SOI: 1.1/TAS DOI: 10.15863/TAS

International Scientific Journal

Theoretical & Applied Science

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

Year: 2025 **Issue:** 01 **Volume:** 141

Published: 08.01.2025 **http://T-Science.org**

Issue Article

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ON THE POSSIBILITIES OF TOURIST POTENTIAL OF THE REGIONS OF THE AZRF

Abstract: *the article provides an assessment of the tourism potential and tourist attractiveness in the Yamalo-Nenets Autonomous Okrug. The author analyzed the assessment of the tourist attractiveness of the Yamalo-Nenets Autonomous Okrug based on the performance of collective accommodation facilities in 2018–2023. Recommendations are offered for solving problems and improving the development of tourism in Yamal. The article provides an analysis of the tourism infrastructure in the Arctic Zone of the Russian Federation as a restraining factor for the formation of the competitiveness of domestic Arctic tourism on the world stage. It is concluded that, despite the attractiveness of natural resources, transportation costs do not allow tourists with an average income to visit the Arctic, and for elite tourists, service is insufficiently developed. Potential opportunities for the development of tourism infrastructure in the Russian Arctic in accordance with regional characteristics are noted. The article analyzes the results of the 25th St. Petersburg International Economic Forum (SPIEF-2022), which was held in St. Petersburg from June 15 to 18, 2022, on the formation of a popular tourism environment, taking into account the Arctic problems that were discussed at the past event. Among them are the current problems in the activities of the Arctic Council, issues of developing the Northern Sea Route, shipbuilding and ship repair in the Arctic, ensuring security in the region by the forces and means of the Russian Emergencies Ministry, the state and prospects for the construction of the international Arctic station "Snezhinka", problems of education and training. Particular attention is paid to increasing the role of science, scientific and educational centers in making strategic decisions on the development of the economy, social and spiritual sphere of the Arctic territories. It is noted that at the Forum, for the first time, the heads of the Arctic subjects of the Russian Federation successfully presented investment projects of their regions in order to advertise a popular tourism environment.*

Key words: *Arctic, Arctic Council, Russia, shipbuilding, popular tourist environment, personnel, role of indigenous peoples of the North in creating a comfortable environment. science, attractiveness, investment project,*

Arctic regions, tourism, tourist potential, collective accommodation facilities, ethnographic tourism, Arctic architecture, Arctic tourism, tourist infrastructure, service, hotel, comfortable environment.

***Language**: English*

Citation: Rumyanskaya, N.S., Prokhorova, Yu.I., Blagorodov, A.A., Korablina, S.Yu., & Galina, Yu.V. (2025). On the possibilities of tourist potential of the regions of the AZRF. *ISJ Theoretical & Applied Science, 01 (141),* 57-73.

Soi: http://s-o-i.org/1.1/TAS-01-141-8 ***Doi***: https://dx.doi.org/10.15863/TAS.2025.01.141.8

***Scopus ASCC**: 2000.*

Introduction

UDC 629.58:330.23.

The analysis of the development of the tourism sector at the regional level allowed us to develop recommendations for solving problems and improving the development of tourism as a priority area for the development of the economy of the regions of the Arctic Zone of the Russian Federation. For this, it was necessary, namely:

- to highlight the main problems of development of tourism activities in the Yamalo-Nenets Autonomous Okrug.
- to assess the tourism potential and tourist attractiveness in the Yamalo-Nenets Autonomous Okrug;
- to offer recommendations for solving problems and improving the development of tourism in Yamal.

The main supporting aspect in the development of tourism in the Yamalo -Nenets Autonomous Okrug is its geographical location, which is characterized by its proximity to central Russia, the most densely populated territory, unlike other Arctic regions beyond the Urals. Tourism development in the Okrug may acquire broad prospects. Figure 1 presents information on tourism development in the Yamalo-Nenets Autonomous Okrug from 2018 to 2024.

Figure 1. Information on the development of tourism in the Yamalo-Nenets Autonomous Okrug from 2018 to 2024 .

According to the Federal Tourism Agency, to assess the tourist attractiveness of the district, indicators of the activities of collective accommodation facilities from 2018 to 2024 were compiled in comparison with the northern territories (Table 1).

Table 1. Selected performance indicators of collective accommodation facilities

	Number of hotels and similar accommodation facilities	Number of overnight stays in hotels and similar accommodation facilities, thousand	Number of people accommodated in collective accommodation facilities, thousand people	Volume of paid services of hotels and similar accommodation facilities, billion rubles.
Russian Federation	9316	73492,1	41065,1	141.0
Komi Republic	59	480.3	225.9	0.8
Arkhangelsk region	90	725.7	296.6	1.3
Including: Nenets Autonomous Okrug	4	23.7	15.4	0.2
Murmansk region	72	447.7	200.8	0.9
Tyumen region	335	2656.8	1193.7	4.4
Including: Khanty-Mansiysk Autonomous Okrug	164	1280,5	448.4	1.8
Yamalo-Nenets Autonomous Okrug	107	490.7	176.5	1.0

The 25th St. Petersburg International Economic Forum (SPIEF-2022, the Forum) was held in St. Petersburg from June 15 to 18, 2022. Interest in holding it was due to the fact that it was not held in 2020 due to the pandemic, as well as the fact that over the past 2 years, events have occurred that have sharply complicated the international situation in the world. At the Forum, Russian and international experts, representatives of federal agencies and regional authorities, Russian and foreign companies discussed a wide range of pressing problems of the international and national economy. The Forum summarized the main results of past events to create a popular tourist environment in the Arctic, which provoked an increase in interest among tourists in the Arctic environment. Despite the fact that unfriendly countries took active measures to limit participation in the St. Petersburg International Economic Forum representatives of business communities and officials, more than 14 thousand people from 130 countries of the world took part in the events, 81 countries sent their official representatives. The Arab Republic of Egypt acted in the honorary status of guest country at the anniversary event. The guest country pavilion became a real decoration of the Forum exhibition and an example of what a tourist environment based on the Arctic regions can be. The international economic event was attended by over 130 high-ranking officials at the level of vice presidents and prime ministers of foreign states, heads of foreign cities and regions, foreign ministers, heads of parliaments, leading international organizations and associations, as well as heads of the diplomatic corps. Over 60 representatives of federal executive and legislative authorities took part in the forum. The forum was attended by delegations from all regions of Russia, 80 of which were headed by the heads of the subjects. The governors had the opportunity to establish both international contacts and exchange experience with other regions of the country. 1,700 heads of business companies took part in the Forum. Over four days, 214 events were held, covering a wide range of issues in politics, economics, management, technology development, digitalization, ecology, social development, and advertising of tourist centers in the Arctic regions. More than 1,500 moderators and speakers, Russian and foreign experts, delivered their reports and presentations.

