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FEATURES OF THE RUSSIAN NORTH FOR TOURISM POTENTIAL

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

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Introduction

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In terms of tourism development in the Russian Federation, the European North of Russia has one of the most advantageous positions. The region has 22 historical cities, ten national natural parks, seven resorts, six world-class architectural and historical museum-reserves, the largest (Kirillo-Belozersky) and the oldest (Valaam) monasteries in Russia, and about 19 thousand cultural heritage sites. Four sites in the European North are included in the UNESCO World Heritage List: Ferapontovo, the Solovetsky

Archipelago, the Kizhi Museum-Reserve, and the virgin forests of the Komi Republic (the Pechora-Ilych Nature Reserve and the Yugyd-Va National Park). The Valaam Archipelago, the Karelian petroglyphs (Onega and White Sea), and the Kenozersky National Park are included in the UNESCO World Heritage Tentative List.

The Russian North is the north of Russia, its European part. This concept is rather vague and has no precise definition. The affiliation of one or another region to the Russian North is not generally accepted. This area is more historical and cultural than administrative or geographical. Russian geographers

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prefer to classify the Komi Republic as part of the Ural region rather than the Russian North, and the Murmansk region as part of the Euro-Arctic region. Most experts understand the concept of the "Russian North" primarily to mean the territory of the Vologda and Arkhangelsk regions.

The formation of the European North as an integral region was primarily influenced by its geographical location. It is characterized by several key features that influence its nature, the characteristics of settlement, and the development of the economy:

Northern position Although the region is located in the European part of the country, most of its territory, with the exception of the Vologda region, belongs to the Far North zone.

Coastal location. Unlike many regions of Russia, the European North has a broad frontage to the vast waters of the Barents and White Seas. This largely determines the advantages of the economic and geographical position of the region. Large ports - Murmansk and Arkhangelsk, which arose on the coasts of the northern seas, play an important role in the transport system of Russia and its foreign trade. Access to the seas also affects the geopolitical position of the region.

The most accessible regions of the European North in terms of transport are the Republic of Karelia and the Vologda Region (an overnight train ride from Moscow and St. Petersburg). Arkhangelsk and Murmansk Regions can be reached by train in 1–1.5 days or in 1.5–2 hours by plane from the two capitals. The most inaccessible region is the Nenets Autonomous Okrug (the least touristy region of Russia), which can only be reached by plane.

The most expensive region in terms of providing tourist services is the Murmansk region. For example, the cost of a one-day excursion by minibus from Murmansk around the region can reach 3-5 thousand rubles per person, which is on average 2-3 times more expensive than the cost of a similar excursion from Petrozavodsk or Arkhangelsk.

The Russian North is a miraculously surviving island of historical Russia, because the North escaped the Tatar-Mongol invasion. For many centuries, the Russian North has preserved ancient customs, the traditional system of rural settlement and forms of nature management, the appearance of ancient Russian villages and towns, historical folk crafts. Most of the surviving monuments of stone and wooden architecture date back to the 17th-19th centuries. The friendly, cordial and hospitable local population, peace of mind, the absence of crowds and constant rush of the capital make the European North even more attractive to tourists. The unique natural heritage is represented by a variety of natural landscapes - from mountain ranges to endless tundra, virgin forests, emerald lakes, waterfalls, rivers rich in valuable fish. The largest lakes in Europe are located

in the Russian North - Ladoga and Onega, which have become centers of especially popular cruise tourism. The European North occupies an exceptional place in the historical and cultural development of Russia due to the pronounced manifestation of original Russian traditions, customs, the presence of wooden religious architecture, the traditional living culture of the Pomors, as well as the specificity of the modern way of life of the local population. The harmonious combination of natural and anthropogenic principles led to the formation of a unique type of specially protected areas - cultural landscapes. Due to the fact that national parks occupy an important place in the system of specially protected areas due to their natural and historical-cultural value, they have become one of the main organizational forms of protection of cultural landscapes - natural and cultural territorial complexes formed as a result of the evolutionary impact of nature and man, his socio-cultural and economic activities and consisting of characteristic stable combinations of natural and cultural components that are closely interconnected and interdependent. National parks of the Russian North have become one of the main organizational forms of protection of cultural landscapes, while they have enormous historical, cultural and ecotourism potential. In recent years, there has been a tendency for tourism to move into the cultural space of national parks (Kenozersky, "Russian North"), into the space of cultural landscapes. The development of tourism in the northern regions is hampered by: the seasonality factor; large spaces that do not allow for the creation of dynamic and rich tourism products; severe climate; monotony of tourism products; lack of long-term planning in tourism and systematic work to create an attractive image of the Russian North.

The key problems of northern tourism are also the lack of quality accommodation, low level of service, poor condition of road and transport infrastructure, lack of funds for the creation of new attractions and restoration of architectural monuments. In order to fully implement all plans for the development of tourism in the North, large-scale modernization and construction of tourist and road and transport infrastructure are necessary. The lack of infrastructure and its significant deterioration are the main obstacles to the development of tourism. A network of tourism and recreation clusters (TRC) is being formed in the regions of the European North in order to expand and enhance the competitive advantages of regional tourism products. Innovative investment projects in the field of tourism should attract tourists to the region, which will ensure additional investments (in the form of public-private partnership) in the modernization of infrastructure and further sustainable development of unique territories. At the present stage, tourism is actively developing in all regions of the European North, and an annual increase in tourist flow is observed. The main tourist

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season is summer. Only two regions of the Russian North - the Murmansk and Vologda regions - also attract tourists in winter and early spring. The high season is considered to be the New Year holidays and the Chinese New Year, when Veliky Ustyug, Kirovsk, Vologda, Teriberka, Murmansk, the Sami village "Saam Syyt" receive a large number of tourists. In the Kola North during this period, mainly groups from China come.

The largest network of nature reserves and open-air architectural and ethnographic museums in Europe, which is being formed in the Russian North, can be considered as the main factor for the sustainable development of tourism. The most popular tourist routes of the Russian North are lake-river water cruises along the Volga-Balt (Cherepovets, Goritsy-Kirillov, Vytegra), Ladoga (Valaam) and Onega (Petrozavodsk, Kizhi) lakes. In the Arkhangelsk region, river cruises were carried out along the Northern Dvina from Arkhangelsk to Brin-Navolok and Severodvinsk back in 2019 on the oldest paddle steamer in Russia, the Nikolai Gogol, built in 1911. In cruise tourism, the problems of ship owners with a river register and the lack of river-sea class vessels in the regions of the Russian North require a solution. Due to pollution and shallowing of large shipping rivers (Sukhona, Northern Dvina, Vychegda, Mezen), cruise and passenger traffic (except ferry) has been almost completely stopped. In addition to water cruises, the following types of tourism are actively developing in the Russian North, namely:

- cultural and educational;
- skiing;
- ecological;
- ethnographic;
- rural;
- event-based;
- business;
- recreational fishing;
- sports;
- religious and pilgrimage.

The most promising interregional tourist routes of the region are: the mega-project "Silver Necklace of Russia" (unites all regions of the Northwestern Federal District), the projects "Hanseatic Roads of Russia", "Lomonosov Road", "Patterns of Russian Cities". Innovative types of tourism of the European North are sea Arctic cruises, hunting for the northern lights, observing marine animals, traveling to movie shooting locations, gastronomic, industrial, border, geological and mineralogical, socially responsible tourism. Outdoor tourism is also promising - recreation and leisure in the fresh air, entertainment and sports at the same time.

Interregional directions within the framework of the historical, cultural and tourist project "Silver Necklace of Russia":

1. "Silver Necklace of Russia":
Kaliningrad - Pskov - Veliky Novgorod -

Vologda - Syktyvkar - Naryan-Mar - Arkhangelsk - Murmansk - Petrozavodsk - Leningrad region (Lodeynoye Pole, Novaya Ladoga, Staraya Ladoga, Shlisselburg) - St. Petersburg.

2. "The Great Road through the Russian North":
Vologda - Veliky Ustyug - Syktyvkar - Inta - Vorkuta - Pym-Va-Shor - Arkhangelsk - Murmansk - Zaonezhye - Pudozh - Medvezhyegorsk - Shunga - Tolvuya (birthplace of Zosima of Solovetsky) - Velikaya Guba - Kizhi Island - Povenets - Chelmuzy (Epiphany Church, place of exile of the nun Martha, Princess Romanova, mother of the future Tsar Mikhail) - Pyalma - Vytegra - Vologda.

3. "Peter's cities":
Saint Petersburg — Shlisselburg — Novaya Ladoga — Lodeynoye Pole — Saint Petersburg — Petrozavodsk — Arkhangelsk — Vologda — Totma.

4. "Journey to Ancient Rus":
Veliky Novgorod - Izborsk - Staraya Ladoga - Saint Petersburg - Olonets - Belozersk - Kirillov - Veliky Ustyug - Syktyvkar - Pustozersk.

5. "In the footsteps of the Varangians":
Republic of Karelia - Priozersk - Vyborg - St. Petersburg - Staraya Ladoga - Veliky Novgorod - Tikhvin - Kirillov - Belozersk.

6. "Outposts of Russia":
Kaliningrad — Saint Petersburg — Vyborg — Priozersk — Shlisselburg - Staraya Ladoga - Saint Petersburg - Olonets - Pogrankondushi — Kolatselga — Kinerma — Kem — Murmansk — Arkhangelsk — Vologda — Pskov — Veliky Novgorod — Murmansk — Arkhangelsk — Pustozersk; Izborsk — Pskov — Ivangorod — Koporye — Saint Petersburg — Vyborg — Priozersk — the Republic of Karelia (along the border of the Russian Federation).

