the Sredny and Rybachy peninsulas, the Khibiny National Park). A specific feature of tourism in the Western Arctic is the organization of tourist activities associated with the predominance of niche types of tourism (sea cruises, ski tourism) aimed at tourists with a high income level. Despite the fact that niche tourism is an

expensive type, its contribution to the economy of the subjects of the Arctic zone of the Russian Federation is no more than 1% due to the transport remoteness of the territories, low investment activity of the regions, and low profitability of some types of tourism. As a result, promising strategic areas for the development of the tourism sector in the Western Arctic will be the support of low-cost and high-income types of tourism, such as event, ethnographic and ecological. Travel to the Arctic should be available to tourists with different income levels. In order to improve transport accessibility and reduce travel prices, it is necessary to develop competition in logistics and transport services. One of the promising areas for diversifying economic activity in small settlements of the Western Arctic is the development of tourism. Innovative investment projects in the field of Arctic tourism should attract tourists to the region, and this will certainly attract additional investments in the modernization of infrastructure and further sustainable development of the unique territories of the Western Arctic. The experience of neighboring Arctic countries shows that the formation of tourism clusters in the Arctic should be based on rational use of natural resources, development of transport and hotel infrastructure. It is envisaged to actively use the potential of the Arctic region's specially protected natural areas - national parks and reserves, in which it is advisable to implement nature-oriented types of tourism and environmental education of recreationists. An indispensable condition for the effective implementation and development of Arctic tourism in modern conditions is the factor of international partnership and cooperation in order to ensure the safety of tourism in the Arctic and transport implementation of Arctic travel. An example is the project "Public-private partnership in tourism in the Barents Region" (BART). The key problem of Arctic sea tourism is the lack of its own passenger ships in Russia. The motor ship Klavdiya Yelanskaya is the only specialized Russian vessel cruising in Arctic waters. Vice President of the United Shipbuilding Corporation Dmitry Kolomyazhny said: "Icebreaker-class cruise ships are being developed in Russia to create tourist routes in the Arctic, which in the future will allow us to receive more than 5 billion dollars a year." There is an opportunity to create local routes, for example, the Murmansk-Arkhangelsk-Solovki Islands cruise. In Murmansk, an investment federal project for the development of passenger infrastructure of sea transport "Arctic Harbor" is currently being implemented in order to create an international-level cruise center. In 2018, an international border checkpoint began operating in the building of the Murmansk Sea Terminal, designed to handle about 100 thousand people per year. Due to its development in 2017, the port of Murmansk received only three cruise ships. In 2018, the number of ship calls to the polar capital increased to seven (4,500

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tourists), in 2023 - to eight, but the total number of cruise passengers decreased to two thousand (Table 1).

Table 1. Sea cruises to the port of Murmansk

Year	Number of vessel calls	Number of cruise tourists
2013	8	3705
2014	11	4097
2015	13	10306
2016	6	2300
2017	3	1500
2018	7	4500
2019	8	2000
2023	10	5300

The opening of a sea terminal with a well-equipped checkpoint and visa-free entry for tourists for 72 hours will have a positive effect primarily on the development of the service sector, local tourism and transport routes. The implementation of the Arctic Harbor project will allow for the organization of regular cruise and ferry services with Norway and the Arkhangelsk Region and will ensure an increase in cruise calls by foreign ships to the port.

In the future, the Norwegian cruise company Hurtigruten is going to extend cruise and ferry voyages to the Arkhangelsk region with a visit to Arkhangelsk and the Solovetsky Islands. Hurtigruten, together with the Russian company Atlantis Line, planned to organize the first two pilot voyages from Kirkenes to Murmansk and Arkhangelsk in 2019. However, the Norwegian company decided to change the geography of the cruise, offering the route Tromsø - Murmansk - Franz Josef Land. Two cruises scheduled for 2023 on this route did not take place due to military exercises of the Russian Defense Ministry in the Franz Josef Land archipelago. The cruise liner was planned to take 250 passengers on a twelve-day voyage, who paid \$ 6.2 thousand for each trip.

The company's representatives hope that the cancellation of cruises due to military and coronavirus restrictions will be temporary and that cruises will

resume in the foreseeable future. The main promising centers of Arctic tourism in high latitudes are the Spitsbergen archipelago and the Russian Arctic National Park, organized on the Franz Josef Land and Novaya Zemlya archipelagos. The Spitsbergen and Franz Josef Land archipelagos can become one of the growth points of Russian Arctic tourism as a geopolitical factor in strengthening Russia's presence in the Western Arctic.

One of the most attractive areas of the Arctic is currently the Svalbard archipelago, which is visited annually by about 80 thousand tourists (Figure 2). Norway subsidizes the Svalbard archipelago, created a settlement there with a permanent governor in the city of Longyearbyen, which has become a popular tourist center. Tourists arrive there by plane, and then board cruise ships and take tourist flights. The Svalbard authorities reported that in 2016 the tourism industry came out on top, displacing coal mining. Svalbard is more accessible and comfortable (in terms of climate and infrastructure) than other high-latitude destinations in the Arctic. If in the "Russian Arctic" the tourist season lasts about three summer months, then on the Svalbard archipelago it lasts up to six months due to the influence of the warm Gulf Stream.

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Figure 2. Spitsbergen Archipelago

A roundtrip flight from Moscow costs 30,000 rubles with a transfer in Oslo. For tourists, the Russian village of Barentsburg on the Norwegian archipelago of Spitsbergen is a contrast between the beauty of untouched Arctic nature and Soviet-style industrial development. Barentsburg is currently changing its economic specialization to become a modern Russian center for expedition tourism enthusiasts.

As in the Norwegian part of the archipelago, coal mining in Barentsburg is unprofitable. The company "Arktikugol" employs 150 people, every third resident of the single-industry town. It was "Arktikugol" that initiated the development of the tourist destination. Within the framework of the company's own structure, the Arctic Tourism Center "Grumant" (CAT "Grumant") was created. In recent years, modern tourist infrastructure has been actively developing in Barentsburg, in which considerable funds have been invested. As a result, the tourist flow to the Russian part of the archipelago has been steadily growing. In 2017, Barentsburg was visited by 32 thousand people (including 600 Russians), which brought in an income of 120 million rubles. According to CAT "Grumant", in recent years the tourist flow has increased to 38 thousand people. The Arctic Tourism Center "Grumant" is currently becoming the largest Russian tour operator in the Arctic. In addition to the traditional types of tourism for Spitsbergen (ecological, snowmobile tours, cruises), underground industrial tourism with a demonstration of coal mines is gaining popularity. The settlement has created 70 jobs in the tourism and services sector. In the future, the tourism sector will grow, and coal mining will decrease. The number of jobs in the CAT "Grumant"

may increase from the current 18 to 100. In addition to Barentsburg, tourists also visit the mothballed Soviet settlements of Grumant and Pyramiden. Barentsburg is gradually becoming a tourist gateway to the Russian Arctic. Cruise ships can now go directly from Spitsbergen to Franz Josef Land and the North Pole (which are about 1,000 kilometers away), and Russian visas for tourists have been established in Barentsburg. The number of Russian tourists in Spitsbergen may increase due to the organization of sea cruises, an increase in the number of charter or regular flights from Murmansk or Moscow. The Arctic Tourism Center "Grumant" organized and developed the first Russian Arctic cruise to Spitsbergen in August 2016 on board a Norwegian vessel with a direct charter flight from Moscow. The cost of a week-long visa-free trip for 108 Russian tourists ranged from 2800 to 3500 euros depending on the class of cabins.