Main part

For comparison of indicators, data from neighboring regions related to the territories of the north of Russia were also obtained. From Table 1 it is clear that the district is not a leader, but it is not an outsider either. There are 107 hotels and other accommodation options in the district. 490.7 thousand overnight stays in hotels and similar establishments. 176.5 thousand people were accommodated in collective accommodation facilities. 1 billion rubles is the annual volume of paid services of hotels and similar accommodation facilities. This indicator is acceptable for the subjects of the North, however, it requires its increase in connection with the development of tourism in Yamal. The structure of the

tourist flow of the district is 23% of tourists who come to the district for cultural and educational, eventful, active tourism. The main share (67%) is made up of tourists who come around for commercial and professional purposes and only 10% of tourists for other purposes. The tourist flow to the territory of the district, according to the monitoring data of the Federal Tourism Agency, for the period 2018 - 2024. increased (Table 2).

Table 2. Monitoring of tourist flow in Yamal-Nenets Autonomous Okrug

No./year		2022 year	2023 year	2024 year
1.	Total (thousand people):	107 686	158 887	172 345
2.	including Russian citizens	102 710	154 575	169 021
3.	including foreign citizens	-	-	-

The volume of tourism services in 2021 amounted to 3.1 million rubles, in 2022 - 22.5 million rubles, in 2023 - 40.0 million rubles, in 2024 - 54.4 million rubles. Travel companies operating in the district operate mainly in the field of outbound tourism.

The Yamalo-Nenets Autonomous Okrug, and primarily the Polar Urals, is one of the most attractive regions for tourism development. There are currently 60 active tourist routes. There is a great opportunity to develop new tourist routes, the total number of which may exceed them.

Today there are a number of active tourist routes (sightseeing tour of Salekhard "City on the Arctic Circle"; recreation in the picturesque place "Spruce Lake", "Pearl of the Urals"; gastronomic tour "Let's relax deliciously!"; ecological excursion "Gifts of the Forest"; swan tour " Ilyagort "; tour "Valley of Nephrites", "Polar Urals", "Climbing to the Topographers Glacier", climbing the glacier "Romantikov" combined tour "Rafting on the Yenga River ", etc.) and an excellent opportunity to develop new tourist routes.

In the Yamal-Nenets Autonomous District, unique bases for active winter recreation have been created - the Oktyabrsky ski resort, which is located near the city of Labytnangi. 25 km from the village of Kharp, there is a ski slope on the Black Mountain, which is called the "Black Pearl" of the Polar Urals. A distinctive feature of the slope is that active recreation can be done here all year round, even in summer. In addition, there are all the opportunities to develop mountaineering, due to which it is planned to create a mountaineering base at the site in the future. There are already several brands on the territory of the district. Among them, for example, the northern Father Frost - Yamal Iri and Mammoth Lyuba. At the same time, the Yamal Iri brand is a registered trademark that was developed based on the myth of the indigenous peoples of Yamal. In the upper reaches of the Yuribey River, Mammoth Lyuba was found in 2007. This find is unique in that it surpasses any previously discovered mammoth remains in terms of safety. In our opinion, the overall development of the tourism industry in the district should be based on strategic documents of regional authorities, taking into account all the characteristics of the Arctic region and potential risks, especially those associated with the unstable environmental situation in the district. At the same time, there are a number of restrictions on the development of recreational potential in the district. First of all, these are harsh climatic conditions. In summer, you can travel around Yamal only 3-4 months a year, because only then does the air temperature drop from 10 ° C to 0 ° C and is rarely above zero. The temperature in winter reaches -43º C and it is simply impossible to be outside in strong winds. Due to the harsh climate, the territory beyond the Arctic Circle is practically undeveloped. The high cost of tours for the average tourist is one of the serious problems in the development of Arctic tourism. Since the journey to the Arctic is mostly done on an icebreaker, and tourists spend most of their time on the ship rather than on land, the cost of the trip for tourists is too high. Most often, the cost is 500 thousand - 1 million rubles and more.

In addition, the Arctic tourism has an extremely acute personnel problem, as there is a noticeable shortage of professional personnel who would have undergone special training to conduct Arctic tours. Naturally, professional personnel play an important role in any segment of the tourism industry, but it should be noted that there should be no random people in Arctic tourism, because in this case it is important not only to have a tourism education, but also to have good physical fitness, psychological training and professional qualities. Let's conduct a SWOT analysis of the prospects for tourism development in the district. Table 3 defines the main strengths and weaknesses, opportunities and threats to tourism development in the district.

Table 3. SWOT analysis of tourism development prospects in the Yamalo-Nenets Autonomous Okrug