7. "To holy places":
St. Petersburg - Pskov - Veliky Novgorod - Tikhvin - Vologda - Republic of Karelia (Murom Monastery, St. Elias Vologersk Hermitage) - Arkhangelsk region (Solovetsky Islands); St. Petersburg - New Ladoga - Staraya Ladoga - Tikhvin - Belozersk - Kirillov - Vologda - Totma - Veliky Ustyug.

8. "Living Water of the North-West of Russia":
Moscow — Cherepovets — Goritsy — Vytegra — Mandrogi — Lodeynoye Pole — Staraya Ladoga — Pskov — Veliky Novgorod — Moscow (if the vessel is unable to pass along the Volkhov River, a bus excursion to Veliky Novgorod from Staraya Ladoga can be organized); Saint Petersburg — Lodeynoye Pole — Mandrogi — Petrozavodsk — Kizhi — Kem — Solovetsky Islands; Arkhangelsk — Onega — Sumposad — Virma — Belomorsk — Kem — Gridino — Umba — Varzuga (Pomor settlements of the White Sea); Yarensk — Syktyvkar — Vorkuta — Pym-Va-Shor (hot radon springs).

9. "Northern ports of Russia":
St. Petersburg - Belomorsk - Kem - Kandalaksha

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- Murmansk - Arkhangelsk - Naryan-Mar (Pechora port) - Amderma.

10. "Wooden architecture":

The Republic of Karelia (Kizhi) — Leningrad Region (Podporozhsky District) — Vologda Region (Vytegra, Vologda) — Veliky Novgorod (the Vitoslavlitsy Museum of Wooden Architecture); Arkhangelsk Region (the Malye Korely Museum of Wooden Architecture) — Murmansk Region (Varzuga, Tersky District).

11. "Tree of Life" (ancient Vepsian settlements):

Republic of Karelia (Prionezhsky district, Sheltozero) - Leningrad region (Podporozhsky district, Vinnitsy, Voznesenye) - Vologda region (Babaevsky district).

12. "Indigenous Peoples of the Silver Necklace of Russia":

Pskov region (village Sigov) - Republic of Karelia (Prionezhsky district, Sheltozero; Pryazhinsky district; Lakhdenpohsky district) — Leningrad region (Kingisepp district, village of Vistino (Izhora and Vod peoples), Podporozhsky district, Vinnitsy, Voznesenye) — Murmansk region (Pomors, Terek district; Sami, Lovozero district) — Nenets Autonomous Okrug (village of Krasnoye, agricultural production cooperative "Kharp").

13. "Ghost Towns of the North":

Korzunovo (Murmansk region) - Charonda (Vologda region) - Khalmer-Yu (Komi Republic) - Amderma (Nenets Autonomous Okrug).

For a brief description of the region on a European scale, the slogan "The Russian North is the wild nature and water spaces of Europe" can be used. This is the main factor for the development of ecotourism - the sector of the fastest growing tourism.

Ecotourism, It is mainly developed in the national parks of Yugyd-Va (Komi Republic), Paanayarvi, Kalevala, Vodlozersky (Republic of Karelia), Kenozersky, Russian Arctic, Onega Pomorie and Vodlozersky (Arkhangelsk Region), and Russian North (Vologda Region). Vodlozersky National Park is located on the territory of two regions of the European North. Any form of regulated tourism (especially ecological and ecological-cultural) are preferred activities for most national parks.

Mass flows of independent tourists prefer mainly rafting on the rivers and reservoirs of Karelia and the Murmansk region, hiking and skiing in the Khibiny.

Ethnographic tourism. The European North is a real reserve of traditional folk culture of world significance. The cultures of various peoples and ethnographic groups are represented here: the Sami, Pomors, Nenets, Komi, Karelians, Vepsians, Finns, Russians, which predetermines broad opportunities for the development of ethnographic tourism.

From the point of view of preserving the indigenous peoples and living traditional culture of the Russian North, it is much more effective to develop low-cost cultural and nature tourism of small forms,

which opens up opportunities for finding livelihoods throughout the region and does not require large investments. The initial impetus for implementing the new idea could be the creation of innovative cores based on ethnocultural centers and ethnonatural parks in different parts of the European North. The integration of cultural heritage into local zones of the ethnocultural center allows the best possible combination of the idea of preservation with the idea of reviving a unique territory.

The open-air museum ethnopark is a cultural tourism facility that interprets dialogues between different cultures through authentically created ethnocourtyards, where tourists can live and learn the technology of making folk art and craft products from local craftsmen.

Currently, there are four open-air architectural and ethnographic museum-reserves in the European North: the largest in Russia - "Malye Korely" in the Arkhangelsk region, "Kizhi" in Karelia, "Semenkovo" in the Vologda region, the Finno-Ugric ethnopark in the Komi Republic (the village of Yb).

On the Kola Peninsula, the main centers of ethnographic tourism are the village of Lovozero (a place of compact residence of the Sami and Komi-Izhemtsy), the Sami village of Saam Syit, the village of Umba, the museum Pomor fishery of Tetrino, and the village of Loparskoye.

Tourists are also attracted by the preserved culture of the Old Believers in the historical settlements of Kimzha (Arkhangelsk Region) and Ust-Tsilma (family homes and the site of the folklore festival "Ust-Tsilemskaya Gorka") in the Komi Republic. Of interest are also Olonets (the most Karelian city in Karelia in terms of ethnic composition), the village of Kalevala (the birthplace of the epic "Kalevala") and the national village of Izhma (a place of compact residence of the Komi-Izhemtsy in the Komi Republic).

Rural tourism is actively developing in the villages of Karelia, Vologda and Arkhangelsk regions. Industrial tourism is also promising in the European North (Cherepovets, Kirovsk).

Orthodox pilgrimage tours are mainly focused on Valaam, the Solovetsky Archipelago, the Kirillovsky District, Vologda, the Antonievo-Siysky Monastery, and the Orthodox monasteries of the Komi Republic. Spa and health tourism has become widespread in the republics of Karelia (Martial Waters), Komi (Seregovo resort), Arkhangelsk Region (Belomorye, Krasnoborsk, Solvychevodsk resorts), and Vologda Region (Ledensky resort, Totma).

Arctic sea tourism is actively developing in the Murmansk and Arkhangelsk regions. Recreational fishing has become widespread mainly on the salmon rivers of the Kola Peninsula. Ski tourism is popular in the Murmansk region (Kirovsk, Monchegorsk, Murmansk and Polyarnye Zori). Business tourism has

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developed in large cities with developed hotel infrastructure (Murmansk, Petrozavodsk, Arkhangelsk, Vologda, Cherepovets and Syktyvkar). Gastronomic tourism is gaining great popularity among tourists. All regions of the European North are included in the federal project "Gastronomic Map of Russia" with the aim of popularizing local culinary brands and traditions. Tourists can try such dishes of traditional northern cuisine as Pomor shan'gi, Karelian kalitki, fish pies, salmon soup, berry pies, venison, cod. For example, in the Murmansk Region, an umbrella brand "Made in the Arctic" was created to support producers of Arctic cuisine. The Kola North will be able to compete with other northern regions in venison dishes, and with the Far East in seafood.

Main part

The Republic of Karelia has a favorable combination of a favorable transport and geographical location and preserved natural resource potential, rich cultural, historical, ethnographic and religious heritage. This rather unique combination of various tourist and recreational resources creates a good basis and prospects for the development of various types

and forms of tourism. Sixteen ethnocultural historical territories with preserved historical and cultural environments have been identified in the republic, and more than 4,500 cultural heritage sites are concentrated there.

Tourism in the Republic of Karelia is recognized as a priority sector of the economy, which is becoming increasingly important in the development of the entire economic potential of the republic. Karelia traditionally holds a leading position among Russian regions in terms of tourist attractiveness. The tourist flow to the Republic of Karelia has been steadily growing over the past few years. The share of organized tourists in the total number of visitors is about 60% (800 thousand people in 2018). The total flow of visitors, including excursionists, in 2023 amounted to 1,320 thousand people. Among the tourist centers, the leaders in terms of attendance are: Ruskeala Mountain Park - 350 thousand tourists, Kizhi Museum - 220 thousand people, Kivach Nature Reserve - 120 thousand people, Valaam Island - 100 thousand people. (Figures 1 - 2).



Figure 1. Mountain Park "Ruskeala"

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Figure 2. Kizhi Museum-Reserve

The tourism industry of Karelia has shown the leading growth rates among all sectors of the regional economy in the last three years. According to the results of 2023, the tourist flow of organized tourists amounted to 830 thousand people. According to the Karelia Tourism Department, 350 thousand people visited the republic in July and August 2024 alone, while during the full summer season of 2023 - 100 thousand less, the growth of tourist flow amounted to about 40%, and according to the results of 2023, 790

thousand people visited the republic (Table 1). Attendance at the Ruskeala Mountain Park almost doubled, and in neighboring Sortavala there were no vacancies in the hotels. Throughout the summer tourist season, the occupancy rate of hotels in Petrozavodsk and Priladozhye reached 100%; by autumn, the rush demand had subsided, but for the New Year holidays, the Karelian authorities were again expecting a large number of guests.

Table 1. Tourist flow to the Republic of Karelia [67]

2018	2019	2020	2023
Volume of organized tourist flow, thousand people.			
780	800	830	790

In the structure of the gross regional product, the share of tourism is 4-5%. In the structure of the all-Russian volume of tourist services, the share of the republic is more than 3%.

In total, the republic's tourist complex is capable of providing up to 3 million overnight stays per year in comfortable accommodation facilities. However, with a stable increase in the number of tourists visiting the region, there are currently not enough hotels, especially in the budget, as well as high and premium price segments.