In the future, in order to organize direct cruises on the Murmansk-Barentsburg route, it is necessary to find a vessel that can carry out cruises to Spitsbergen, possibly with a visit to the Rybachy Peninsula and Cape Nemetsky. However, there are few ice-class cruise ships in the world. This requires investments from a large venture fund or the state. There will also be a need to subsidize a commercial company that will purchase a vessel for sea cruises to Spitsbergen. In the settlements of Barentsburg and Pyramiden, reconstruction of the berthing complexes is necessary, which will require additional investment. Among the new promising competitive areas for the development of tourism in the Russian part of Spitsbergen, it is worth noting the development of skiing, event and

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health and wellness (based on the sources of mineral water "Barentsburg"). Currently, the process of developing the Russian Arctic National Park, founded in 2009, is underway. It included the northern part of the Novaya Zemlya archipelago and the Franz Josef Land archipelago. This is the northernmost and largest marine protected area in the Arctic, 85% of the archipelago is covered by glaciers. In 2016, the territory of the Russian Arctic National Park was expanded by 7.4 million hectares at the expense of the Franz Josef Land federal reserve with an area of 1.6 million hectares and a section of internal sea waters and the territorial sea of Russia with an area of 5.8 million hectares. Thus, the Russian Arctic National Park has become the largest protected area in Russia with an area of 8.8 million hectares. It is also the largest land national park and marine nature reserve in Russia. The expansion of the park will contribute to the conservation of arctic rare species of animals and birds listed in the Red Books of Russia and the world, as well as their habitats. The park is home to the largest bird colonies in the Northern Hemisphere, walrus rookeries, polar bears, bowhead whales, seals and ringed seals. The park was created to preserve the unique nature of the Arctic. There is no permanent population on the Franz Josef Land archipelago. The main type of tourist delivery is sea cruise tourism, which is one of the strategic objectives of the national park development. In connection with its creation, icebreaker cruises to the North Pole have recently been carried out from Murmansk mainly through Franz Josef Land with a stop at Novaya Zemlya.

In 2015, a sea border checkpoint for foreign tourists was opened on the Franz Josef Land archipelago (Alexandra Land Island) in test mode, which simplified border and customs procedures and shortened the cruise route from Spitsbergen to Franz Josef Land by three days without calling at Murmansk or Arkhangelsk. Since 2015, Rostourism and Poseidon Expeditions have been organizing an average of three annual expedition cruises for foreign tourists (500 people) on the Silver Spirit vessel with a visit to the Spitsbergen and Franz Josef Land archipelagos. The night crossing from the port of Longyearbyen to the archipelago lasts only twelve hours. Border inspection takes place on board the vessel. This method of visiting the Russian Arctic National Park via Spitsbergen costs 6 thousand euros. This route could become an alternative to the construction of a civilian airfield on the archipelago. An important step that will increase the tourist flow to the "Russian Arctic" will be the creation of a customs control zone on Alexandra Land Island, as it is the closest island of the Franz Josef Land archipelago to Spitsbergen.

The cheapest tour from Spitsbergen to the "Russian Arctic" for eight days costs 3450 euros, and for ten days - 4100 euros. While the cheapest tour product from Murmansk to Franz Josef Land costs at

least twice as much (9 thousand euros) and lasts 14 days.

The cost of participation in a cruise on the nuclear icebreaker "50 Years of Victory" is from 28 to 40 thousand dollars, on average there are about 120 passengers on board, mainly tourists from China, Asian countries, Western Europe. Every year, the national park "Russian Arctic" is visited by just over 1 thousand tourists, until recently there were few Russians - no more than 5%. In 2019, the national park "Russian Arctic" was visited by a record number of tourists in the history of the park - 1306 people. In total, six voyages took place on the nuclear icebreaker "50 Years of Victory" on the route Murmansk - North Pole - Murmansk, three voyages on the ship Sea Spirit on the route Spitsbergen - Franz Josef Land - Spitsbergen, the liners "Bremen" and Silver Explorer entered the park. In addition to large ships, yachts came to Franz Josef Land. A total of seventeen cruises were carried out. For the first time since the park's existence, the largest number of visitors came from Russia — 262 people (20% of the total flow). Usually, most tourists are from China. This time, China is in second place — 255 guests. The United States is in third place — 193 tourists. With the lifting of restrictions in the post-pandemic period, the territory of the "Russian Arctic" plans to begin regulating the flow of tourists. It is supposed to alternate the islands between cruises so that there are no landings in a short time in a row on one island. When 100-120 people disembark from the ship at the same time with a difference of a week, this is a large anthropogenic load on the island's ecosystems. It should be noted that the cruises pay great attention to the careful attitude to the nature of the Arctic when organizing the landing of tourists on the islands. Preservation of the unique landscape-geological and historical-cultural heritage of the national park is the focus of the organizers of icebreaker cruises. The first ecological trail has been equipped in the Russian Arctic National Park; its organization is necessary due to the increased flow of tourists. The eco-trail is located in Tikhaya Bay on Hooker Island in the Franz Josef Land archipelago. Along the proposed route, tourists will be able to see not only natural monuments, but also the legacy of human presence on the Arctic archipelago. The eco-trail will help preserve the fragile ecosystem of the bay and regulate the flow of tourists. An open-air exhibition of the world's northernmost museum, the Willem Barents Museum of Arctic Exploration, will be located along the trail, based on a former polar station. In 2019, the northernmost visitor center in Russia was opened on Hooker Island. The creation of its interactive exhibition is connected with the national park's plans to expand the range of tourist services in Tikhaya Bay. In recent years, the level and range of services for visitors to the bay have increased significantly: a network of landscaped ecological trails is being organized based on the laying of stone

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paths and wooden pedestrian walkways, tourist navigation, the world's northernmost post office and a souvenir shop. Museum exhibitions are also planned to be organized on the islands of Alexandra Land and Graham Bell. Work will continue on creating new ecological trails at Cape Flora on Northbrook Island and in the area of Cape Zhelaniya on Severny Island on Novaya Zemlya.

High latitudes mean huge expenses, primarily transportation. Chartering a nuclear icebreaker costs four million rubles per day, plus providing a cruise and services to tourists. Even taking into account the construction of new icebreakers, it can be said that Arctic tourism on cruise ships will not be cheap. However, there are other types of travel that can make the Arctic more affordable. The main problem is logistics. Aircraft are cheaper and faster, marine equipment is slower and more expensive. The less a tourist spends on the water, the less the tour will cost. There is currently no civilian airfield on Franz Josef Land that can accommodate tourists. Therefore, one has to get to the national park by sea from Arkhangelsk or Murmansk, which takes two days of pure time at sea and the same amount back. To this end, the national park is beginning to develop an air tourism strategy. To do this, one or two departmental airfields on the northern archipelagos will need to be used. It is assumed that tourists from Arkhangelsk, Naryan-Mar and other cities will be delivered by helicopters, for example, to Novaya Zemlya. There, a hotel with 50-70 beds will be built for them. Then, they will be able to travel around the Arctic islands on small vessels for five to seven days, after which they will return to the mainland the same way. Similar projects are being developed for Heiss Island on Franz Josef Land and for Mys Zhelaniya on Novaya Zemlya. There are projects for hotels, multifunctional Arctic complexes (MAC). The management of the national park considers the development of infrastructure for overnight stays for cruise tourists from a nuclear-powered icebreaker on the archipelago an unnecessary undertaking. Tourists disembark on the shores anyway, but as a rule, only one or two tourists out of 120 people on board want to stay overnight on the shore. "If an airfield for civilian aircraft is built on Franz Josef Land, tourists will be able to fly straight to the waters of the national park, where a ship is already standing, ready to take them on board. You can fly there in three hours one way by plane. This reduces the time it takes to deliver tourists to the Arctic. Secondly, it reduces the costs and expenses of a tourist trip to see the archipelago," says Alexander Kirilov, director of the Russian Arctic National Park. As a result, instead of fourteen days on a cruise ship and four days at sea, the tour is reduced to ten days. The price, given the constant growth of tourist flow, can be reduced if not by two, then by one and a half times. However, the problem here is that no private company can build an airfield in the Arctic, including

because of the high cost, and the state has no such plans yet. For air tours, it is necessary to use existing departmental airfields.