Strengths: • has its own tourist brand Father Frost Yamal Iri and baby mammoth Lyuba; • indigenous peoples of the North (Nenets, Khanty, Selkups, Mansi), who have preserved the way of life of their ancestors who lived here hundreds of years ago, and are still engaged in reindeer herding, fishing, and fur farming; • open-air museum - Yamal estate of Prince Taishin ; • the presence of sufficient or unique cultural and historical resources, a network of ecological and ethnographic museum complexes, 96 different cultural heritage sites; • availability of sufficient natural resources. • There are approximately 300,000 lakes and 48	Weaknesses: • high cost of tourist services; • small number of hotels; • little variety of tours offered. As of 2024, there are 60 developed tours • availability of infrastructure and its level of development. The district has an underdeveloped transport infrastructure • unsatisfactory level of management; • low population density (0.7 people per sq. km) compared to
000 rivers, 866 species of aquatic and terrestrial flora; • availability of sufficient financial resources; • an abundance of holidays of the indigenous peoples of the North (Spring Festival, Raven Day, Reindeer Herder's Day), which are based on the richest decorative and applied traditions; • competitive advantages in the tourism industry; • The district has a well-thought-out strategy for tourism development; • state of ecology. The nature of Yamal has preserved everything that is no longer found in many parts of Russia and is untouched by human hands. There is an opportunity for the development of ecological tourism; • strategy for the socio-economic development of the district; • unique natural and historical -archaeological sites; • target program "Development of tourism, increasing the efficiency of youth policy implementation, organizing recreation and health improvement for children and youth for 2014-2024".	for example, with Khanty-Mansiysk Autonomous Okrug (3 people per sq.m); • backwardness in innovation processes; • lack of sufficient funding for tourism projects; • poor control over the execution of orders; • losing to competitors; • weak marketing skills of service personnel in tourism businesses; • harsh climatic conditions • remote location relative to central cities of Russia. Only 1 ski resort.
Possibilities: • implementation of information technologies in the sphere of management; • introduction into new tourism markets or market segments; • differentiation of tourism products; • implementation of programs to support small businesses; • working with additional consumer groups; • development of infrastructure and social sectors; • expansion of the range of products (tours, hotel services) to satisfy a wider range of consumers; • an increase in the educational level and professionalism of the workforce with an increase in the share of the workforce with higher education; • confidence in relation to rival regions.	Threats: • high level of environmental vulnerability of the territory; • the dependence of the region's economy on world prices for hydrocarbon raw materials, due to the multi-sectoral nature of the economy; • unfavorable tax policy in the field of tourism on the part of the state; • the emergence of new competitors; • increase in sales of similar tours or services offered by competing regions.

Therefore, taking into account the strengths and weaknesses of tourism development in the district, it can be said that not all types of tourism can be developed in the district. In addition, the strategy for the development of the tourism industry in the district should not only rely on the development of the existing tourism potential, but also strive to minimize potential risks and weaknesses in tourism development in the district. Currently, the main problems in the field of tourism development in the autonomous district are, namely:

- lack of qualified personnel in the tourism sector in the district;

• insufficiently comfortable tourist information environment;

• insufficiently developed and recognizable tourist product;

• lack of licensing in the tourism sector for travel agencies, which negatively affects the quality of services provided

• the complex transport network of the region and the inaccessibility of certain areas that are most attractive to tourists, with the resulting high transport component of the cost of inbound tours.

To solve the identified problems, it is necessary to carry out a number of measures, namely:

1) Activities aimed at improving the personnel system of the tourism sector in the district.

Conducting advanced training courses and certification of tour guides and managers. The profession of a tour guide requires extensive theoretical knowledge of history, architecture and urban planning, art, the basics of pedagogy, psychology, speech culture, as well as practical skills and abilities in excursion methodology. It is very important for tour guides in the district to be in good physical shape, because Arctic tourism involves extreme working conditions, mainly related to the climatic and geographical specifics of the region.

2) Creation and provision (implementation) of the district's tourism product.

This event is considered as:

• customer service by telephone;

• provision of services for the organization and conduct of information, advertising and social tours;

• organization and implementation of information and advertising tours for representatives of the tourism business, mass media of Russia, near and far abroad;

• acquisition and installation of information terminals for posting information about the tourist resources of the autonomous region in airports, railway stations, river ports, and hotels.

3) A broad advertising campaign of the region's tourist opportunities will contribute to the growth of the number of foreign and domestic tourists, and, consequently, to the growth of revenues to the district's economy. The popularization of the district's tourist opportunities should be carried out by:

• organizing the activities of film crews of Russian and foreign television channels on the territory of the autonomous okrug;

• preparation and publication of guidebooks, tourist maps and diagrams of municipalities of the autonomous okrug, calendars and information leaflets about the tourist potential of Yamal on various topics, as well as image DVDs about the tourist resources of the autonomous okrug;

• posting information about tourist resources of the Yamal-Nenets Autonomous Okrug on outdoor advertising banners;

• development and production of image souvenir products for Yamal tourist brands;

• development and installation of information stands to post information about new tours, timely updating of information on previously installed stands;

• technical support for information databases in the following areas: hotels, catering establishments, transport, attractions.

4) Activities aimed at creating a more comfortable information environment:

• introduction of the possibility of advance booking and purchasing tickets via the Internet information and telecommunications network;

• creation of versions of the tourist information Internet portal in foreign languages;

• installation of tourist navigation signs.

In our opinion, the implementation of these events and the solution of the above-described tasks will allow the district to significantly increase its competitiveness in the domestic and global tourism markets, which over time will lead to an increase in the region's tourism potential and will begin to bring income to the regional budget. This will reduce the high degree of dependence of the region's economy on the work of the main oil and gas sector. In this regard, there is every reason to believe that in the future this will lead to greater diversification of the district's economic structure, as well as its greater balance.

The Arctic territory of Russia has great potential for tourism development. The unique historical, architectural, cultural and natural heritage opens up wide opportunities for this, and more and more tourists come to the Arctic every year.

It is obvious that Norway, Iceland, the USA (Alaska), Finland annually receive significantly more tourists than Russia, although the area of the Arctic territories of these countries is significantly smaller. For this purpose, new infrastructure facilities are being built, a full-fledged tourist and recreational complex is being formed. Russia can and should develop tourism in the Far North along with foreign countries.

According to the "Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security until 2035", tourism is one of the priority areas for implementing this strategy. The Decree of the President of the Russian Federation "On National Goals and Strategic Objectives for the Development of the Russian Federation until 2024" established the need to increase the volume of exports of services in non-raw materials sectors of the economy, which include tourism. Russia already offers a unique, competitive tourism product; however, the growth potential of the industry remains under-utilized. Currently, Russia has the opportunity to develop tourism in the Arctic Zone of the Russian Federation based on the previously created infrastructure. To do this, it is

necessary to change the direction of development of the Arctic territories with a focus on tourism:

- preservation and improvement for tourism purposes of the transport and engineering infrastructure of cities and towns formed in previous periods;
- solving the problems of single-industry towns by introducing new types of activities and job vacancies (tourism);
- development of new ecologically oriented routes taking into account the natural resources of the Arctic for the development of tourism;
- protection and promotion of the culture of local indigenous peoples.