A peculiarity of Karelia is the uneven distribution of tourist flow across the regions of the republic due to the different levels of development of tourist infrastructure and availability of tourist resources. Currently, the main tourist load falls on two regions - the center and Northern Priladozhye, where

two world-famous tourist attractions are located - the Kizhi Museum-Reserve and Valaam, as well as the capital of Karelia - Petrozavodsk, which are the most visited sites in the republic. The Karelian tourist flow has a pronounced seasonality, as it falls mainly on the three summer months. Due to these circumstances, the problem of exceeding the maximum recreational load on the main tourist sites (Kizhi, Valaam) arises.

Tourism in Karelia is an integrated type of economic activity that allows, with relatively small capital investments, to ensure economically viable use and reproduction of local resources. tourist resources and potential. Therefore, for the conditions of Karelia, it is legitimate to choose the tourist direction of the region's development as a priority in relation to its industrial development. The rapid growth of tourist flow to the border mountain park "Ruskeala" gave the

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region a synergistic effect, uniting around the project about three hundred people - representatives of small businesses and tourist companies (Figure 3). The main thing here is not to disturb the existing natural balance,

not to turn the protected area into a typical mass amusement park.



Figure 3. Mountain Park "Ruskeala". Boat trip on the platform

The border town of Sortavala is also one of the tourist centers of the Republic of Karelia. An important role in this is played by its role as one of the starting points of tourist routes to Valaam and the Ruskeala Mountain Park, to which the retro train Nikolaevsky Express goes. A large flow of foreign tourists is provided by the so-called nostalgic tourism for former residents of Priladozhye, now living in Finland, as well as the city's participation in the international tourist route "Blue Road", stretching from the coast of Norway through Sweden and Finland to Karelian Pudozh. Sortavala is the only historical city of the Republic of Karelia that has preserved its integral architectural and historical appearance. There are about two hundred architectural monuments in the styles of Finnish wooden romanticism, northern interwar Art Nouveau, functionalism, neoclassicism, wooden Empire of the mid-19th - early 20th centuries. The city has a well-developed service and hospitality sector, with a huge number of mini-hotels, hotels, and guest houses for a small city. The possible increase in the status of Sortavala to the level of a historical city of federal significance will provide an opportunity to receive additional funding from the federal budget for the creation of an attractive urban development

environment, in particular for improvement and the creation of new comfortable public spaces. This will also increase the tourist attractiveness of the border city, through which guests of Karelia travel to Valaam.

In 2018, the city received the status of the New Year's capital of Russia, having received a large number of tourists in the winter. With the introduction of the high-speed Lastochka train in 2018, running between St. Petersburg and Sortavala, a threefold increase in tourist flow to the border city is expected in the foreseeable future. In 2019, Russian Railways launched a new direct route Moscow - Sortavala - Ruskeala Park.

In 2019, the implementation of the TRC "Legends of Karelia" was launched on the territory of the republic. The TRC "Karelskoye Belomorye" was also formed in 2021. The Arkhangelsk region is a kind of repository of ancient Russian culture and traditions of the spiritual life of the Pomors. The region has unique historical and cultural landscapes, world-famous monuments of wooden and stone architecture, and ancient Pomor villages on the coast of the White Sea. The Arkhangelsk region ranks 5th in Russia in terms of the concentration of cultural heritage sites (Figure 4).

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Figure 4. Arkhangelsk. Embankment of the Northern Dvina

The Arkhangelsk Region is notable for its wooden architecture and Pomor cuisine. The largest open-air museum of wooden architecture in Russia, Malye Korely, is located here (Figure 5). The region emphasizes the development of Arctic, rural and ethnographic tourism. Currently, there are more than a hundred ethnographic sites, on the basis of which tourists are offered excursion programs and master classes aimed at preserving traditional folk traditions and crafts (Figure 6). Gastronomic tourism is becoming increasingly popular in Pomorye. A Gastronomic Map-Notebook of the Arkhangelsk Region has been created, which provides information about local culinary dishes and farm products from the regions. In 2022, the Arkhangelsk region was visited by 409 thousand organized tourists (including 9 thousand foreign tourists), which is 4.6% more than in 2021. According to the results of the 2023 tourist season, the tourist flow increased to 427 thousand

people. More than 1 million people take part in the region's excursion programs. Most often, residents of Moscow and St. Petersburg come to the region. Among the foreign guests of Pomorye, the leaders are representatives of Germany, Finland, Sweden, France, Italy, Norway and the Netherlands. New tourist infrastructure facilities are opening in the region, new projects, excursion programs and routes are being developed.

In the Arkhangelsk region, 21 tour operators for domestic and inbound tourism are registered, more than one hundred tour programs have been developed, and twelve TICs operate. Guests of the region are received by 169 hotels, hostels, and sanatoriums. In 2023, the greatest entrepreneurial activity in the tourism sector was noted in Arkhangelsk, Kotlas, as well as in the Kotlas, Pinezhsky, Nyandomsky, and Krasnoborsky districts (Figures 5 - 8).



Figure 5. Museum "Malye Korely". Tent-roofed bell tower, inscribed in the natural landscape

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Figure 6. Museum-Reserve "Malye Korely". Architectural and landscape exposition



Figure 7. View of Pinega from Krasnaya Gorka (Krasnaya Gorka village, Pinezhsky district)

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Figure 8. Shrines of Permogorye (village of Permogorye, Krasnoborsky district)

The Pinezhsky and Mezensky districts have become active centers for the development of rural tourism. The main problem here is transport accessibility: for example, on the Arkhangelsk-Golubino-Pinega-Mezen highway, the road is constantly damaged by timber trucks and becomes difficult to pass after rains. The road to Mezen must be built simultaneously with the development of roadside service and infrastructure.

Particularly noteworthy are the projects that, in order to increase the tourist and investment attractiveness of the region, are designed to promote the socio-economic development of the territories, including:

"Autotravel with Taste" (development of infrastructure for popular tourist destinations), "ARCHIProdukt" (promotion of northern products in the context of gastronomic tourism) and "ARCHICenter" (a new socio-cultural public space in Arkhangelsk in the building of the Marine and River Terminal). "ARCHICenter" will allow guests and residents of the region to comprehensively get acquainted with the historical and cultural heritage of Pomorye with the help of modern museum and multimedia tools.

Currently, the implementation of the investment project of the Belomorsky tourism cluster (Arkhangelsk, Lomonosovo village) has begun in Pomorye. Previously, it was planned to submit a joint application of the Arkhangelsk and Murmansk regions

(TRC Belomorsky and Belomorje) for inclusion in the federal target program for tourism development for 2019-2025 in the Russian Federation. Tourism in the Arkhangelsk region is, first of all, a sustainable way of developing the territory, which improves the quality of life of the local population by attracting guests.

Travels around the region begin in Arkhangelsk, the first seaport in Russia and the starting point for the development of the Arctic. The Arctic theme has become the leitmotif of tourism development in the capital of Pomorye: the tourist route "Arkhangelsk: where the Arctic begins" is one of Russia's branded tours and includes visits to the main sea and Arctic attractions.

New Arctic weekend tourist routes have been developed in the Primorsky District ("Patrakeyevka - the birthplace of captains", "Pustosh - the birthplace of pilots"), in the village of Voznesenye and the Onega District ("Pomors by the White Sea", "Onega - the residence of Princess Moroshka").

The number of people wishing to visit the ancient city of Kargopol is growing: in 2023, its white-stone architecture and numerous museums attracted more than 9 thousand tourists, which is 18% more than in 2022. This is largely due to the tourist routes of Kargopol, approved as branded tours of Russia "Kargopol - the land of hidden time" and "Kargopol guesthouse". Bright events - the annual winter festival of bell art "Crystal chimes" and the

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festival of folk craftsmen of Russia, aimed at preserving and developing traditional folk crafts - in different years became national events of the year in Russia according to the travel portal "National Calendar of Events". The gastronomic traditions of Kargopol are developed by the eco-gastronomic festival "Lamb Sunday". For foreign tourists, the Russian North is attractive primarily for its original wooden architecture. For example, the Kargopol-Kenozersky tourist region is known as the territory where the largest number of sacred monuments of wooden architecture in the world is concentrated. The brand of this territory is the preserved ancient wooden churches and chapels with unique "painted skies", votive crosses and sacred groves.

In the Kargapolsky District and the Kenozersky sector of the Plesetsky District there are unique villages, one of the last islands of the original Russian way of life, culture, traditions, outstanding examples of the cultural landscape of the Russian North. Some of these tourist villages are located on the territory of the Kenozersky National Park, the only one in Russia where about a hundred architectural monuments have been preserved, including masterpieces of Russian wooden architecture of the 18th-19th centuries, which have no analogues in the world. The park was the first in Russia to follow the path of implementing the idea of sustainable life support of the local population of the villages through tourism. Currently, the volume of tourist flow in the national park is about 16 thousand organized tourists per year. A distinctive feature of the provided tourist services and tourism products is their deep connection with local traditions, with the authentic flavor of the northern Russian village. Therefore, today the park has abandoned the creation of unified standard hospitality infrastructure facilities, focusing on the formation of an authentic atmosphere of home village comfort with interiors that use genuine items of peasant life. The development of the Kenozersky National Park is a rare example of a protected area contributing to the revival of villages through projects to restore architecture: churches, clubs and historical buildings. The Kenozersky National Park is included in three federal collections of tourism as an example of best practices, namely:

"Best practices of ecotourism in the Russian Federation";

"Best practices of ethnographic tourism in the Russian Federation"

"Best regional practices for the development of rural tourism."