The organization of the IAC, a kind of "gathering points" for tourists with helicopter pads in the "Russian Arctic" that can be visited by tourists and scientists, can significantly reduce the price of tours. Thus, in the area of the northernmost border outpost in the world - on Alexandra Land Island of Franz Josef Land - defense infrastructure facilities are being created, including a military airfield, which in the future can be used to organize air tours. A program for the stationary stay of tourists on Alexandra Land Island is being developed, designed for 3-5 days. Another promising area is extreme yacht tourism. Recently, yachts have increasingly entered high latitudes. But for the development of yacht tourism in our Arctic territories, it is necessary to create the appropriate infrastructure. In cruise yachting, you can find different options - expensive and comfortable or cheap and affordable. For example, a Pomor schooner as a tourist and scientific expedition vessel can be in demand precisely in high latitudes.

The creation of the MAC system, a permanent border checkpoint, the organization of ecological trails, museum exhibits and visitor centers in the Russian Arctic National Park will contribute to an increase in cruise ship calls, sustainable development of ecotourism and growth of tourist flow. The Murmansk region is a region attractive to tourists due to its location and unique natural and geographical conditions. The Murmansk region, washed by two seas at once, has the longest coastline in Russia. Even the cold northern sea provides unique opportunities for recreation and travel. The growing popularity of tourism on the Kola Peninsula is facilitated by a wide variety of natural conditions. The Murmansk region is home to tundra, forest-tundra, forests, mountains, seas, rivers and lakes. On its territory there are more than 111 thousand lakes, 20 thousand rivers in which valuable fish species are found, and salmon is a real calling card of the region. An analysis of the current state of tourism in the Murmansk region allows us to draw conclusions about the positive dynamics in the development of this sphere. There is an annual increase in domestic and inbound tourist flow. The increase in tourist flow (about 20%) is the result of active and competent promotion of the Murmansk region as a tourist destination in the domestic and international markets. In this regard, the tourism business of the region also brings in significant income. In 2018, the region was visited by 438 thousand tourists, including about 64 thousand foreign tourists. In 2019, the tourist flow amounted to 458 thousand people (including 17% of foreign tourists). Eight cruise ships with 2 thousand passengers called at the Murmansk port in the summer season of 2019. As a rule, most tourists arriving in the Murmansk region visit Murmansk, the largest city in the world

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located beyond the Arctic Circle. The main tourist attraction in Murmansk is the nuclear icebreaker museum "Lenin" - the world's first surface vessel with a nuclear power plant. Near the nuclear-powered ship's mooring site, at the sea terminal (marine façade)

with a miniature embankment, in 2020 a new public space with painted boats and a landscaped park appeared (Figure 3.).



Figure 3. Murmansk. Embankment of the seaport

Currently, a new investment project for the revitalization of "New Murmansk" is being developed, which involves the construction of a congress center, a hotel, a yacht club, equipment of the embankment, the Arctic Museum, a food court and fish market area, and a cafe on the shore of the Kola Bay, for which the territory of the former ship repair plant has been given over. The project includes the development of the territories of the bus, sea and railway stations and their unification into a single transport hub. 5 billion rubles have been allocated from the federal budget for these purposes. Within the framework of the advanced development area "Murmansk - the capital of the Arctic", a comprehensive renovation of the Murmansk airport and its development as a hub airport with the reception of long-haul aircraft bypassing the Moscow air hub are also envisaged.

Compared with neighboring regions of the Russian Federation, the Murmansk Region has a

competitive advantage in the following types of recreational activities: recreational fishing, northern lights observation, geological and mineralogical, business, sea cruise, alpine skiing and skiing (the longest snow season in the Russian Federation) tourism. Nature-oriented ecotourism is recognized as the most promising direction of tourism in the Kola North. Nature reserves have great recreational potential: the Kutsa and Seidyavr reserves, the Khibiny National Park, the Sredny and Rybachy Peninsulas Nature Park, the Lapland Reserve and the Pasvik Reserve. The creation of new protected areas is not only restrictions, but also new opportunities for sustainable development of territories. With proper regulation, ecotourism can help with this. The ancient polar villages of Teriberka and Varzuga are among the most attractive villages in Russia for eco- and rural tourism (Figure 4).

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Figure 4. The village of Varzuga

According to the regional branch of the Russian Geographical Society (RGS), new tourism trends in the Murmansk region include:

1. *Military-historical tourism.* Since the Great Patriotic War and later, many old military facilities have remained in the Arctic. Despite their abandonment, they look very picturesque. Of particular note is Site 52. This is a former secret military facility.

— a storage facility for nuclear warheads. The submarines of the Northern Fleet were serviced here. Since the early 1990s, nothing nuclear has remained here, and the military unit has been completely disbanded. In the future, a museum of the history of submarine forces could be organized here and excursions could be held like the Balaklava Military Museum-Bunker in Sevastopol. Another similar facility, still awaiting its guests, is the port of Vladimir in the Ura Bay. This is also a Northern Fleet base, an entire deserted city. The old missile position is also being prepared for visits, where an interactive project is planned.

2. *Year-round motorcycle tourism.* Motorcycle tourism is a very promising direction. With the assistance of the Russian Geographical Society and Motobuhta, a tour of the Murmansk region, "Motozapolyarnik", has been developed. This is an ecological and historical-regional tour of the most beautiful places of the Kola Arctic. The route is 1157 kilometers long and is designed for seven to ten days. This will be a real Kola "motorcycle around the world".

3. *Historical and ethnographic tourism.* The Murmansk Region is also famous for its "places of power" associated with the ancient beliefs of the Sami people, the mystery of ancient Hyperborea, and ancient Pomor villages with unique wooden architecture. The Murmansk branch of the Russian Geographical Society plans routes for both mysticism lovers and those who are ready to immerse themselves

in the history of the region. Many of these places are only accessible with experienced guides. For example, many guests of the region strive to visit the sacred Sami place of Seidyavr, but this route is not at all easy, and even dangerous for beginners. The Lovozero tundra is a very remote and harsh place. It is planned to organize hiking and boat routes to Lake Seid with experienced guides who will help you behave correctly in this place, tell you the most interesting facts, and show you objects that you cannot always find on your own.

In the south of the Kola Peninsula, on the northern shore of the Kandalaksha Bay of the White Sea, there is an ancient Pomor village of Por'ya Guba. In the 16th century, it was prosperous: there was a large salt mine of the Solovetsky Monastery there - twenty salt works. In the Soviet years, the village slowly died, was resettled and abandoned. But the charm of the place, an ancient Pomor settlement, can nevertheless be felt there and can be used prospectively for organizing educational excursion tours and expeditions.

— *Scientific tourism.* The Kola Peninsula is a place with unique northern nature. There are several protected areas in the Murmansk region, where ecological educational tourism has been actively developing in recent years. Animal observations are becoming more accessible not only to specialists, but also to those who are attracted to wild nature. One of these areas, very popular all over the world, is birdwatching - bird watching.