The main focus of this study is on the analysis of the tourism potential of the Russian Arctic in order to identify unresolved issues. The research material is the scientific basis for the proposal to form an architectural and spatial environment for tourism in the Russian Arctic. The area of the Arctic territory belonging to Russia is 3 million square kilometers (of which 2.2 million square kilometers is land), which is 18% of the country's territory. The development of such a large territory should be carried out systematically. The natural and economic conditions of the regions of the Russian Arctic for the development of tourism are extremely diverse, and the distance of the region from the central part of the country is also important. In order to determine which tourist centers, depending on the capabilities of specific regions, are advisable to form, what measures to implement in order to improve the organization of the tourist environment in the Russian Arctic, it is proposed to identify several tourist regions that territorially and functionally unite places of recreation and tourism, places of settlement of the permanent population, transport communications, and territories of the natural landscape.

In each of the selected tourist regions, the following were analyzed:

- first-level elements (basic elements), the so-called "territory advantages": the natural and historical-cultural wealth of the region, tourist sites that are already visited or are promising for inclusion in tourist routes. This category includes spaces and objects that can potentially attract tourists to the region;
- elements of the second level, i.e. infrastructure that contributes to the development of tourism potential (basic elements): transport infrastructure (railways, airports, highways), food and hotel systems, entertainment and entertainment sector, retail trade system, excursion service system.

1. *The Kola tourist region* is the most developed for tourism among the Arctic regions of Russia. In 2023, the region was visited by 451 thousand tourists. This is largely due to the fact that Murmansk is the largest city in the world beyond the Arctic Circle, connected with the most populated areas in central Russia and other countries of the world by regular air service and a network of railways. Cruises to the North Pole, the Franz Josef Land and Novaya Zemlya archipelagos depart from the port of Murmansk. In addition, the region includes the large ski resort of Kirovsk. The region is favorable for the development of active and quiet, mainly natural, types of tourism, which is facilitated by a diverse landscape (the Khibiny Mountains, the Barents Sea coast, rivers and forests), and a relatively mild climate allows you to relax here all year round. Service and hotel industry are gradually developing, but the supply does not yet fully meet the demand for the number of quality services.

2. *Arkhangelsk tourist region.* There are about 10,000 monuments of architecture, nature, archeology, history and culture here, therefore the main place among the types of tourism here is occupied by educational tourist routes.

3. *The Yamalo-Nenets tourist region* has been developing very dynamically in recent years, largely due to its rich hydrocarbon deposits. The funds received from the extraction of minerals are invested, among other things, in the development of a comfortable tourist environment in the region. The largest tourist center and starting point for trips around the region is the city of Salekhard. In addition to visiting natural attractions, the routes include an introduction to the culture of indigenous peoples.

4. *Taimyr tourist region.* The north of Krasnoyarsk Krai is known as one of the most man-made regions of the Arctic. However, today the Norilsk Nickel enterprise is financing the construction of a multifunctional tourist complex " Zatundra ", which will make visiting the hard-to-reach region more convenient and comfortable.

5. *North Yakut tourist region.* Currently the least developed and least visited part of the Russian Arctic. The development of the tourist environment today is mainly carried out in the central part, and not in the north of the Sakha Republic. However, the natural potential and culture of the indigenous peoples have the potential to attract tourists in the future.

6. *The Chukotka tourist region* has a unique animal world. On the Wrangel and Herald Islands there is a nature reserve where you can see polar bears, white geese, herds of reindeer, walrus rookeries in a pristine environment. To attract tourists, the region holds an annual festival "Bering Strait", which includes sports and business programs.

Based on the analysis of existing tourist routes, a classification of tourist accommodation facilities was carried out.

It was revealed that the existing tourist infrastructure in the Arctic Zone of the Russian Federation has, predominantly, a medium and minimum class of service. These are campsites, traditional housing, wooden guest houses, tourist

bases, hotels of 2-3* level. Glampings belong to the category of the most comfortable accommodation. But they are mainly typical frame-tent structures, while high tourist service should correspond to the uniqueness of the architecture associated with the natural context.

The main theme of the Forum is "New World - New Opportunities". Analyzing the main business program of SPIEF-2022, we can identify four thematic areas dedicated to issues of the global and Russian economy, social and technological agenda, and human development. Their analysis is given in the speeches of the Advisor to the President of the Russian Federation, Executive Secretary of the SPIEF Organizing Committee Anton Kobyakov. It should be noted that the organizers' plan was fully realized in practice during the four-day work of the Forum.

The first thematic block, "New Economic Order: Responding to the Challenges of the Time," included discussions that stated that the changes in geopolitics and the restructuring of the entire global economy that are taking place in the world have deep-rooted causes and are not short-term. It was noted that the decisions currently being made by the country's leadership concern issues of restoring the Russian economy, taking into account the transformation of world trade, maintaining ties with the SCO, BRICS, and EAEU countries. The participants in the sessions emphasized that today, as a matter of priority, it is necessary to create a new system of international settlements on a bilateral and multilateral basis; the financial system must ensure the structural restructuring of the economy in the context of growing credit risks and learn to finance innovations.

The second track of the business program, "The Russian Economy: New Tasks and Horizons," was devoted to the anti-crisis agenda, the investment climate in the regions, the development of the financial market and key industries. During the discussions, experts noted that the economy is smoothly adapting to new challenges, macroeconomic stability is maintained, and all planned social programs are being implemented. At present, it is important to ensure the economic and technological sovereignty of the Russian Federation. The country has enough of its own resources to continue development, reducing attempts at economic and political pressure on the country.

The third block, "Modern Technologies for Humanity: Creating a Responsible Future," addressed current issues of information security and digitalization. The key issue of structural restructuring is new technologies, since their absence leads to economic degradation. It was especially emphasized that without private initiative there will be no development and breakthrough.

Participants in the sessions of the fourth block "Investments in People - Investments in Development" discussed issues related to the development of human capital, including those dedicated to the development of creative industries, sports, education and tourism in the Arctic regions. Since 2020, along with the increasing efforts of the state to provide financial support to various social groups, the issue of social protection of citizens has come to the fore. This has become the main basic condition that has allowed us to begin a systemic transformation of our social system in the interests of people in recent years.

The central event of SPIEF 2022 was the speech of Russian President Vladimir Putin at the plenary session on June 17, which was also attended by the President of the Republic of Kazakhstan Kassym-Jomart Kemelevich Tokayev. Chairman of the People's Republic of China Xi Jinping and President of Egypt Abdel Fattah el-Sisi took part in a video address. The head of state emphasized the key principles of state development:

"The first is openness. Truly sovereign states are always committed to equal partnership, to making their contribution to global development. <…>

The second principle of our long-term development is reliance on entrepreneurial freedoms. <…>.