The developed tourist infrastructure of the national park contributes to the development of domestic and inbound tourism of the Arkhangelsk region: nine ecological trails, seven excursion routes, 114 tourist camps (including picnic spots), two bicycle rental points, eight observation platforms, sixteen museums (including exhibitions, landscape theaters), three visitor centers, six

information centers, two eco-classes and three conference halls. The park organizes accommodation and meals for tourist groups, equipped kitchens in hotels for self-catering. Cultural landscapes of Kenozero National Park most fully and successfully illustrate the features of the historical and cultural development of the territories of the North of Russia and the exceptional role of the natural component in this process. Particular attention is paid to the study of elements of traditional living culture as the most important mental component of the cultural landscape of Kenozero with the subsequent assessment of its role in the development of regulated tourism. National parks have become one of the main organizational forms of protection of cultural landscapes in Russia, while they have enormous historical, cultural and eco-tourism potential. In recent years, there has been a tendency for tourism to move into the cultural space of national parks, into the space of cultural landscapes. Kenozersky National Park is an example of the most striking manifestation of original Russian traditions, elements of the traditional living culture of the Pomors, wooden religious architecture in harmonious combination with the natural component of the territory. Evaluation of the natural and cultural-historical heritage of this territory from the standpoint of cultural landscape studies and principles of organizing cultural space is gaining significance as a unique factor in the formation of environmental culture and environmental awareness through tourism.

Rural tourism is actively developing in the Arkhangelsk Region, which has become one of the priority areas for the development of the tourism industry. The region is among the leaders in the rate of development of rural tourism in Russia, which can become one of the factors contributing to the diversification of the rural economy, increasing employment and income of the rural population; developing small businesses and, ultimately, improving the quality of life in the countryside. The Arkhangelsk Region is distinguished by a large number of preserved authentic villages that are of interest to tourists. A network of guest houses is being built to accommodate them. For the active development of rural tourism, it is necessary to allow the opening of mini-hotels in private houses by notification.

More and more foreign guests want to see the Pomor villages of the northern regions of the region, known as original centers of living folk culture, preserving the centuries-old way of life, song culture and rituals, folk crafts. The most attractive tourist site of the Arkhangelsk region are the world-famous Solovetsky Islands (Solovki). The cultural and historical complex of the Solovetsky Monastery is included in the UNESCO World Heritage List (Figure 9). The highest tourist potential of the archipelago is provided by numerous historical and architectural sites of the monastic era, unique natural and landscape

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monuments, objects of the SLON camp period, and rare sacred monuments of the era. In total, there are more than a thousand cultural heritage sites on the territory of Solovki. The great and tragic history here is inextricably intertwined with the history of Orthodoxy. Near the monastic sketes on small islands, there are burials of camp prisoners everywhere. Almost the entire population of the archipelago lives in the settlement of Solovetsky (900 people), about a hundred brothers permanently live in the Spaso-Preobrazhensky stavropegic monastery. The main enterprise that forms the settlement is the Solovetsky State Historical, Architectural and Natural Museum-Reserve, which has created 160 jobs out of 450 available in the settlement. During the summer tourist season, over a hundred temporary visiting employees work in the museum.

The Solovetsky Museum-Reserve, together with the monastery pilgrimage service, has developed about twenty excursion and tourist routes. Sea excursion routes have been opened to the Kuzova Archipelago, Anzersky and Bolshoy Zayatsky

Islands. An ecological trail has been laid to Mys Beluzhiy, where you can watch beluga whales. A new route, "Tundra and Salmy of Solovki", has been organized, which includes a demonstration of the hard-to-reach southern part of the Solovetsky Archipelago, where tourists will travel on a special transport - the Nerpa airboat, capable of sailing on water, swamps, shallow water, sea reefs, snow and ice. The tourist season on Solovki lasts four months, from June to September, the high season is July - August. The peak of tourist attendance falls on the period from August 10 to 23, during the time of the main Solovetsky events (the festival of the author's song "On the Solovetsky Islands" and the main Orthodox monastery holidays. Transfiguration and the Cathedral of Solovetsky Saints). In the summer tourist season, almost all local residents are involved in the tourist business, they rent out all available premises in the house for tourists and pilgrims. The development of tourism on Solovki has increased the earnings of the local population.



Figure 9. Panorama of the Solovetsky Monastery

The combination of historical, spiritual values and natural uniqueness of the archipelago makes it attractive for pilgrimage and tourism. The clean ionized sea air of Solovki without car emissions and traffic jams attracts many tourists from megacities. In recent years, the total number of visitors and excursionists on the archipelago has averaged 25-30 thousand people per year (of which 3-4 thousand are foreign tourists). On Solovki, nine hotels and guest houses can simultaneously accommodate 700 people, their occupancy rate in the summer is 80%. The private sector of the village of Solovetsky can

accommodate another three hundred people. On average, up to 2/3 of the guests coming to the archipelago use the services of the museum-reserve. In the general structure of the Solovetsky tourist flow, according to local expert tour operators, 25% is accounted for by organized pilgrimage tourism, 60% - by organized secular tourism, 15% - by unorganized "wild" tourism.

At present, the historically established natural transport and geographical connections of the Solovetsky Islands with the Republic of Karelia are used to the maximum extent. The majority of tourist

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flow (86%) is sent to the archipelago by relatively inexpensive sea transport from Karelia: via Kem (the shortest route, 55 kilometers) and Belomorsk. On this route, 80% of tourists are transported by Karelian transport. The route to Solovki from Arkhangelsk is not very popular due to high prices for air travel and the termination of direct sea service. In 2022, Solovki was visited by about 18 thousand tourists. In the high season of 2023, the number of organized tourists increased to 20 thousand people. The tourist flow to the archipelago often depends on the weather on the islands. The Solovetsky Islands annually receive an average of two to three cruise ships, mainly with foreign tourists. International cruise tourism, due to its specificity (tourists arrive at Solovki on a cruise ship, where they live during their visit to the archipelago), should not damage the fragile ecosystems and monastic way of life of the Solovetsky Islands. It is necessary to revive the once popular cruise route Arkhangelsk - Solovki, currently closed due to problems with the river and sea register and the lack of river-sea class vessels. In the future, it is possible to increase the number of foreign tourists on Solovki if we restore the sea cruise from the port of Kandalaksha, which operated in Soviet times. Tourists will be able to arrive in Kandalaksha by buses from the Russian-Finnish checkpoint Salla. The following problems in the development of the tourism industry on Solovki can be noted: the level of service and business culture is extremely low; absolute disunity of tour operators representing Solovki; the absence of a clear regional policy in the field of development of Solovetsky tourism; high prices for tourism products; modern servicing of the tourism business in most cases bypasses the tax base. The overwhelming majority of tour operators and hotel owners are registered with tax authorities in other regions. There are three companies serving tourists (hosting) on Solovki: the federal museum-reserve, the pilgrimage service of the stavropegic monastery, and a private company serving no more than 5% of tourists. Since the museum and the monastery do not pay taxes to the district and regional budgets, the Arkhangelsk region actually receives taxes only from these 5% and receives almost nothing from the sale of tour packages. In economic and geographical terms, Solovki is now more tied to Karelia than to the Arkhangelsk region itself. In fact, today there is only administrative subordination and subsidies from the

Arkhangelsk region budget for infrastructure maintenance. At the same time, all tourism takes place on the territory of the rural settlement municipality, using its infrastructure. The museum and the monastery receive income from this tourist destination. Most of the income from tourism on Solovki is received by Karelia and Moscow. To get out of the current situation, the Arkhangelsk Region needs to compete fiercely on the Solovetsky tourism market, implementing its own projects in the field of transportation (primarily in sea transport), hotel business and tourist services.

Having administrative levers of control, the region should create tools to support tourism, while simultaneously developing and implementing partnership programs with competitors and new partners, for example, with the Murmansk region. There should be no "wild", unorganized and recreational tourism on the Solovki archipelago, which is harmful to it. The emphasis should be on the development of cultural and educational, pilgrimage, cruise, ecological (for example, watching beluga whales) and event types of tourism. The Solovetsky archipelago is included in the federal interregional tourism project "Silver Necklace of Russia".

Based on the implementation of UNESCO recommendations, a system of archipelago management based on the principle of the "five Solovetsky springs" has been developed. This unique experience of interaction between church, museum and secular administrative authorities in the development of the territory has proven itself successfully on Solovki and is now being implemented in the birthplace of John of Kronstadt, in the Pinega village of Sura. All participants in the synergy of the "five springs" set the task of changing the vector of tourism development on the archipelago. First of all, it is necessary to modify the qualitative composition of the tourist flow towards pilgrimage and religious and educational types of tourism as the most popular forms of visiting such spiritual shrines as Solovki. In addition, it is supposed to support private museum activities on Solovki in every possible way, for example, it is planned to expand the unique complex of the Maritime Museum by using Mys Seldyany for exhibition and interactive sites (Figure 10).

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Figure 10. Solovki - Bay of Prosperity near the Maritime Museum

According to experts, the optimal number of tourists on Solovki should not exceed 40 thousand people per year and 2 thousand people at a time. The flow of "wild", unorganized tourists will be regulated so as not to end up with a trampled and scorched island. It is necessary to preserve the spiritual heritage of Solovki as a Russian northern Athos - a place of precious silence, solitude and harmony.

Currently, the Strategy for the Development of the Solovetsky Islands until 2035 has been adopted. In addition, the Spaso-Preobrazhensky Monastery and the Museum-Reserve have developed a Concept for the Preservation and Restoration of the Historical Heritage of the Solovetsky Monastery until 2035.

The leadership of the Russian Orthodox Church

and the regional government proposed to grant the territory of Solovki a special legal status — a landmark of religious and historical significance — in order to preserve the unique natural, cultural and spiritual heritage of the archipelago, taking into account the interests of local residents. Solovki should become a pilot site for developing the mechanism for the functioning of the territory as a religious and historical site. According to the authors of the initiative, special visiting regimes should be provided for in order to protect religious shrines (for example, monastic hermitages). Only the administrative settlement should remain a secular territory on the archipelago (Figure 11).