One of the most famous travel agencies developing scientific-geological and mineralogical tourism in the Kola North is Nord Stone, based in Apatity. The company organizes scientific-educational tours-expeditions without backpacks and tents to the Khibiny Mountains together with scientists from the Kola Scientific Center of the Russian Academy of Sciences. The most popular program is Blue Mountains and White Sea along the route

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Kirovsk - Kandalaksha - Varzuga. During the day, tourists travel on foot lightly, and spend the night in hotels and guest houses with all the amenities.

The Murmansk Region entered the "gold" group of the National Inbound Tourism Rating - 2019, taking 18th place out of 85 and 2nd place among the regions included in the Arctic zone of the Russian Federation, second only to the Republic of Karelia. The compilers gave informal names to the rating groups. They are associated with the classification of hotels and service level designations accepted throughout the world: "5 stars", "4 stars" and "3 stars". The Murmansk Region entered the group with the conditional name "5 stars". The inclusion of the Murmansk Region in the Top 20 is explained by the fact that the region is mostly located beyond the Arctic Circle and tourists from all over the world come here to see the northern lights. According to the criterion "Number of foreign tourists accommodated per year per 1000 residents of this region", the Murmansk Region also entered the Top 20 and took 11th place. According to the data, there are 55 foreigners who arrived in the Murmansk region for tourism purposes per 1,000 residents of the Kola Peninsula. Currently, the chosen vector is to promote Murmansk region tourism products to the markets of China and Southeast Asia. Thanks to the active development of this area in recent years, there has been a significant increase in the influx of tourists from China - up to 19 thousand people in 2019. In 2017-2018, the number of guests from Thailand increased sharply - from 200 to 7,000 people. A good marketing move was the Russian-Thai film "Northern Lights of Love", which was filmed in Teriberka. The main brand attracting tourists to the region is the northern lights. Other important attractions of the Kola North are snow and Sami culture. The artificially created attraction - the Sami village "Saam Syit" - is visited by almost all foreign tourists arriving in the region mainly from Asian countries. The growing tourist flow every year, unfortunately, leads to a decrease in the quality of service and inflated prices. Russian tourists often complain in their reviews about the low level of service, high prices for services and poor quality food in the Sami village. In the Murmansk region, the main centers of ethnographic tourism are: the village of Lovozero (there is a Sami museum, a national cultural center, summer and winter Sami games are held), the village of Umba (the venue for the international folklore festival of the Barents region countries), the authentic museum Pomor fishing Tonya Tetrino on the shore of the White Sea and the village of Loparskoye (tourists are received by the Sami tribal community). In the suburban Murmansk village of Molochny in 2019, a small open-air exposition of Sami life was organized. In the village of Lovozero, it is planned to create an ethnographic village on the shore of Lake Popovskoye - the venue for the international Sami games. The ethno village will showcase the culture and way of life

of the Sami and Komi-Izhemtsy, the indigenous peoples of the Kola North. In order to further increase the number of guests, the regional government is carrying out systematic work to develop infrastructure and introduce new channels for promoting tourism and recreational potential in the domestic and foreign markets. Thus, the international conference "Horizons of the Arctic" was recently held with the participation of tour operators from the countries of the Asia-Pacific region, which are showing the greatest interest in the Murmansk region. The regional government, together with representatives of the tourism community, is carrying out a set of measures to implement the "China Friendly" standard, focused on the mentality of Asian tourists. In 2019, the opening of the tourist information center (TIC) of the Murmansk region took place in Murmansk. The main goal of creating the institution was to unite several disparate city and departmental tourist information centers into a single network. The united regional TIC will work not just as an information bureau, but as a marketing center for promoting information about the northern region, its life and development. It is expected that it will become a tool for promoting the Murmansk region as a tourist destination not only within the country, but also abroad. In the near future, it is planned to create several regional TIC offices in the most attractive remote municipalities of the Murmansk region.

At the moment, there are several routes in the Murmansk region that offer tourists various tourist products. For example, people are offered a gastronomic brand tour "Taste of the Arctic", in which tourists travel for three days to Murmansk, Teriberka and Lovozero, trying local Arctic dishes of venison, fresh fish and cloudberries. Arctic cuisine is an additional brand that can attract tourists with the help of old recipes of Pomor and Sami dishes.

There are also large route constructors, in which the tourist himself chooses "points of attraction", based on his preparedness and amount of free time. Four potential growth points can be identified that contribute to the development of tourism and can increase the flow of tourists to the region: water, winter, industrial and pilgrimage types of tourism. The Kola North is perceived as a region where you can ski longer than other places, snowmobile and watch the northern lights. Snow kiting is also promising, the best place for which is Teriberka.

In 2019, a new association appeared in the region — the Union of Travel Industry of the Murmansk Region, which united the interests of regional travel agencies and raised tourism ideas to a new level, and also provided additional funding that will be used to develop tourism in the Arctic. With the huge tourism potential of the Murmansk Region, it is necessary to improve the quality of service. One of the key tasks is to establish a professional service standard that meets the needs of tourists. A system of grant support for

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local tour operators will be developed. It is also planned to issue an order from the federal government to secure areas for legal crab fishing in the Barents Sea starting in 2021, and this is another potential growth point for the tourism industry.

In order to organize communication between all participants of the tourism business and to ensure the maximum multiplier effect for the entire regional economy from tourism, a cluster approach was chosen in creating conditions for the development of this sphere in the Murmansk region. The functioning of the tourism cluster in the region allows to increase the efficiency of using its tourism and recreational potential. It is obvious that the unification of spheres and areas of activity in a regional tourism cluster allows to achieve a synergistic effect in the industry and ensure an increase in the region's GDP. The emphasis is on the formation of four main tourism clusters - "Khibiny", "Belomorye", Lovozersky and Pechenga. Today, spontaneously emerged proto-clusters "Murmansk" and "Teriberka" are added to them. Each cluster is developing or has already developed its own recognizable brand. All of them should be united under a common, so-called umbrella, brand of the Murmansk region, which will be

promoted in the Russian and international markets. Branded tourist routes will be created in the region, new types of tourism products will be developed, such as business and industrial tourism. The list of pilot enterprises that can potentially become flagships of industrial tourism development in the Murmansk Region has been compiled by the regional tourism committee. This list includes such companies as PhosAgro (Kirov branch of JSC Apatit), PJSC Norilsk Nickel (Kola MMC), Kola NPP, EuroChem (Kovdorsky GOK) and JSC Olkon. In the future, the Murmansk Region will be promoted as a tourist destination in new markets: Europe (Germany, Spain, France), Japan, Latin America and the USA. The target indicator calculated today is to increase the tourist flow to the region to 557.4 thousand people per year by 2025. There are single-industry towns in the Murmansk Region for which tourism, due to the restructuring process, may soon become the main factor in the development and diversification of the local economy.

Kirovsk. In recent years, the flow of tourists to Kirovsk and Khibiny has increased by 50% due to the modernization of tourist and sports infrastructure (Figure 5).



Figure 5. Kirovsk

The impetus for tourism development and the departure from mono-dependence is given by assigning the status of priority development area to single-industry towns. Considering that priority

development area projects are mainly aimed at tourism development, it is expected that the tourist flow to Kirovsk will double, creating about five hundred new jobs. Kirov's "Snow Village" is the most

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popular tourist attraction in the Murmansk Region, and is listed in the Guinness Book of Records as the largest snow structure in Russia. Further development of the ski resort's infrastructure (for example, the construction of a panoramic restaurant on the top of the mountain, the launch of the Khibiny National Park, and the modernization of the Khibiny Airport) will enhance the tourist attractiveness of the site and increase the tourist flow to the Kirov Region to 120 thousand people per year.