The third principle is responsible and balanced macroeconomic policy.

The fourth principle of our development is social justice. <...>.

The fifth principle on which Russia builds its economic policy is the accelerated development of infrastructure. <…>.

The sixth, cross-cutting principle of development that unites our work is the achievement of true technological sovereignty, the creation of an integrated system of economic development that is not dependent on foreign institutions in its critical components."

Traditional intercountry business dialogues with representatives of business communities from Africa, Belarus, the Middle East, Europe, Egypt, India, Iran, Kazakhstan, China, Latin America, as well as the EAEU-ASEAN dialogue, were successfully held on the sidelines of the SPIEF.

The business program of the event also included a breakfast for representatives of pharmaceutical companies, a Sber breakfast, and an IT breakfast. The following events took place on the sidelines of the SPIEF: the Russian Small and Medium Entrepreneurship Forum, the International Youth Economic Forum, the B20 Regional Consultative Forum, the Creative Business Forum, the Drug Safety Forum, the SPIEF Junior Dialogue, and other events, among which a special place was occupied by an emphasis on the development of the tourism environment in the Arctic regions, which became a landmark event at the Forum and was given close attention. This was due to the fact that the VI International Forum "The Arctic: Territory of

Dialogue", planned as part of the Russian Federation's chairmanship plan for the Arctic Council in 2021–2023, was cancelled due to a number of international reasons caused by powerful sanctions pressure on Russia in the first quarter of 2022, including in the Arctic direction. It was supposed to take place in April in St. Petersburg with an invitation to more than 3,000 participants. This event has previously contributed to increasing Russia's international authority among the Arctic Council countries and was an important platform for communication. It was decided that the planned sessions of the forum will be held as part of other upcoming events of the Russian Federation's chairmanship of the AC and at other international venues. On March 3, 2022, seven countries of the Arctic Council (AC, Council) - Canada, Denmark, Finland, Iceland, Norway, Sweden, the United States - officially refused to participate in events and meetings under the chairmanship of Russia, which was reported in their joint statement on the website of the US State Department. It should be noted that for more than a quarter of a century, cooperation between the Council countries has been stable and consistent, and has never been hostage to the current international situation. On June 8, 2022, these countries decided to resume limited activities of the AC, but without the participation of Russia. "Such a step cannot but cause concern not only for Russia as the current chairman of the Council, but also for the entire international community interested in the further sustainable development of this region. We note that this unique format of interstate cooperation continues to be politicized. Decisions on behalf of the Arctic Council, made without our country, will be illegitimate and violate the principle of consensus provided for by its governing documents," the Telegram channel of the Russian Embassy in the United States quotes Ambassador A. Antonov as saying. In this regard, a separate platform was prepared at the Forum - the stand of the Ministry for the Development of the Russian Far East "The Arctic - Territory of Dialogue". It hosted 16 events on the problems of development and exploration of the Arctic, including within the framework of the official plan for Russia's chairmanship of the Arctic Council in 2021-2023. It is positive that all this was considered and discussed at one site in one place, strictly according to the program. The relevance of the Arctic problems considered at the Forum is due to the fact that problems are accumulating in the Arctic that require their discussion, understanding and solution. Among them: the unclear boundaries of the Arctic Zone of the Russian Federation, changes in the Arctic (development or redevelopment of Arctic territories), the population's response to risks in everyday activities, climate change and the militarization of the Arctic, features of state management of regional development of the Russian Arctic, etc. Over the course of 4 days, the Forum widely discussed issues of comprehensive security in the Arctic, shipbuilding and ship repair, development of telecommunications and digitalization, problems of education and training, the Northern Sea Route and human capital in the Arctic, including indigenous peoples of the North. Particular attention was paid to climate change in the region, increasing the role of science, research and educational centers in making strategic decisions on the development of the economy, social and spiritual spheres of the Arctic territories. The heads of the Arctic subjects of the Russian Federation presented investment projects of their regions. A number of events were dedicated to the development of tourism in the Arctic. The main organizer of these events was the Ministry of the Russian Federation for the Development of the Far East and the Arctic. Representatives of Roshydromet, Arctic regions, educational and scientific institutions of the Ministry of Education and Science and the Russian Academy of Sciences took an active part in the forum. The Arctic is the most important strategic region for Russia. Therefore, it is no coincidence that its development and the development of Arctic transport communications are given such importance today. The Northern Sea Route plays a key role here, therefore, the session "Northern Sea Route: International Transport Corridor" turned out to be very representative and informative. It should be noted that the Northern Sea Route issue was also considered at other events, as the NSR is one of the key priorities in the context of the development of the Arctic. The key issue here is to increase transportation along its route by 2035. As Deputy Prime Minister Yuri Trutnev stated, a large team of specialists from various departments and companies is currently jointly preparing such a long-term program. It was noted that transit should play an important role in the growth of cargo traffic. In turn, the head of the Ministry for the Development of the Russian Far East, Alexei Chekunkov, stated that the contribution of already invested projects implemented on the Northern Sea Route to Russia's GDP will amount to 35 trillion rubles by 2035, and during this period, thanks to the NSR, the federal budget revenue will grow by 13.5 trillion rubles. The discussion of the Northern Sea Route issues continued on June 23 at a meeting of the State Commission for Arctic Development. According to the State Secretary, Deputy Minister of Industry and Trade Viktor Yevtukhov, the plan for the development of the NSR infrastructure provides for the construction of 37 vessels (8 icebreakers, 16 rescue and 13 hydrographic vessels), including icebreakers of the 22220 project and the project "Leader". Two of them, the icebreakers "Arktika" and "Sibir", have already been built and are operating on the route Northern Sea Route. Delivery of serial universal nuclear icebreaker planned for November "Ural". According to the Rosatom State Corporation, in order to ensure the