Figure 11. Solovki. View from Sekirnaya Mountain

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An amendment has been adopted to federal legislation that introduces a new type of landmark into legal circulation. The status of "religious and historical site" implies the protection of spiritual heritage, preservation and protection of the special way of life of monasteries, which are cultural heritage sites and were built before 1917. This means that it will not be allowed to open entertainment venues or hold noisy events on the territory (even tourist ones). Access to cultural sites will be coordinated with monastic life, similar to the Greek Mount Athos. In addition to Solovki, Valaam and the Pskov-Pechersky Monastery may also receive this status. The Vologda Region is among the ten most popular regions of Russia among tourists. Tourism is one of the four priority sectors of the Vologda Region economy. The attractive image of the Vologda Region is built on the identity of the region as an integral part of the Russian North with a unique complex of objects: architectural monuments, spiritual centers, heritage sites of traditional culture and natural monuments. According to the Expert RA rating agency, the Vologda Region ranks 11th in the Russian Federation in terms of tourism potential. The attractiveness of the Vologda Region is due to its rich cultural and historical heritage. There are more than 3,500 cultural heritage sites on its territory. In terms of the volume of museum funds and museum attendance, the Vologda Region ranks second in the Northwestern Federal District (after St. Petersburg). The region is actively developing motor ship, cultural and educational, event, ecological tourism, excursions. Organizations serving tourists offer more than 250 excursions in the region, about the same number of domestic and outbound routes. There are 82 natural monuments and 77 nature reserves in the region. Among them is one of the largest national parks in the country - "Russian North". According to the results of the National Geographic Traveler Awards - 2019, the Vologda Region won in the nomination "Russian Ecological Recreation". Ecological trails have been created for tourists, allowing them to see the natural diversity of the region; many tourist centers and guest houses offer vacationers trips to the most beautiful corners of the Vologda region, and also introduce them to local traditions and culture. The cultural and historical monuments of the Vologda region are located in a natural environment, in unity with nature and the historical environment. The Vologda region is the Russian leader in branding regional tourism centers. Creating its own brands is a key factor in attractiveness for tourists. The experience of the Vologda region in promoting its territories began with the development of the brand "Veliky Ustyug - the birthplace of Father Frost" in 1998. Since 2014, the Vologda region has been promoting a common territorial brand for the region "Vologda region - the soul of the Russian North" and some tourist brands of municipalities, since the creation of a tourist brand for

a specific territory is often a way for its successful functioning and sustainable development. Currently, 24 tourist brands are being developed in all districts of the region, namely:

- 1) the city of Vologda - "The Cultural Capital of the Russian North";
- 2) the city of Cherepovets - "Cherepovets - the hot heart of the North";
- 3) Belozersky district - "Belozersk - an epic city";
- 4) Vashkinsky district "Belozero - Lipin Bor - the kingdom of the Golden Fish";
- 5) Veliky Ustyugsky District - "Velikiy Ustyug - the birthplace of Father Frost";
- 6) Verkhovazhsky district - "Verkhovazhye - along the Lomonosov road";
- 7) Vytegorsky district - "Vytegoria - the monastery of Father Onego";
- 8) Gryazovetsky district - "Gryazovets - the southern gate of the Vologda region";
- 9) Kirillovsky district - "Kirillov is a holy land";
- 10) Kichmengsko-Gorodetsky district - "Forest kingdom - Kichmeng state";
- 11) Mezhdurechensky District - "Mezhdurechye is a cranberry region";
- 12) Nikolsky district - "Nikolsk - the pearl of the Northern Uvaly";
- 13) Nyuksensky district - "Nyuksenitsa - a treasury of folk traditions";
- 14) Nyuksensky district - "Pozharyshe - a national village of the Russian North";
- 15) Sokolsky district - "Kadnikov - a merchant town";
- 16) Tarnogsky District - "Tarnog is the honey capital of the Vologda region";
- 17) Totemsky district - "Totma - the city of merchants and seafarers";
- 18) Totemsky District - "Totma - the salt of the Russian land";
- 19) Totemsky district - "Totma - the city of the black fox";
- 20) Ust-Kubinsky district - "Traditions of boat making";
- 21) Ustyuzhensky district - "Ustyuzhna - the city of blacksmiths";
- 22) Kharovsky District - "Kharovsky District is the geographical center of the Vologda Region";
- 23) Sheksninsky District - "Sheksna - the territory of the future, originality and modernity";
- 24) Sheksninsky District - "Sizma - a distinctive corner of the Vologda region."

The gastronomic map of the Vologda Region also includes about thirty local culinary brands. The Vologda Region is a great option for anyone who wants to get closer to nature and join the traditional village way of life. The priority area for the development of rural areas of the Vologda Region is the development of rural tourism in all municipal

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districts. The catalog of guest houses and recreation centers of the Vologda Region presents 162 accommodation facilities located in rural areas. The most promising centers of rural tourism in the region can be called the villages (Sizma, Nyuksenitsa, Ustye-Kubenskoye, Pozharishche, Tarnoga and Rogachikha). Most tourists are attracted by bright rural events - folklore festivals and folk holidays, for example, the boat festival in Ustye or Tarnoga Day with a honey festival (Figures 12 - 14). In the historical village of Pozharishche in the Nyuksenitsky district, the tourist project "National Village of the Russian North" is being implemented based on the revival of the ethnocultural landscape, folk traditions and crafts. During a sightseeing tour of the Russian village, guests get acquainted with the historical past,

old peasant buildings of the 19th century, participate in theatrical ethno performances ("Traditional Wedding") and programs, the village has preserved the traditions of holding folk festivals. The ancient village of Sizma in the Sheksninsky district is becoming one of the most famous objects of rural and pilgrimage tourism in the Russian North. Five museums have been opened in the village with a population of 230 residents - a museum of bread, beer, flax, the history of Sizma and "Peasant Hut". The rural tourism product includes visiting holy places, including holy springs, participating in folk festivals, tasting traditional folk cuisine (Sizemsky cabbage soup, pies and beer). More than 30 thousand tourists visit Sizma annually.



Figure 12. Village Ustye-Kubenskoye, Vologda Oblast



Figure 13. Tarnoga village, Vologda region

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Figure 14. Tarnoga village. Folk wooden architecture

The Vologda Region is a spiritual place, the largest center of northern icon painting. There are five active monasteries here. The region's uniqueness lies in the great variety of traditional Vologda folk crafts (northern niello, Shemogod birch bark carving, frost on tin, Vologda lace and Veliky Ustyug enamel).

The region is home to recognized masterpieces of Russian art, fifteen settlements of the region have highly artistic urban planning ensembles and

complexes, including Vologda, Belozersk, Kirillov, Ferapontovo, Totma and Ustyuzhna. The most popular tourist routes are laid here.

According to the results of 2019, the tourist flow in the region amounted to 3.15 million visitors, of which 739 thousand were tourists, 2.411 million were excursionists. Tourist The flow increased by 2% compared to 2018 (3.086 million visitors). (Table 2).

Table 2. Tourist flow to the Vologda region, thousand people.

Indicator	2018	2020	2022	2023
Number of visitors to the region	2812	2901	3086	3150
Of these				
tourists	769	723	723	739
excursionists	2043	2177	2354	2411

Cruise tourism is developing most actively: 138 thousand tourists looked at the Vologda region on board 760 tourist ships in the summer navigation season of 2023. The Kirillovsky district remains the leader in cruises. About 40% of the guests who sailed along the rivers and canals of the Vologda region are foreign tourists. The top ten leaders of the region in terms of tourist flow include: the cities of Vologda, Cherepovets and Kirillovsky, Velikoustyugsky, Vologodsky, Totemsky, Sheksninsky, Vytegorsky, Gryazovetsky, Belozersky municipal districts. The bulk of tourists in the Vologda region visit the excursion sites of the Kirillovsky district, which occupies a leading position in cruise tourism in the region and receives more than 350 thousand guests

annually. The share of tourism in the structure of the GRP of the region, taking into account the multiplier effect, is estimated at 4.0%. The total aggregate income from inbound tourism in 2023 amounted to 20 billion rubles, forming approximately 3.5% of the GRP.

The Top 10 most visited tourist attractions in the Vologda Oblast in 2023 included: Father Frost's Estate, Kirillo-Belozersky Museum-Reserve, Vologda State Historical, Architectural and Art Museum-Reserve (Vologda Kremlin), Museum of Dionysius's Frescoes, Architectural and Ethnographic Museum of the Vologda Oblast "Semyonkovo", and Totma Museum of Local History. The new industrial tour includes a visit to the Museum of the

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ICV (Poland) = 6.630
 PIF (India) = 1.940
 IBI (India) = 4.260
 OAJI (USA) = 0.350

Metallurgical Industry and the Gallery of Mill 2000 at the Cherepovets Metallurgical Plant "Severstal". Over the past eight years, the tourist flow to the Vologda Oblast has more than doubled. It is predicted that the share of tourism in the GRP will increase to 7% by 2035, and the number of tourists will reach 5 million people. The launch of new unique tourist routes in the Vologda region (for example, "Russian Estates"), which are included in the interregional project "Silver Necklace of Russia", will further increase the tourist flow. To develop cruise tourism in the Vologda region, it is planned to create a tourist cluster "Russian Shores". The project, included in the federal target program "Development of Tourism in the Russian Federation for 2019-2025", implies the construction

of tourist infrastructure facilities in six regional subclusters along the movement of cruise ships along the Volga-Balt. First of all, the oldest and most museum city of the Russian North - Belozersk - is in dire need of building a berthing complex. Belozersk is the oldest city in the Russian North. It is one of the three cities from which "the Russian Land began", since, according to the chronicles, it was in this city in 862 that the brother of the legendary Rurik, the Varangian prince Sineus, "sat down". The main tourist brand of the city is formed as "Belozersk - the epic city of the original Rus" (Figure 15). The symbols of Belozersk are: White Lake, pike perch, the doll "Belozerskaya Madam", the Earthen Kremlin, the Assumption and Spaso-Preobrazhensky Cathedrals.