Kovdor. In the single-industry town of Kovdor, the second city in the region to receive the status of a priority development area in 2019, a new investment tourism project has been launched under the brand name "Kovdor — the capital of Hyperborea". The innovative project involves the creation of a Hyperborean tourism cluster based on the development of scientific expeditionary and geological-mineralogical tourism, the organization of a museum park, infrastructure facilities, and walking routes to the artifacts of ancient Hyperborea. In addition, by 2022, it is planned to open a new international checkpoint on the border with Finland, Kovdor — Savukoski, which will overcome the "dead-end" transport situation of Kovdor, shorten the route from the neighboring country to other cities in the Arctic and increase the tourist flow not only to the Kovdor district, but also to the Murmansk region as a whole. The status of a priority development area will attract investors to the city and reduce the level of social tension. Thanks to the new status, checkpoint and project, two hundred new jobs will appear in the Kovdor district in the field of tourism, services, small and medium businesses. The project "Kovdor - the capital of Hyperborea" won 1st place in the second International Marketing Competition "PRObrand - 2020" in the nomination "Branding of Territories". This is another serious step towards the development of inbound tourism in the Kovdor district, tourism infrastructure and small businesses, as well as cross-border cooperation between Russia and Finland. In addition, this is another weighty argument in deciding the issue of building a border crossing in Kovdor and establishing direct automobile communication with Finland. Winning the "PRObrand - 2020" competition gives Kovdor the right to be included in the collection of the best world tourism practices with experience in creating and promoting the brand "Kovdor - the capital of Hyperborea". Unfortunately, in 2020, due to the pandemic, Kovdor was closed to tourists. The Pechenga District plays an important role in the region's economy as an industrial center, it is also important due to its border location and rich history, which should be used to develop tourism here. Ecotourism, sparsely populated areas and industrial tourism are the main areas for the Pechenga District. One of the objects of industrial tourism may be the Kola Superdeep Borehole. The complex is planned to be restored, including with the involvement of funds

from the federal budget, and made a tourist site of international importance. The port of Liinakhamari, which will receive cruise ships and yachts, is also planned to become a new point of tourist attraction. At the same time, foreigners will have the opportunity to spend up to 72 hours in the Pechenga District without a visa. The increased tourist flow will require new places to stay. It is assumed that several basic tourist camps and eco-hotels with full infrastructure will appear in the Pechenga District. It is already known that this will be a large-scale investment project with high-quality infrastructure, jobs will be created in the territory of the Norilsk Nickel company. The project implementation stage is planned to be reached in 2025. A tourist village with 900 rooms with souvenir shops, restaurants and cafes, a yacht club with a well-equipped harbor, a ski resort with cable cars, a sea terminal with an embankment, and an aqua center will be built in Liinakhamari. 12 billion rubles will be invested in the federal project.

Excursions to industrial facilities of the Pechenga District, nature trails will be organized, opportunities for diving and fishing will be expanded. The modernized Korzunovo Airport will be able to receive tourists. By 2022, it is planned to simplify the short-term stay regime for foreign citizens. The creation of communal, transport and tourism infrastructure will allow to attract 300 thousand tourists to the Pechenga District annually and an additional 40 billion rubles to the region's economy, as well as create five hundred new jobs.

The Murmansk region participates in two priority areas of the new federal target program for tourism development for the period from 2019 to 2025 - "Silver Necklace of Russia" and "Russian Arctic". As part of the creation of the investment project of the tourism and recreation cluster "Belomorye" in the south of the Murmansk region, it is planned to build an all-season sports and tourism complex.

In order to fully implement all plans for tourism development, large-scale modernization and construction of tourism and transport infrastructure are necessary. The lack of infrastructure facilities and their significant deterioration are the main obstacles to tourism development in the region. Unorganized tourism (primarily on the salmon spawning rivers of the Tersky District) is also a concern. The national project "Ecology" provides for the organization of a new national park "Tersky Bereg", the main goal of which is to save and preserve the salmon river Varzuga, in which the number of wild salmon has sharply decreased due to poachers and rafting of unorganized water tourists. The creation of a new reserve in the Tersky District will allow: to maintain the biosphere balance, regulate the tourist flow, preventing "wild" tourism, and preserve the Pomor way of life and traditional nature management of local residents. A new impetus to the development of ecotourism will be given by the status of the first

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national park in the region awarded to Khibiny in 2018. In 2019, it was transferred under the management of the Federal State Budgetary Institution "Lapland Nature Reserve". Khibiny National Park is a future strategic landmark for attracting tourists to the region. Now the biggest problem is the issue of funding from the federal budget, since this is a territory of federal significance. The eco-tourism project "Khibiny for All" in 2023 was among the winners of the first stage of the competition of the Agency for Strategic Initiatives aimed at creating tourism and recreational clusters and developing ecotourism in Russia. Currently, work is underway to create a master plan, which will outline the development of Khibiny as a tourist cluster with an emphasis on increasing transport and investment attractiveness, and developing tourist infrastructure. The main objective of the project is to create a support system for small entrepreneurs working in the field of ecotourism and souvenir production on the territory of Khibiny National Park and in nearby settlements. As part of the project, a School of Arctic Guides for protected areas of the Murmansk Region is being created. Promising tourist walking routes will be developed, including those that will become training routes for guides. For example, one of the routes is an excursion to the former molybdenum mine on the slope of Mount Takhtarvumchorr.

It is necessary for the Khibiny territory to receive additional sustainable development, a new stimulus. It is very important that emphasis is placed on diversifying the seasonality of tourism in Khibiny, so that summer offers can be developed. This will contribute to the Khibiny cluster having significant weight on a national scale. The project organizers expect to attract more than 1 billion rubles of investment to the cluster by 2025, increase the tourist flow two to three times, create about a hundred jobs, give growth to small and medium-sized businesses, and ensure tax revenues to budgets at all levels in the amount of 4.5 million rubles.

The key idea of the project is that Khibiny is a home mountain within walking distance, which should become a school for all types of mountain tourism. The work will focus on determining acceptable environmental anthropogenic loads, especially when conducting tourism activities, and on developing recommendations for minimizing damage to nature and local communities. Local residents will be able to visit the territory of the Khibiny National Park free of charge, and areas for picking mushrooms and berries will be allocated.

One of the key problems in tourism development is the state of the road network and the active work of illegal guides. When forming projects, the issue of improving the road infrastructure is being worked out, allowing for a stable connection of remote areas with the federal highway R-21. It should also be noted that the predominant tourist groups from China in the

region are often served by visiting Chinese guides without Russian licenses, who are displacing local guides from the market. The region lacks official professional guides for ecological tours. In the northern regions of Russia, there is practically no basic school for training such specialists, unlike in neighboring countries of Northern Europe.