sustainable operation of the Northern Sea Route, it is necessary to provide for the construction of an additional 6 icebreakers and a nuclear technology service vessel. In addition, to implement Arctic investment projects, it is planned to build another 32 ice-class transport vessels. 15 gas carriers are planned for construction at the Zvezda shipyard. The plans include the construction of additional vessels for transporting investors' products along the Northern Sea Route. The measures taken contributed to a significant increase in the volume of cargo transportation along the NSR. Thus, the volume of cargo transportation in 2021 amounted to about 34.9 million tons. This is almost 2 million tons more than in 2020, when 32.9 million tons were transported. Of these, oil - 7.9 million tons, LNG and gas condensate - 20.6 million tons, coal - 0.1 million tons, metals - 0.9 million tons, transit - 2 million tons and support cargo - 2.9 million tons. In total, cargo worth 1.6 trillion rubles was transported, of which metals and ores amounted to 856 billion rubles. Thus, the target was exceeded indicator of the federal project "Development of the Northern Sea Route", according to which it was necessary to reach 32 million tons of cargo traffic by 2021. At the same time, the positive the dynamics are maintained: according to preliminary estimates, the volume of cargo traffic along the Northern Sea Route for the first half of 2022 may grow by 5-7% compared to the first half of 2021 By 2024, it is planned to create infrastructure to increase cargo flow to 80 million tons and increasing the total capacity of ports on the Northern Sea Route to 83 million tons in 2024.

According to the Deputy Chairman of the Management Board, Director for Marine Operations, Shipping and Logistics of PJSC NOVATEK Evgeny Ambrosov, 6 icebreakers are needed to ensure year-round navigation in the Arctic, including 3 icebreakers in the Kara Sea (2 icebreakers ensure two-way passage of ships through the Sea Canal of the Gulf of Ob and 1 icebreaker lays and maintains channels in fast ice in the area between the Matissen and Vilkitsky Straits , and provides escorts for supply vessels) and 3 nuclear-powered icebreakers for escorts in the eastern sector of the Arctic to maintain the commercial speed of gas carriers.

The continuation of work on the development of the international transport corridor "Europe - Arctic - Asia", which will connect Belarus, Kaliningrad, St. Petersburg and Murmansk with Petropavlovsk-Kamchatsky and the countries of the Asia-Pacific region, was noted region. The Northern Sea Route acts as a link between European and Asian states, being the Arctic vector for the countries of Greater Eurasia. The transport strategy of the Russian Federation until 2030 envisages the comprehensive development of sea, inland water and rail transport in the Arctic zone of Russia, as well as the modernization of the ports of Murmansk, Arkhangelsk, Indiga, Dikson, Pevek, Sabetta , Dudinka and Tiksi.

The International Seminar on Shipbuilding and Ship Repair in the Arctic addressed the issues of fulfilling the tasks set by the President of the Russian Federation to ensure the transportation of at least 80 million tons of cargo along the Northern Sea Route by 2024 and 150 million tons by 2035. First Deputy Minister of the Russian Federation for the Development of the Far East and the Arctic Gadzimagomed Guseinov drew attention to this during the session. "Such volumes require large investments and fleet construction," he emphasized. "Today, we feel a shortage of ship repair capacities, especially in the Arctic and the Far East, here we have to solve a number of fundamental problems," the First Deputy Minister noted. According to him, preferential regimes are in effect in the region. In particular, companies have access to benefits on insurance premiums: instead of 30%, residents of the Arctic zone pay 7.5%. In addition, there are preferences for income tax, and there is also the possibility of using the free customs zone procedure, which provides for 0% VAT on goods placed under the FTZ procedure. However, in addition to the existing benefits for ship repair companies, it is necessary to provide for 0% VAT, the First Ministry of Eastern Development emphasized.

After this, the proposals at the seminar began to be actively discussed on the possibility of reducing the cost of repairs in Russian shipyards and potential changes in the preferential regimes in force for ship owners. Chairman of the Board, CEO of JSC United Shipbuilding Corporation Alexey Rakhmanov noted that “Zeroing VAT will immediately give a 20% benefit compared to the same Norwegian shipyards. This is the first thing. Secondly, we ourselves need to work with the structure in order to somehow take the “horse” overhead costs that a dual-purpose shipyard incurs out of the equation.” He also noted that in order to develop ship repair, it is necessary to make the Russian flag convenient. “Only 10% of all national wealth of the Russian Federation is exported on ships under the Russian flag. Accordingly, those, including Russian ship owners, who sail under a foreign flag, will naturally undergo repairs abroad. Until we make the Russian flag convenient for shipping, nothing will really happen with ship repairs,” concluded Alexey Rakhmanov.

Arkhangelsk Region Governor Alexander Tsybulsky noted in his speech that today about half of foreign ports are closed for repair of Russian vessels, while Indonesia and Turkey have significantly increased the cost of work in this area. "Our prices are not only becoming competitive, but we can also do it cheaper," he said. It should be noted that the ship repair yards of the Arkhangelsk transport hub are really capable of performing all types of ship repair: yard repair with docking, docking with related work,

ship modernization, inter-voyage repair and maintenance, a full range of work for presenting vessels to classification societies, all types of repair of power plants, deck and auxiliary equipment. The International Seminar on Shipbuilding and Ship Repair was also attended by Deputy Chairman of the Management Board of PJSC NOVATEK, Chairman of the Arctic Economic Council Evgeny Ambrosov, Director of the Department of Shipbuilding Industry and Marine Engineering of the Ministry of Industry and Trade of the Russian Federation Boris Kabakov, Deputy Governor of the Murmansk Region Olga Kuznetsova, as well as Deputy Director General - Director of the Northern Sea Route Directorate of the State Atomic Energy Corporation Rosatom Vyacheslav Ruksha and CEO, Chairman of the Management Board of PJSC Sovcomflot Igor Tonkovidov . The past event confirmed Russia's focus on a responsible approach to the ecology of the Arctic. One of the striking examples is the Sulphur Project launched by Norilsk Nickel. Thus, thanks to the project, pollutant emissions in Norilsk will decrease by 45% in 2023, and by 85% in 2025. At the same time, according to the company, the project's effects on the country's GDP will amount to 575 billion rubles, and on the budget's tax revenues — 118 billion rubles. In total, more than 300 billion rubles will be invested in the project's implementation in Norilsk in 2018–2025. The session devoted to the EMERCOM activities in the region was interesting. There are more than 500 potentially dangerous industrial and infrastructure facilities in the Arctic zone that can become sources of man-made emergencies, of which, according to the EMERCOM, there are more than 100 per year on average. According to the ministry, the development of anthropogenic activity in the Arctic zone necessitates increasing the corresponding level of protection of Arctic territories from emergencies.