Figure 15. Belozersk

The city's history is not only connected with the lake. Beloye Lake became the basis of the city's economic life and the axial line of the architectural silhouette of Belozersk, which is largely determined by the landscape features of the city, the determining factor of which was and remains Beloye Lake - the seventh largest in Europe. An integral feature of the panorama of Belozersk is a deep and organic unity with the surrounding natural landscape. This unity is expressed in the maximum consideration of all the features of the local topography, which further enhances the overall impression of picturesqueness and gives the city an individual, unique character. The Belozersk Kremlin complex with majestic earthen ramparts is one of the main attractions, which still amazes the imagination with its grandeur, remaining the main architectural dominant of the city. The ramparts, poured at the end of the 15th century, reach 30 meters in height - this is the largest ring of city ramparts in Russia. The unique architectural appearance of the city is represented by a combination of wooden, stone historical buildings and church buildings. With the overall low-rise buildings of

Belozersk, the churches played a special role in its silhouette, standing out significantly against the general background and being the main high-rise accents. Almost all of the churches in Belozersk have a very clear connection to the city landscape - they mark the main steps in the relief, located almost on the very edges of the lake terraces, which emphasized the multi-dimensionality of the Belozersk panorama [90]. The architectural dominants in the cultural landscape of Belozersk are fourteen religious buildings from the 16th-19th centuries, preserved to varying degrees, including four functioning Orthodox churches. The only wooden church in the city, the Ilyinskaya Church of the 17th century (a museum exhibit), is currently in a disassembled state and undergoing restoration.

Belozersk is one of the most complete in terms of architectural heritage district towns in Russia (among small towns there are no more than 10 thousand residents) along with Kargopol, Cherdyn, Soligalich and Suzdal. There are 80 cultural heritage sites on the city's territory — architectural monuments and historical buildings. The main feature of Belozersk's development is the combination of one-

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	GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
	JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350

and two-story wooden houses and 19th-century stone mansions (also mostly two-story). Belozersk's architectural heritage is represented by classicism, Russian style, eclecticism and Art Nouveau. Belozersk's stone buildings in the classicism style of the first half and mid-19th century have been well preserved. The basis of the historical development environment is made up of old wooden houses with mezzanines, lace trims, openwork small windows and chimneys. Belozersk's wooden mansions are decorated with carved friezes and valances. It is gratifying that local residents continue and preserve the traditions of Russian folk wooden architecture and house carving to this day. Despite the disappointing loss of a number of monuments, the city has preserved its deep understanding of the beauty of the urban landscape and such characteristic features as picturesqueness, organic connection with the surrounding nature and richness of the silhouette. Belozersk is the most "museum" city of the Russian North - there are eleven museums for 9 thousand people. Traditional acquaintance with the sights fades into the background, more attention is paid by museum employees to interactive programs, excursions with elements of theatrical performance and quest, when tourists take an active part in games, master classes and holidays. The Belozersk Regional Museum of Local History owns five museum exhibition buildings, including the Spaso-Preobrazhensky Cathedral and the unique Museum of Beloye Lake - the second limnological museum in Russia. In 2018, the interactive project "Blue Pearl of the Russian North" was implemented in the Museum of Beloye Lake. Beloye Lake is one of the five most popular lakes among tourists in Russia. Thanks to the efforts of the staff of the local history museum in Belozersk, the first signs and information stands for tourist navigation appeared near the main museum objects of the show. Near the Belozersk Kremlin and on the adjacent territory there are four interactive museums - "Princely Gridnitsa", "Forge", "Long House of the Vikings" and a private museum of traditional boats of Belozersk. Currently, a project is being implemented inside the Kremlin to create a historical and architectural complex "Princely Dvor" dedicated to the medieval history of Ancient Rus'. This is a new direction in the tourism activities of the Vologda Region, which involves the recreation of residential and industrial buildings of Ancient Rus' of the 11th-13th centuries, the revival of elements of traditional folk culture of that time and the reconstruction of costumes, military equipment, household items. A new tourist object in Belozersk - "Princely Gridnitsa" has already become popular, the use of non-traditional forms of service for tourists based on the recreation of a whole complex of objects and household items typical of medieval Rus' based on scientific and archaeological data. Excursions here are held in an interactive mode. The city also has a

cultural and museum center named after the poet S. Vikulov and a crafts and tourism center with an exhibition hall and a tourist information center. Tourism is one of the main strategic areas of development for Belozersk. The city has all the resources to become a tourist center (the magnificent Beloye Lake, beautiful northern landscapes, rich history, architectural monuments, painting, interesting literary traditions), despite its remoteness from popular routes. About 80 thousand tourists and excursionists visit Belozersk annually, of which about 36% stay overnight in the city. Recently, private business has been actively investing in the development of the city, conditions for tourists are improving, the existing infrastructure is modernizing, new museums, cafes, and guest houses are opening. As a result, the tourist flow is gradually growing. A municipal tourism development program "Belozersk - an epic city" has been developed. The main promising types of tourism are: cultural and educational, water cruises, event, pilgrimage, beach, gastronomic. It is also advisable to develop excursion tourism in Belozersk on the creative heritage of Vasily Shukshin by analogy with the Altai village of Srostki, since his film was shot in Belozersk and its environs

"Kalina Krasnaya". The tourism business and the associated influx of additional funds can become the city-forming basis of the Belozersk economy. The transformation of the city into the summer capital of tourism of the Vologda region (along with Kirillov) is possible only after solving the main transport problem - the construction of a berthing complex for cruise ships going along the Volga-Balt. A promising direction in the development of the district is the tourist destination "Belozero", which includes three neighboring districts: Belozersky, Vashkinsky and Kirillovsky.

There are five accommodation facilities in Belozersk (a hotel, a recreation center, three guest complexes and houses) with 140 beds. On the days of major events, there is a problem with accommodating a large number of tourists. The main events are: City Day, the interregional festival "Byliny Beloozero" and the fisherman's holiday. Almost all guests of the city note the special atmosphere of spiritual comfort in Belozersk, which consists of several components: silence, calm, coziness and low-rise buildings.

Belozersk has entered the promising Hanseatic tourist routes and projects, including the Hanseatic tourist and educational project "Along the Paths of Procopius the Righteous", which is part of the interregional project "Hanseatic Roads of Russia". The network project of the Russian Hansa is aimed at integrating the tourist potential of Russian cities, developing cultural, historical and event tourism based on the revival of cultural heritage and attracting foreign investment, primarily from Germany and Sweden. As part of the celebration of the 1150th anniversary in 2012, Belozersk became the venue for

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the Russian Hanseatic Festival, which was attended by 20 thousand tourists. On the occasion of the city's anniversary, 1 billion rubles were invested in the development and restoration of its cultural and historical heritage. The new embankment of the Belozersk bypass canal has been improved, and in 2015 a monument to the Belozersk pike perch was erected on it. A sandy beach has been equipped on the shore of the lake. Participation in the Silver Necklace of Russia mega-project is a big plus for Belozersk, which is becoming a member of an authoritative tourist community uniting eleven regions of the North-West of Russia. Today, Belozersk is represented in the Silver Necklace by the Maeksa - Fishing Village route. Maeksa is an ancient village three kilometers from the city. If we talk about the prospects for participation in the Silver Necklace, Belozersk could well become part of the interregional Hanseatic route In the Footsteps of the Vikings in Eastern Europe, which includes a visit to the oldest Russian trading cities. Among the factors hindering the development of tourism, the main one is the insufficient transport accessibility of the territory and some distance from the main transport and tourist corridors. The lack of a pier made it impossible to receive tourist ships. Large cruise ships sailing along the Volga-Balt and Mariinsky water systems do not call at Belozersk due to technical problems. Only small vessels can moor at the Belozersk pier. Currently, passengers of cruise ships, having disembarked in Cherepovets (115 kilometers away), are transported to Belozersk by buses. Since 2016, a project has been developed to build a berthing complex designed to receive 500 tourist ships per year (100 thousand cruise tourists). As a result of the construction of the berthing complex, the total tourist flow to Belozersk will increase by 2-2.5 times. In order to attract more tourists to Belozersk, it is advisable to further improve the urban environment by

creating new display facilities. For example, organizing a pedestrian museum street, installing small urban sculptures (monuments to Shukshin, Belozersk Lady, Prince Sineus) and installations related to the rich history and symbols of the city. Thus, in Belozersk, an innovative project "Belozersk – a city of a thousand stones" was implemented, aimed at creating new natural and artistic art objects for excursion display using large stones. The most successful implemented tourist project and brand of the European North was the investment project "Velikiy Ustyug - the birthplace of Father Frost". The small northern city has become one of the most actively developing tourist centers of the region, entering the Top 10 most visited cities in the country. Velikiy Ustyug ranks first among Russian cities with the best conditions for New Year's holidays.