The Murmansk Region also needs to solve the following urgent problems: uncontrolled "wild" tourism, pollution of unique natural areas. The problem of accumulation and removal of garbage is acute in the natural park on the Rybachy and Sredny peninsulas. The problem can be solved by introducing a tourist tax of 500 rubles per car upon entering the park. The funds received can be used to organize garbage removal, pave roads and ecological trails for tourists. Sport recreational fishing is one of the main tourist brands of the Murmansk Region. In mid-May, the salmon season begins on the southern rivers Varzuga, Pan and Kitsa. Many years ago, the organizer of the international tourism business, the collective farm "Vskhody Kommunizma", created fishing camps on the banks of these rivers. About a thousand wealthy tourists come here every year to fish. The collective farm works with agencies around the world. Their clients are tourists from the UK, France and Spain, i.e. from countries that had a difficult epidemiological situation in 2020 due to the COVID-19 pandemic. As a result, the spring fishing tourist season of 2020 was disrupted. In this regard, the organizer reoriented itself to Russian clients. The service packages provided to domestic and foreign fishing tourists differ. Foreigners fly by helicopter, Russians drive their own vehicles. Foreigners have different preferences in choosing fishing destinations, they choose recreational fishing based on the "catch and release" principle. Russian tourists use the "catch and seize" principle. In the absence of foreign tourists, the tour operator, the collective farm "Vskhody Kommunizma," suffers losses in organizing helicopter tours, since one hour of helicopter rental costs 200 thousand rubles, and fuel is usually brought in based on a month's worth of fishing with daily flights of five hours.

The main strategic objective in the development of polar tourism is to preserve nature, ensure the safety of tourists and at the same time achieve a significant economic effect for municipalities and the region. With the development of tourism, it will also be possible to partially solve the acute problem of migration outflow of the population from the region. Ecological (ecotourism) is recognized as a priority type of tourism in the Murmansk Region. It is advisable to develop it in protected areas in order to regulate and account for the flow of tourists. Protected areas are increasingly involved in the tourism activities of the Arctic. Of their main types, national (federal) and natural (regional) parks are specially created for the development of ecological tourism. In

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nature reserves, as a rule, any economic activity is prohibited and recreation is severely limited, since the main objective of the protected area is to protect natural complexes. Insufficient funding of federal reserves often leads to the search for additional sources of income. One of such "means of survival", for example for the Lapland Biosphere Reserve, is the development of regulated organized ecological tourism. One of the main components of ecotourism development in protected areas is the creation of ecological trails (eco-trails). They play an important role in regulating the permissible loads on protected natural areas. The main idea of an eco-trail is primarily in ecological education and upbringing of those who visit protected natural areas, in nature conservation, and in transferring the flow of visitors to relatively safe for nature directions.

Traditionally, eco-trails are laid in recreational areas of national and natural parks, reserves, wildlife sanctuaries, as well as in unprotected areas: in urban forest parks, suburban recreation areas, etc. To create a system of ecological trails, it is necessary to observe three main criteria: attractiveness, accessibility, and information content. Eco-trails equipped according to all safety rules, as a rule, do not have a negative anthropogenic impact on natural landscapes.

Currently, 18 ecological trails have been built in different parts of the Murmansk region. Nine of them are laid in protected areas, the largest number (five trails) in the Lapland Reserve. Five eco-trails are organized on the territory of populated areas. In Murmansk, in 2018, the first ecological educational walking route around Lake Semenovskoye, five kilometers long, was opened. For environmental education, activists installed signs and stands along the eco-trail with information about local natural and landscape attractions and the need to take care of nature. In the area of Lake Semenovskoye, you can see several natural zones at once: tundra, forest tundra, swamps.

In one of the most inaccessible for tourists nature reserves of Russia, located entirely in the border zone, the Pasvik Nature Reserve, a pedestrian excursion route has been arranged. The ecological trail leads to Varlaam Island, to the house-museum of the Norwegian ornithologist Hans Skonning. With the help of volunteers of the Kola MMC, the house-museum was reconstructed, an eco-trail was arranged with the construction of an ornithological observation tower. Pasvik is a real open-air nature museum, where the northernmost indigenous pine forests in Europe have been preserved. In the future, it is possible to implement the idea of the appearance of an international ecological trail passing through the territory of the trilateral Pasvik-Inari National Park (located on the border of three countries - Russia, Norway and Finland), which received a Euro Park certificate. During the Teriberka. New Life festival, an ecological trail was organized in the vicinity of the

Arctic Pomor village of Teriberka, which leads to a bird colony on the shore of the Barents Sea. The trail introduces the unique ecosystem of the Arctic tundra. It needs further development with the streamlining of the arrangement of information stands, which are installed along the route rather haphazardly, and the laying of wooden decks across the marshy terrain. The most famous developed ecological trails of the Kola North are laid in the Lapland Reserve. Over the past two years, there have been more walking routes here, on which ecological and educational excursions are conducted. New display objects have appeared: a visitor center, a tourist information center, and Father Frost's tower. Among the most popular routes are the eco-trail to the old estate along the lake, the trail to Mount Yelnyun, the educational trail "Forest Pochemuchka", and the walking route to the observation deck above the Yelyavruai stream. The new 3.5-kilometer trail, equipped in 2017, runs along the shore of Chunozero and leads to the place where the first cordon of the Lapland Reserve was located in 1930, where its history began. The trail has wooden decks, equipped ascents and descents, rest areas and observation platforms, information stands and bio-toilets. It is important that the eco-trail has become more accessible for people with disabilities. Along the way, travelers receive information about the features of northern nature, the change of vegetation zones, and the habits of animals. Norilsk Nickel actively participated in the creation of eco-trails in two areas: corporate volunteering and the World of New Opportunities program. Kola MMC allocated about 5 million rubles of the grant it won for the creation of pedestrian routes. The key event of the eco-marathon was an environmental rally, as a result of which volunteers helped equip an observation deck and installed twenty information boards along the eco-trails. The main goals of the project are environmental education and raising the culture of attitude towards nature.

The innovative project "Educational trail "Forest Pochemuchka" is part of this program: sculptures of animals, birds, small architectural forms and information boards appeared on the interactive route. In the future, several more sculptures will be installed, lighting of the trail is planned, and the creation of the Laboratory of Baba Yaga and the Well of Knowledge is in the process of being completed. The ecological trail "Nizhnyaya Chuna - Chunozerskaya Usadba" is five kilometers long and starts from the cordon of the TIC "Nizhnyaya Chuna" (the official entrance to the reserve) on the federal highway "Kola" (1221st kilometer) and leads to the Chunozerskaya Usadba of the reserve, where two historical museums and a visitor center are located. Along the route of the marked trail, you can visit the Sami cemetery "Siit", an arboretum, rest areas, observation platforms, and the bird watching site "Glukharinaya Gorka". The route "Ascent of Mount Yelnyun II" with a height of

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590 meters and a length of about three kilometers was laid out in the 1930s and is very popular in the summer. For the convenience of visitors in winter, the reserve purchased special equipment - snowshoes. This route is interesting because when climbing the mountain, you can clearly observe the altitude change of vegetation zones - taiga, forest-tundra and tundra. From the top of the mountain, a panoramic view of Lake Chun opens up.

Currently, the territory of the Lapland Reserve is visited by about 5 thousand tourists per year in different seasons, work will continue to expand and improve the infrastructure. In the near future, it is planned to increase the length of the equipped trails and open a new exhibition display dedicated to the Sami people. Volunteers traditionally help the reserve to equip the trails, many of whom live in Monchegorsk and work at the Kola Mining and Metallurgical Plant.

In 2020, the creation of the circular route "Lapland Round-the-World" was launched from the old estate of the reserve with an ascent to Mount Yelnyun I, a transition to Mount Yelnyun II and a descent to the Chunozero estate (the starting point). The length of the route will be 14 kilometers. In addition, it is planned to build a new tower of Father Frost, and over time, forest houses for tourists will be built on the southern border of the reserve. The new investment project involves the renovation of the Chun Ozero estate - the Father Frost's Estate, the construction of an open-air visitor center for the reserve. It is envisaged to create viewing platforms, equip the recreational and educational complexes "Deer House" and "Chum", and build a rope park. The concept also includes updating the historical route "Tyan-Shansky - Kreps" and creating a new tourist walking route from the Chun Ozersk estate and a water route from the reserve to the Khibiny National Park, which is under the management of the Lapland Reserve.