First Deputy Minister of the Russian Federation for Civil Defense, Emergencies and Elimination of Consequences of Natural Disasters Alexander Chupriyan opened the strategic session organized by the Russian Emergencies Ministry "Arctic Regions: Dialogue on Integrated Security" at the SPIEF, where an exchange of regional experience in the sustainable functioning of Arctic regions took place against the backdrop of possible and most typical emergency situations for the Russian Arctic, as well as the development of effective mechanisms for interaction between the Russian Emergencies Ministry and the subjects of the Arctic zone of the Russian Federation. It was emphasized that the department has been developing a comprehensive security system in this region since 2014. He noted that six Arctic integrated emergency rescue centers have been created during this period. By 2035, it is planned to deploy four more rescue centers and seven aviation rescue units. Interaction has been organized with regional authorities, the Marine Rescue Service, Rosatom and other participants in relations in the Arctic. The EMERCOM of Russia units in the Arctic regions of Russia employ about 35,000 specialists. The EMERCOM of Russia regularly conducts exercises of the EMERCOM forces in the Arctic to improve the efficiency of their work. During the exercises held in 2021, the EMERCOM units conducted research on 91 scientific tasks specific to the department, tested 41 samples of EMERCOM equipment and machinery (aircraft, all-terrain vehicles, communications equipment, special equipment, etc.) in Arctic conditions. It was noted that in the future, developers of fire and rescue equipment will be invited to the most significant training sessions so that they can demonstrate new developments in action. Moreover, it is proposed to introduce the practice of comparative tests during the exercises, when several samples of equipment, equipment or gear of the same functional purpose, but from different manufacturers demonstrate their capabilities. The First Deputy Minister noted that the next exercises in the Arctic will be held in 2025 and will cover all Arctic regions of Russia. The exercise headquarters will be located in the village. Sabetta , near which there is a port of the same name - one of the key ones in the transport system of the Yamal-Nenets Autonomous District and Western Siberia - and the Yamal LNG liquefied natural gas plant. In his speech, he outlined the immediate prospects for organizing emergency rescue activities of the Russian Emergencies Ministry in the Arctic. Thus, an experimental test of the operation of the "112 System" in the Arctic will be carried out. In the period up to 2027, the Arctic aviation group of the Russian Emergencies Ministry will be significantly increased, primarily its helicopter component. The aviation of the Russian Emergencies Ministry will include 13 helicopters, including 9 in the Arctic version. The construction of Arctic centers of the Russian Emergencies Ministry will continue, one of them will be located on Dikson Island.

The Forum participants expressed interest and concern over the construction of the future international Arctic station “Snezhinka”. Its creation was initiated by Russia as the chairman of the Arctic Council. The construction and implementation of projects at the station are envisaged by the Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security until 2035. The ambitious project, implemented by a team from the Moscow Institute of Physics and Technology, is planned to be launched on the Yamal Peninsula, the center of gas production in Russia. "Snezhinka" will be built near a large lake in the Jade Valley between the Rai-Iz and Dinosaur mountain ranges. The project received support from the Russian Ministry of Foreign Affairs, the Ministry for the Development of the Far East and the Arctic, the Ministry of Science and Higher Education, and the Governor of the Yamal-Nenets Autonomous Okrug. The station will be a fully

autonomous complex operating on renewable energy sources and hydrogen energy. Scientists will be able to conduct research here in a whole range of areas, including hydrogen energy, thermal stabilization of permafrost soils, carbon footprint reduction technologies, Arctic medicine, high-latitude telecommunications, aero- and hydroponics, and robotic platforms with artificial intelligence. The research program announced during the development of the project was supported by the Russian Academy of Sciences. By the end of 2025, it is planned to develop design and estimate documentation for the creation of the station and obtain a positive conclusion from the state examination. Construction is planned to begin next year. The start of test operation of the project is scheduled for 2025. Concern is caused by the fact that the project for the construction of the Snezhinka scientific station has increased in price by 2.5 times, now it is estimated at 5.6 billion rubles. The cost of construction has changed due to the expansion of the area and the increase in the cost of building materials and equipment, however, it can be reduced during the development of the project. Today, the project is financed from the federal budget, in the future, large corporations are not excluded from joining the project. It is also important to take into account the statement by Nikolai Korchunov, Chairman of the Arctic Council Senior Officials Committee , who noted that, despite the fact that the Arctic Council member countries have suspended their participation in it, the work planned by the Russian side has continued and the project will be implemented. He also noted that the Arctic station of the same name will also be built in the Murmansk Region near the village of Teriberka.

One of the main sessions at the stand was the Conference on the Development of Telecommunications and Digitalization in the Arctic. Its participants discussed the implementation of digital technologies in the Arctic, as well as the provision of high-quality communications and high-speed Internet in the region.

Forum participants were interested in the problem of training and retaining personnel in the Arctic. Positive experience has been accumulated in the Murmansk Region. In 2019, the region approved the strategic plan "Live in the North!" Over 3 years, thanks to regional payments and the "Zemsky Doctor" program, more than 270 doctors have been attracted, and a minimum salary for young teachers has been established. Particular attention is paid to the development of small and medium-sized businesses, the "Arctic Hectare" and "Governor's Startup" programs are being implemented. In 2021, migration loss decreased by 1.8 times compared to 2020. According to Governor Andrei Chibis, the creation of the first and only advanced socio-economic development territory in the Arctic "Capital of the Arctic" in the region made it possible to create good economic dynamics in three years. Thus, investment growth amounted to 30% (600 billion rubles). Not a single project, large enterprise or construction site stopped working. All this gave industrial production growth by 17%, the economy by 16%, wages by 29% (13% - real income). Migration loss decreased by 1.8 times compared to 2020 , in 2021 9.5% less people left.