Tourism brings up to 30% of the local budget income, 11% of the city's residents are employed in the tourism business. Over twenty years (1998-2018), the tourist flow has increased a hundredfold (from 3 to 300 thousand people), the number of hotels during the project implementation has grown fortyfold, the number of catering establishments has increased twelvefold, and total private investment in the city's tourism infrastructure has reached 4 billion rubles. Father Frost's estate is located in a pine forest, on the bank of the Sukhona River, 12 kilometers from the city of Veliky Ustyug. It occupies 43 hectares, where a hotel complex of wooden cottages, a sauna and a Russian bathhouse, a winter garden and a glacier, a restaurant, a folklore center and a zoo are located. Veliky Ustyug is also famous for its folk art and crafts, a unique Vologda dialect - a northern dialect of the Russian language, monuments of church and civil architecture of world class. All this predetermines the possible inclusion of Veliky Ustyug in the UNESCO World Heritage List (Figure 16).

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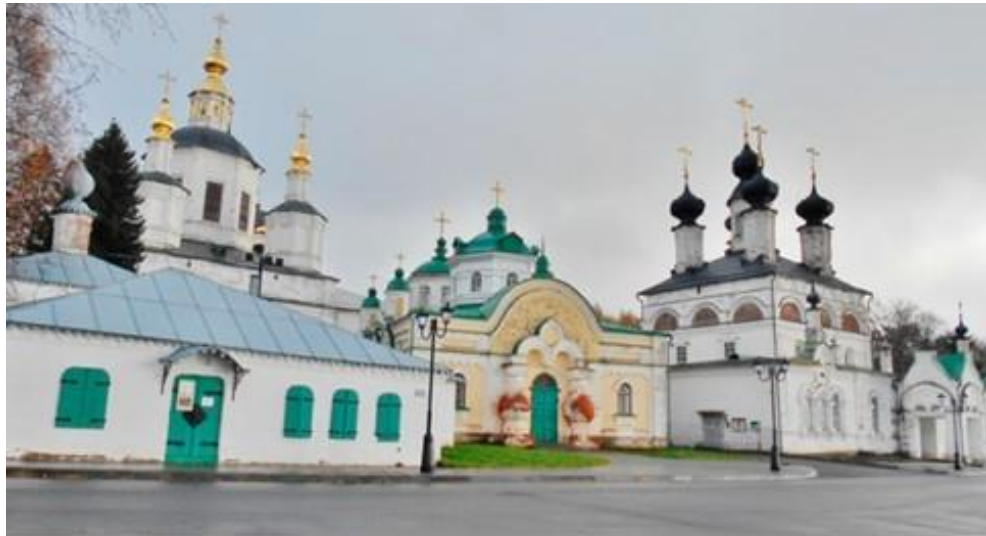


Figure 16. Veliky Ustyug. Temple complex

In order to develop tourism, it is first necessary to improve transport links with Veliky Ustyug. Due to the poor use of the Veliky Ustyug railway station (built in 1982, the station was mostly idle) and the airport in recent years, tourists were forced to travel to Kotlas, and then take a bus or taxi to the tourist area. In addition, the railway service in this direction cannot cope with the increased flow of tourists. It is necessary to organize the arrival of most tourist trains to Veliky Ustyug (the first trains arrived in the city during the New Year holidays of 2021), develop the hotel stock and improve the quality of service. At the moment, there is a serious shortage of good accommodation in the city. With the planned increase in tourist flow to the city, it is necessary to provide for the construction of large comfortable hotels and not focus only on the winter season, which is traditionally characterized by increased demand.

The flow of tourists to Veliky Ustyug in the short term may double, from the current 300 to 600 thousand people per year, thanks to the creation of a larger tourist cluster based on the expansion of the

existing Father Frost's Estate and the federal project "Fairytale Russia". As part of the investment project, at the end of 2020, the city completed the reconstruction of the airport with the extension of the runway (the cost of the project is 1.3 billion rubles), which will make it possible to receive international-class aircraft with foreign tourists after the restrictions are lifted in the post-pandemic period, as well as organize direct flights to Veliky Ustyug from Moscow, St. Petersburg and other large cities. In 2021, a new palace of Father Frost was built on the territory of the estate, since the capacity of the existing Father Frost's tower was limited - no more than 6-6.5 thousand people per day. The second stage of Father Frost's interactive zoo was also built.

It is expected that the amount of funds for the reconstruction of the remaining buildings will be increased. To the present day, the monasteries and temples of the city, the strengthening of the banks of the Sukhona River and the extension of the promenade from 520 meters to three kilometers, which will make it the longest in the Russian North (Figure 17).



Figure 17. Veliky Ustyug, embankment of the Sukhona River

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The main problem of the project is its seasonality. Father Frost's Estate operates at maximum capacity during the New Year holidays, providing up to 90% of the tourist flow, the rest of the time there are few tourists here and the facility is idle, as a result of which the quality of the tourist product and the level of service suffer.

It seems advisable for tour operators to develop tourism products in Veliky Ustyug that are focused on other seasons. The state's participation is also necessary to create large-scale events to attract tourists in the off-season and increase the attractiveness of the city and its environs. There are necessary prerequisites for this: it is a traditional merchant city with a beautiful embankment, many ancient churches and historical buildings. It is necessary to create new

brands and attractions, draw attention to the history of merchants and not stop only at the "Santa Claus" brand. The most successful experience in creating new attractions and active interaction of the museum and tourism sphere with local communities in a small historical city in the Russian hinterland has been accumulated in Totma. The city is among 50 small cities in Russia that are especially attractive to tourists due to its favorable geographical location and the high level of preservation of many monuments of both church and civil architecture (Figure 18). There are 60 architectural monuments, cultural heritage sites of federal and regional significance on the territory of the city. Unfortunately, not all interesting historical buildings have protected status.



Figure 18. Totma. Church of the Nativity of Christ

Unlike large cities in Russia, where the degradation of the urban environment is observed with the demolition of historical buildings and their transformation into faceless parking towns, Totma has managed to preserve the local identity, originality and integrity of the architectural and historical environment. Tourism for the city is one of the main factors of sustainable socio-cultural development in order to improve the quality of life of local residents. The architectural heritage of Totma is represented by the so-called Totma Baroque, classicism, Russian style and eclecticism. The basis of the environmental historical development is old wooden houses decorated with lace carved platbands and openwork smokeboxes. The most integral architectural and historical environment has been preserved on

Sretenskaya (Sovetskaya), Belousovskaya, Pochtovaya (Lenin), Petropavlovskaya (Volodarsky) streets, as well as in Rybachya Sloboda (Savino).

At the same time, in Totma, as in most small historical towns in Russia, there is an acute problem with the preservation of cultural heritage and authentic appearance due to the imperfections of the legislation on the protection of monuments and the lack of funds for their maintenance. Currently, there is no effective mechanism for the protection of architectural monuments and the existing historical environment. Totma is a historical settlement of federal significance. It should have land use and development rules (LUD) within the boundaries of the historical settlement. If there are no boundaries of the historical settlement, then the outskirts are built up haphazardly,

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the entrances to the city cease to look attractive, plastic windows, corrugated sheets, and metal tiles are gradually appearing on historical buildings. For potential investors willing to restore historical buildings, it is advisable to establish certain preferences that allow them to buy a historic house at a symbolic price, and then, in agreement with the regional committee for the protection of monuments, restore it. In 2019–2020. Totma hosted the Tom Sawyer Fest for the first time, a festival of historical environment restoration by volunteers and sponsors. Wooden historical buildings on Sadovaya Street and in Rechnoy Lane were chosen for restoration. The Ilya Varlamov Public Foundation for the Preservation of Historical Heritage "Attention" can also be involved in the restoration of local architectural monuments. Totma is one of the most "branded" cities in Russia. Several historical tourism brands are developing in the city, among which the most attractive for tourists are: "Salt of the Russian Land", "City of Merchants and Sailors", "City of Totma Baroque", "Totma - City of the Black Fox", "Totma - City of Museums" and "Real Totma Product".

The brand "Totma - the salt of the Russian land" is documented as a trademark. Totma is considered the birthplace of Russian salt production. The city was one of the initiators of the Association of Salt Cities of Russia, which also included Soligalich, Solvychevodsk, Solikamsk, Sol-Iletsk and the village of Nekrasovskoye. The city is also included in the interregional tourist project "Salt United" (Solvychevodsk - Totma - Soligalich). There are only 130 kilometers between Soligalich and Totma. For further development of this project, it is necessary to complete the construction of a small section of the Soligalich - Totma highway, 12 kilometers long. With the construction of the road, a year-round tourist ring road opens from Moscow, St. Petersburg through the historical cities of the Kostroma region to Totma and further to Veliky Ustyug and Solvychevodsk.

Among the tourists visiting Totma, excursion groups from Moscow, cities of the Vologda region, neighboring Arkhangelsk and Kirov regions predominate. People come to Totma from all over Russia, including the Far East, European countries, America, and China. Along with the summer season, Totma is visited by many tourists with children in the winter, staying in the city halfway from Vologda to Veliky Ustyug, the birthplace of Father Frost. TotmaTour, the Totma Museum Association, the Salt of the Earth public initiatives fund, and the Fyodor Konyukhov School of Travelers take an active part in receiving tourists and developing the tourism industry. The Petrovskaya Children's Art School is reviving the old Petrovskaya craft school for the production of traditional folk crafts. There is potential for the revival of the toy craft; in the old days, Totma was called the Russian Nuremberg.

city of toymakers.

The most promising types of tourism in the city are: cultural and educational, industrial, event, cycling, gastronomic, pilgrimage, socially responsible (volunteering), and water tourism.

Totma has always attracted pilgrims. They come to touch the relics of St. Theodosius Sumorin. The city has eleven historical churches from the 18th–19th centuries (including monastery churches and the cathedral in Varnitsy). Seven of the surviving churches are classic examples of the original architectural school of Totma Baroque or have features of this style (Figure 19). The main decoration of the Totma churches, built with funds from local merchants and seafarers, are the unique ornaments on the facades — cartouches (or stamps). According to the results of the All-Russian multimedia competition "Russia 10", the Totma cartouches were among the top twenty out of more than eight hundred landmarks in the country, and also became the absolute leaders among the objects of display of the Vologda region.