The issue of project financing has yet to be resolved. The reserve hopes to attract grants and receive support from industrial enterprises in the region. It is also necessary to resolve the problem of transport accessibility. Currently, the Lapland

Reserve can only be reached by car. Bus excursions are only available from the nearest cities - Apatity, Polyarnye Zori, Monchegorsk. It seems advisable to organize one-day public bus tours from Murmansk.

In one of the northernmost botanical gardens in the world, the Polar-Alpine Botanical Garden (PABSI), two ecological trails have been created to introduce the local flora. The oldest ecological trail on the Kola Peninsula was laid in the mid-1930s and is called the "Geographers' Trail". This educational walking route is located on the north-eastern slope of Mount Vudyavrchorr. It allows tourists to get acquainted with representatives of three altitudinal zones of vegetation of the Khibiny Mountains. The ecological trail, which rises almost to the top of Mount Vudyavrchorr, passes from a mixed taiga forest, through birch crooked forest to goltsy arctic deserts on a flat top, from where one can see beautiful panoramas of the Khibiny. Along the way, tourists get acquainted with unique plants of the Kola North. The second ecological trail is laid on the foothill plain in the vicinity of the city of Apatity, on the territory of the PABSI experimental site. In 2016, volunteers from different regions of Russia laid a two-kilometer ecological trail in the Seidyavr nature reserve in the Seidozero area with tourist information navigation and rest areas, and in 2017, an eco-trail for people with disabilities was equipped here. A popular hiking route among independent travelers passes through this hard-to-reach area of the Lovozero tundra. Hiking enthusiasts in the Kandalaksha district can choose four different eco-trails: two ecological and local history ones - "Kandalaksha Coast" and "Kolvitsa", a mountain trail to the top of Volosyanaya Mountain and a city health trail. The three-kilometer pedestrian route "Kandalaksha Coast" is popular among local residents and tourists. The trail was equipped in 2012 and was equipped with signs and plaques describing the sights. The route starts at Monastyrsky Navolok, within the city limits, runs along the Kandalaksha Gulf along the upper path of the Barinya rock and ends in the picturesque Pitkul Bay (Figure 6). Here, on the peninsula, an archaeological monument has been preserved - a stone labyrinth.



Figure 6. Kandalaksha Bay of the White Sea

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In the village of Kolvitsa (28 kilometers from the city of Kandalaksha), an eco-trail to the Kolvitsa waterfalls, 2 kilometers long, is equipped for tourists. The trail starts from the bridge, then goes through a pine forest along the left bank of the Kolvitsa River to the Black Padun waterfall (Figure 7-8). There are signs with information about natural objects on the trail, and steps are equipped on the slopes. On Mount Volosyanaya, there is an ancient temple, which is the largest accumulation of sacred stones of the Sami - seids. There are more than two hundred of them in the Kandalaksha region. The trail starts from the snow park, three kilometers from the city, has a length of almost five kilometers, runs along the slope of Mount Volosyanaya, to its very top, from where a panorama of the bay, the city and the surrounding area opens. The height of the mountain is 475 m above sea level. In the middle of the route, in 2018, an innovative tourist shelter was built - DublDom with all the amenities and a panoramic window. The trail is also used as a downhill mountain bike trail. Cyclists have equipped the route with wooden bridges and jumps. The city's "health trail" starts from the suspension bridge near the Spolohi Hotel and goes through a pine forest along the left bank of the Niva River, upstream. It is a pedestrian path-terenkur, equipped with rest areas - benches and gazebos. Information boards and signs, wooden sculptures and sports grounds are installed along the trail. The highlight of the trail is the squirrels, which can often be seen. In 2014, a project

to develop an ecological and local history trail "Old Pomor village Umba" with a length of 5.5 kilometers was implemented in the Tersky District (Figure 9). The project won the All-Russian competition of projects "Cultural Mosaic of Small Towns and Villages", organized by the Elena and Gennady Timchenko Charitable Foundation in the "Space of Life" nomination and received a grant to implement the idea. Along the entire pedestrian route, local volunteers and young ecologists installed information boards telling about the history of the Pomor settlement, traditional crafts, flora and fauna of the Tersky coast. There were also equipped rest stops for tourists with an observation deck. From 3 to 4 thousand tourists pass along the trail annually. In the Tersky District, they also plan to arrange a pedestrian route to the petroglyphs on the islands of Lake Kanozero. Kanozero petroglyphs are located in one of the most inaccessible places of the Kola North, you can now get to them only by boat or all-terrain vehicle. The open-air museum project "Petroglyphs of Kanozero" - "On foot to the Stone Age" became the winner of the grant competition "Museums of the Russian North". The funds raised will be used to find an investor and develop an 18-20 km long ecological trail from the Umba-Kandalaksha highway to the cordon on the western shore of Lake Kanozero. The trail will also be accessible to cyclists, and information boards, signs and rest areas are planned to be installed along the route.



Figure 7. Kolvitsky waterfall

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Figure 8. Kolvitsa River



Figure 9. Old Umba

In 2019, in the city of Polyarnye Zori, in the main recreational area of the city, the people's park "Nash Park", with the support of the Kola NPP and the Lapland Nature Reserve, an ecological trail was built on the shore of Lake Pin Ozero. In Kovdor, in the area of the Vars ski resort, on Mount Lysaya, in 2019, the construction of a 5-kilometer-long eco-trail began as part of the Kovdor - the capital of Hyperborea project.

The walking ecological route "In the footsteps of the polar owl" passes through canyons, lakes and seids and is being built by local enthusiasts without the use of budget funds. In 2021, the eco-trail was equipped with navigation and information stands.

Currently, a three-kilometer ecological trail is being developed in the city of Apatity, from the Belorechensky microdistrict to the Vorobyinaya ski

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hill. An observation deck with a view of the city will be built on the slope of the hill. The trail can be walked in winter on snowshoes. In the near future, it is planned to equip pedestrian tourist routes in the created protected areas: the Khibiny National Park and the natural park on the Sredny and Rybachy peninsulas (based on the implementation of the concept in 2019 modern route navigation systems with a mobile visitor center). The number of information stands, signs, fire pits, and garbage collection areas will increase to ensure a comfortable stay for tourists in the protected area. It is also planned to organize an ecological trail around Lake Rog (Murmansk). An innovative direction in the development of ecological tourism in the Kola North could be the organization of a national hiking trail. National trails are systems of routes for independent tourism that are equipped with the necessary infrastructure. It is possible to propose organizing such a trail in the territory of the Khibiny and Lovozero tundra with a visit to the sacred lake of the Sami people, Seid Lake, which is especially popular among tourists, on the shore of which there is a rock with an image of the giant Kuiva. The national hiking trail should be long, equipped, generally accessible to all segments of the population and free to visit. The trail should be laid by experienced tourists and volunteers along dirt roads with a visit to the most beautiful and interesting places in the region.

Director of the Lapland Reserve Sergey Shestakov proposes to revive one of the oldest ecological routes in Russia and the world — the Lapland Trail from Kandalaksha to Kola. The main route is set. It can be partially covered on foot, partially by boat, for example from Zasheyka to

Olenegorsk, or rafting along the Kola from the former portage, from Lake Pivnus, where the watershed of the White and Barents Seas passes, and where possible — moving by car or off-road equipment. It is possible to make radial exits from it: to the Tersky Coast, the Khibiny National Park, the Lapland Reserve, Murmansk, Teriberka and the Pechenga District. Sergey Shestakov believes: "Developing a strategy or program for tourism development in the region based on this trail would unite tour operators. At the same time, it is possible to include investments not only from travel companies, but also from the budget... Everyone will benefit from the implementation of this project!" The idea of a unifying strategic reference point for attracting tourists to the region is not new. Currently, the development of the ecological trail "Lomonosov's Path" is underway, which is expected to pass through the territory of six subjects of the Russian Federation (Moscow, Moscow, Yaroslavl, Vologda, Arkhangelsk regions and the Republic of Karelia). Teriberka, which received the status of the harshest village in Russia, entered the Top 20 new world tourist destinations in 2016 according to National Geographic Traveler magazine. The Pomor village of Teriberka gained wide fame after the release of the film "Leviathan", becoming a popular tourist destination. Since 2015, Teriberka is the only place in Russia where you can get to the coast of the Arctic Ocean by road. After the easing of the border regime, the village has become more accessible to independent travelers from different countries of the world (Figure 10-11).



Figure 10. Panorama of the village Teriberka

According to local guides, in winter, at the peak of the season, up to a thousand tourists a day come to Teriberka, in spring, autumn - about 100, in summer - about 200 people. About 40 thousand tourists visit the village per year, while the local budget does not receive income from them. Every second car met in Teriberka is from other regions of Russia. There are six accommodation facilities here, an eco-hotel for 120 people is being built. Local mini-hotels are booked six months in advance, local residents also

earn money by renting out private housing. In winter, tourists come from China, Thailand and Korea. Then fishermen, kites, divers, musicians, athletes, bikers from different countries. Recently, it has become customary to celebrate corporate events and important dates of large federal companies in the village. In addition, many sports and cultural events have begun to be held in Teriberka in the summer.

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Figure 11. Teriberka. Barents Sea

Tourism has become a village-forming industry for Teriberka, where the fish processing factory has ceased to exist, and coastal fishing for sale to local residents is not allowed (Figure 12). Here, all year round, such types of tourism as boat trips and fishing, event and ecological tourism, snowkiting, observation

of the northern lights, marine animals and birds are developed. The main tourist flow to Teriberka is formed by Chinese tourists who come in winter to see the northern lights. The high season is the Chinese New Year.



Figure 12. Teriberka. Rural small-sized fleet

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Teriberka's gastronomic brand, in addition to fish, is white bread from the local bakery, for which people line up. The Teriberka. New Life festival, first organized in 2015 by the Bolshaya Zemlya project and the Lavka Lavka farmer cooperative, also contributed to the popularization of the village. In 2023, the two-day summer festival was attended by 5 thousand people. The festival pays much attention to gastronomic aspects. From a tourism point of view, Teriberka is the most popular village in the European North of Russia, and it is also among the five most attractive in Russia (Figure 13). According to official data from the regional government, 12 thousand tourists from China and 7 thousand from Thailand visited the Pomor village in 2023. Unofficial data are several times higher than these figures. The income from Chinese tourists is low. A tour for a tourist from

China to Teriberka is cheaper than that of Russian tour operators. A Chinese travel agency recruits people who want to come, and the guide buys out the group. The guide pays several thousand euros to accompany tourists in Russia. In the future, they can acquire their own accommodation infrastructure here; Chinese tourist centers are already operating in the region. But in 2020, due to the pandemic, the number of Chinese tourists in Teriberka dropped sharply. All group bookings from China were cancelled. Since the beginning of the year, tourists from Thailand, Indonesia and Iran have started coming to Teriberka instead of Chinese tourists. Thai tourists are attracted here by the Russian-Thai film "Northern Lights of Love", recently filmed in Teriberka.



Figure 13. Teriberka. Waterfall

It is unlikely that tourist companies will invest in Teriberka until a safe road is built to the Pomor village. In winter, Teriberka is often inaccessible due to snow drifts and the closure of traffic on the Murmansk highway. A 40-kilometer section of the road from Teriberka to the Serebryanskaya fork needs to be reconstructed. At present, Teriberka has an extremely chaotic, unbalanced development of tourism. "Wild", unorganized tourism prevails. In the high season, there is a strong anthropogenic load on the Arctic natural landscape, trampling the tundra. Tourists travel along the beach and tundra on ATVs and cars, leaving behind piles of garbage. In 2023, 520 boats and small vessels, from two to ten people in each, applied for going to sea per day. In total, an

average of a thousand people per day went out to sea fishing. The catch volume is not taken into account anywhere, the local budget is not receiving enough financial resources. At the same time, visiting fishermen demand equipped parking lots and toilets from local authorities. Fishing enthusiasts leave behind fish waste and garbage all along the coast. The authorities of the Kola District insist on collecting a tourist tax from guests coming to Teriberka. But entrepreneurs (tour organizers mainly from Murmansk and Moscow) were not enthusiastic about this idea. In their opinion, the authorities provide almost no support to businesses in this regard, and they perceive the tourist tax as another type of extortion. According to the district administration, not

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a single entrepreneur in the region is registered and does not pay taxes to the budget, and therefore does not receive support. The organizers of the innovative project for the socio-economic development of Teriberka intend to develop and launch mechanisms for the revival of the Pomor settlement based on the organization of events, the popularization of Arctic northern cuisine based on local products, the development of transport and tourism infrastructure and traditional Pomor crafts. A concept for a master plan for the development of Teriberka based on the creation of an eco-ethno settlement has been developed. It is necessary to maintain a balance of interests between the local population and tourists. The implementation of investment projects through public-private partnership will lead to the creation of about 180 jobs in the village. It is also necessary to make proposals for the organization of a tourist navigation and information system in Teriberka and its environs, the arrangement of marked paths to natural sites (primarily to the waterfall), the creation of public catering establishments (so far there is only one expensive restaurant in the village), the opening of souvenir shops and mini-museums. Legalization of tourism industry facilities is of great importance for Teriberka. This is related to income for the village and local businesses, as well as security issues, since illegal guides can risk the lives and health of tourists. There is a pilgrimage of tourists to Teriberka, but at the same time, the local budget revenues amount to only 1.3 million rubles per year, while the average level of expenditure of a foreign tourist coming to Teriberka is 13 thousand rubles per day, Russian - 5 thousand rubles. Due to the growth of tourist flow, the main task is to replenish the local budget for the sustainable development and modernization of the village, creating comfortable conditions for the guests' stay. First of all, it is necessary to build a road to the village from the Serebryanskaya road. Scientists from the Federal Research Center of the Kola Science Center of the Russian Academy of Sciences calculated that, taking into account environmental aspects, the maximum recreational capacity of the village is determined at the level of 50 thousand tourists per year. Regional authorities, together with environmentalists, intended to create a nature park in the village of Teriberka by the end of 2021. The main objective of the project was to regulate visits to the territory and monetize the growing interest of tourists from all over the world. One of the main goals of the project is to maintain a balance of environmental and economic interests, to introduce the best world practices in the formation of a system of regional tourist trails as points of attraction for tourists. The project planned to equip a checkpoint to the natural park and form a pool of partner tourism companies, develop ecological routes and attract investors to develop infrastructure in the area.

Conclusion

The conducted research, the result of which is this book, 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 are 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 in the system of development of the hospitality sector, each territory needs a regional strategy for the quality of service, the 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 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 directions 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 tourist attractions and high-quality infrastructure, geographical location and transport accessibility, tourist potential and branding of tourism centers, the price of a tourist product and its profitability, advertising and information awareness of the region, the level of safety for tourists, and the level of government support for entrepreneurs.

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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 an 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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