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Figure 19. Totem Baroque. Entrance to the Jerusalem Temple

Almost all tourists note the special provincial atmosphere of spiritual comfort in Totma, which consists of several components, namely:

- silence;
- calmness;
- cosiness;
- low-rise.

To this we can add a favorable environmental situation, weak traffic, absence of blind fences, clean and tidy streets and courtyards, friendliness and openness of local residents. In this regard, Totma is especially attractive to residents of megacities and capitals. As a result, existing household inconveniences, broken roads, low level of service and poor infrastructure are relegated to the background. One of the key factors in the life of modern Totma, the driver of its socio-cultural development is the museum association, which celebrated its centenary in 2015 and became one of the largest museum complexes in the North-West of the country. Totma Museum Association became the winner of the All-Russian competition "Intermuseum - 2019" in the nomination "Best project aimed at interregional interaction" with the project of the School of Museum Development "Beyond the Capitals". With an indicator of six museums per 10 thousand permanent residents, Totma is one of the leading cities in Russia in terms of museumification per capita. The number of visitors to the city's museums is more than 50 thousand people annually. At the same time, according to the director of the Totma Museum Association, Alexey Novoselov, the municipal status of the museum association does not allow it to become a truly city-forming enterprise and play the role that, for example,

the Kirillo-Belozersky Museum-Reserve of federal significance in Kirillov plays. The gap in funding opportunities for federal and municipal museums is huge.

Despite the problems with budget financing, the Totma Museum Association has managed to do a lot over the past five years. About 18 million rubles of third-party funds from various grant sources were attracted. New local history publications and guidebooks were published with these funds, and museum exhibits were updated. A new project was implemented - the AntreSOL creative space, which works both for tourists as a local history interactive exhibit on salt production in Totma, and for local residents as a place of leisure. New formats of interaction with the audience have appeared - performances in the enfilade of museum halls, discussion focus groups, quests, interactive programs. For example, an excursion with a quest game "In Search of the Black Fox's Treasure" is held. One of the strategic goals of the museum is to create an authentic attractive image of the city.

In 2018, Totma officially became the first most beautiful town in Russia accepted into the Association of the Most Beautiful Villages and Towns of Russia (ASKDGR). Thanks to the competent marketing work of the creative employees of the local museum association, the city administration to increase the attractiveness of the city and promote its tourist potential, Totma has now significantly transformed in terms of infrastructure and turned into an attractive tourist center. In the last four years alone, the projects "Ring of Historical Memory" and "Cultural Quarter" have been implemented, aimed at creating new

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attractions and a comfortable urban environment, and the museum's entry into the urban space.

With the financial resources of crowdfunding and a grant from the Elena and Gennady Timchenko Charitable Foundation "Cultural Mosaic of Small Towns", new public spaces, art objects and sculptures dedicated to local authentic brands appeared in the historical center of the city, a new museum was

opened (Figures 20 - 21). Information signs with historical street names and stands with information about lost and existing architectural monuments in Russian and English with photographs and tourist navigation appeared on the streets of the city.



Figure 20. Totma. Art object "Carved window"

Local residents, generating one project idea after another and having attracted more than forty million rubles to the territory of Totma over the past three years without any budget financing, love their city dearly. In order to involve local communities in socio-cultural and local history projects, the city has organized the public initiatives fund "Salt of the Earth". Almost every year, new attractions and creative public spaces appear in the city. In 2019, as part of the federal project "Formation of a comfortable urban environment", the following were opened: a new pedestrian street, Dilaktorskikh Boulevard, 700 meters long, and the art object "Galiot". And in 2020, the development of the historical Ivan Kuskov

embankment with an amphitheater and the art object "People's Washbasin" was completed. The total flow of visitors to Totma and the district is gradually increasing; in 2023, it amounted to 132 thousand people. The number of tourists staying in hotels amounted to 46 thousand people. There are five hotels and one guest house in the city. During 2023, important changes in the tourism infrastructure of Totma took place. New accommodation and catering facilities were opened. Basically, a short-term stay of tourists in Totma does not allow bringing significant income to the local treasury.

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Figure 21. Totma. Monument to the Black Fox

The main problem in the tourism sector is transport accessibility of Totma. There is no longer any cruise or passenger shipping with a pier, a railway, or quick access to any major city within the city limits. Totma is an "oasis" in the middle of the forests, so the local tourist is quite niche. Local entrepreneurs are not yet ready to offer accommodation to large groups - only mini-hotels, hostels, small guest houses, often with additional services: cafes, car washes, premises for rent, pay off. This allows them to survive in the low season, when the tourist flow is minimal (October, November, February and April are the most problematic months in this regard, so it is at this time that events and conferences are organized to help hotels with mass occupancy). To attract groups of organized tourists, better infrastructure is needed. There are practically no private guest houses in the historical center of Totma.

There is also a problem with public catering for independent tourists. Despite a sufficient number of cafes in the small town, many of them are closed in the evening, and on weekends they go to special service.

Totma is a member of the Union of Russian Hanseatic Cities of the New Age. The city had an important trade significance – the only water route from Russia to Europe passed through here for a long time. Totma is included in the tourist routes: “The Paths of Procopius the Righteous”, “The Silver Necklace of Russia” and “The Hanseatic Roads of Russia” [104].

Water tourism is gaining popularity in the city.

An active tourism water route "Rafting on catamarans and kayaks on the Sukhona River" has been organized, and a holiday is held - Sukhonskaya Regatta. Water excursions are held on the Sukhona River on boats "Luck", "Along the Road of Peter I" to the Los Stone and "Secrets of Dedov Island". The popular spring cruise route Vologda - Totma - Veliky Ustyug along the Sukhona River by boat was discontinued in 2014 due to the river becoming very shallow, the river pier was dismantled. The successful development of rural tourism is proven today by the villages of the Totemsky District Ustye ("Ust-Pechenga - pine river"), Pogorelovo ("The path of Vassian Tiksnensky") and the village of Nikolskoye - the spiritual homeland of the poet Nikolai Rubtsov. All of them implement a variety of cultural and educational programs and pilgrimage tours. There are four guest houses open in the countryside.

Near Totma, on the basis of a former children's camp, the Fyodor Konyukhov School of Travelers was created. A house-museum of the great traveler was opened here. The School of Travelers implements programs for the development of children's and youth and water tourism, including the project "From Totma to California". Today, visitors to the city try to buy Totma culinary products in stores and at fairs. Local gastronomic brands have gained particular popularity among tourists - souvenir gingerbread, sherbet, marmalade, Totma cake and unleavened pies. The main events of Totma are: the Preobrazhenskaya and Real Totma Product fairs, Russian America Day, City Day, the Cloudberry culinary festival, the

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Rubtsovskaya Autumn festival, and the international dog sled race "Russian North". To attract tourists to Totma, it is advisable to create new display objects and public spaces, including by the method of tactical urbanism. For example, the organization of street art objects (murals), viewing platforms, creative installations, the opening of new museums (black fox, house-museum of the artist Vakhrushov). Currently, the House of Traditions and Crafts "Moroshka" with a souvenir shop, where it will be possible to buy products of Totma artisans, is being created in Totma. It is also possible to propose the creation of an open-air park-museum of the salt cities-sisters of Totma, where miniature models-symbols of historical salt industrial settlements of Russia can be presented.

In the future, the main means of transportation around the city may become a bicycle, especially since the local inventor Sergei Lukyanov has established production of unique recumbent bicycles "Totmich" and "Gagarin" in Totma. In the summer of 2020, the museum bike rental "I will ride a bicycle for a long time" opened in Totma. A bike trip around Totma can be made in the format of an original quest around the city. Due to the low traffic on the city streets, there is no need to create a separate bike infrastructure such as bike paths. In 2020, as part of the public museum projects "Salt of the Earth" and "The Pipe is Calling", a new tourist route is being created in the suburban historical settlement of Varnitsy (formerly Staroye Usolye) on the site of the former salt factory, which will allow everyone to get acquainted with the salt industrial heritage of Totma. With the help of the presidential grant, wooden footbridges and bridges, art objects and observation platforms for rest, a special structure above one of the brine pipes, information stands and signs appeared on the pedestrian route. It is planned to continue the development of the territory of the former salt factory. An archaeological excavation will be laid in the historical center of the industrial zone, a saltworks will be built, and a barn will also appear - a room where it will be possible to receive tour groups, hold master classes and other events. An ancient well - "crane" will be recreated. Finally, it is planned to create an open-air information complex about the history of the village of Varnitsy.

Part of the tourist route is the "Salt Yard" - an open-air site on the inner territory of the Totma Museum Association, where, starting in the 1990s, artifacts related to the salt industry were brought, items from the Totma salt factory, which existed until the end of the 19th century. In the "Salt Yard", it is planned to recreate part of the salt industry, set up a mini-saltworks, where you can evaporate salt yourself. Another object of the tourist route is a salt warehouse-barn, the only one preserved in Totma. This wooden structure from the mid-19th century requires conservation and restoration, so tourists are shown it from the outside.

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, underdevelopment of the corresponding infrastructure, the absence of ice-class vessels, institutional and environmental restrictions. The key problems of northern tourism are also the lack of quality accommodation facilities, 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 tourism development in the Russian North, large-scale modernization and construction of tourism and transport infrastructure is necessary. The lack of infrastructure facilities and their significant wear and tear are the main obstacles to tourism development.

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 areas 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 areas, and will 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 following priority strategic objectives for tourism development have been formulated:

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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