The head of the Arkhangelsk region, Alexander Tsybulsky, made a number of relevant proposals at the SPIEF. He drew attention to strengthening the system of integrated training of engineering personnel for the Arctic. The governor recalled that the region is the scientific and educational center of the Russian North, where the only Arctic federal university and the largest medical university in the North-West are located, training personnel for the entire western part of the Russian Arctic. In the region, about 17,000 students are studying in higher education programs, 27,500 young people are studying in secondary vocational education programs. In addition, Arkhangelsk is the location of the world-class scientific and educational center "Russian Arctic: new materials, technologies and research methods", created jointly by three Arctic regions. One of the tasks of the REC is to improve the system of training professional personnel, focused on rapid adaptation to the requirements of scientific and technological development of Russia and the country's needs in the Arctic Zone of the Russian Federation. Another unique competence of the Arkhangelsk region is the "plant - technical university" personnel training system. This model is based on a system of continuous engineering and technical education, which is multi-level: from career guidance work at school to training a certified integrated master. The most important aspect is the interest of potential employers. In the Arkhangelsk region, the system is being implemented with the participation of enterprises of the military-industrial complex. Cooperation has been established between the Institute of Shipbuilding and Marine Arctic Engineering of NArFU and the enterprises Sevmash, Zvezdochka and Arktika. Students acquire skills in working and engineering activities during their studies, during engineering and industrial practice. We are starting to create in Arkhangelsk the only inter-university campus in the western part of the Russian Arctic. It will include multifunctional educational and laboratory buildings, sports infrastructure facilities, cultural and leisure spaces. The total area of the campus will be more than 125 thousand square meters. Its structure takes into account a large residential complex - this is about 72 thousand square meters for student dormitories. The speech of the Deputy Chairperson of the State Duma of the Federal Assembly of the Russian Federation Irina Yarovaya was listened to with interest and support. She noted that wages in the Arctic should be higher and suggested that northern bonuses and the

coefficient be paid not based on accumulated length of service, but from the first day of work.

Elvira Nurgalieva, First Deputy Director General for Social Development at the Far East and Arctic Development Corporation, shared her experience in implementing a large personnel project with the support of the Ministry of Defense, "Arctic Call": "We are working with young people who are currently completing their military service, many of them have a secondary specialized education, but do not yet have work experience. We offer them the opportunity to work in the Arctic, we offer a specific life trajectory. Last year, we launched a pilot with Norilsk Nickel. 3.5 thousand guys approaching discharge into the reserve were offered to live and work in the Arctic zone of the Russian Federation. 40% of them confirmed their interest. Some of them are already employed. In 2024, we are expanding our geography: we will work with 25 thousand guys who are completing their military service, several dozen employers have joined this program."

It should be noted that this practice was actively used in previous years and had positive results. According to the information of the head of the Political Directorate of the Internal Troops of the USSR Ministry of Internal Affairs, Lieutenant General Alexander Ivanovich Grienko , the internal troops sent about 30 thousand servicemen who had completed their military service to the Norilsk Mining and Processing Plant named after A.P. Zavinyagin on Komsomol vouchers . They formed a stable backbone of the enterprise's workforce, became foremen, heads of workshops and shifts, were able to start families and eventually became true northerners who conquered the Arctic territories.

The seminar "The Role of World-Class Scientific and Educational Centers in the Implementation of Arctic Projects" was successfully held at the SPIEF. It was emphasized that in the Arctic, any technology or material used must be science-intensive and innovative, since the extreme conditions, risks, and challenges themselves determine this. There is no room for error, so reliability, cost-effectiveness, and functionality are the main requirements for the materials and devices used. Rector of the Northern (Arctic) Federal University named after M.V. Lomonosov Elena Kudryashova in her speech pointed out the need to reformat the activities of the REC. "We cannot afford to solve certain issues for a long time - we need to quickly respond to the challenges that modern reality poses to us," Elena Kudryashova emphasized. "By engaging only in import substitution, we will always only be catching up in terms of technology, but we need to think about tomorrow. Therefore, we must very flexibly change the REC development programs in accordance with the requirements of the state, region, industry and those companies that operate in the Arctic." The discussion of this issue was attended by M.K. Yeseev , scientific director of the world-class REC "Russian Arctic: new materials, technologies and research methods", A.N. Nikolaev, rector of the federal state autonomous educational institution of higher education " North -Eastern Federal University named after M.K. Ammosov", I.L. Manzhurov, director of development of the Ural interregional scientific and educational center of world class "Advanced production technologies and materials", S.N. Ladyzhenko, general director of the ANO "Corporation for the Development of Yenisei Siberia, REC "Yenisei Siberia" and others.

As part of the Arctic Investor Day, at the stand of the Ministry for the Development of the Russian Far East, governors of the regions of the Russian Arctic personally presented investment projects to Russian entrepreneurs and the media. A special place on the agenda was occupied by the presentation of the tourism potential of the Arctic regions of Russia. Projects from their regions were presented by T.Yu. Khandy, Minister of Entrepreneurship, Trade and Tourism of the Republic of Sakha (Yakutia), A.V. Eliseev, Chairman of the Tourism Committee of the Murmansk Region, A.B. Borchikova, Head of the Tourism Department of the Republic of Karelia, A.Yu. Terentyev, Head of the ANO "Agency for Tourism Development and Promotion of the Komi Republic", A.V. Klepikovskaya, Director for Development of the Cultural and Landscape Park" Golubino", Director of the Association for the Preservation and Development of Cultural and Natural Heritage "Voice of the North", Aleksey Zhirukhin, blogger, auto traveler and Bogdan Bulychev, blogger, ambassador of the Arctic and the Far East.

All session participants noted that the trend of recent years is the intensive development of tourism. It was emphasized that, despite the overall increase in the number of tourists in the Russian Arctic, the Arctic regions remain at the bottom of the list among all regions of the Russian Federation in terms of the number of tourists. In addition, in Russia, tourists are counted as people who come to work in the Arctic on a rotational basis, which distorts the real number of tourists in the region. The speakers emphasized, using their regions as examples, that tourism development is impossible without creating the necessary conditions for building a system of prompt and successful communication that includes all participants in the process of production, promotion, sale and consumption of tourism products, as well as stakeholders from industries related to tourism. Attention was drawn to the training of specialists in the tourism sector. At the same time, it seems that the Arctic Zone of the Russian Federation does not have an in-depth analysis of the tourism sector, which is in an extremely difficult state after the COVID-19 pandemic. In these conditions, it is necessary to analyze the tourism and recreational potential and its

promotion on the Internet; development of tourism infrastructure; dynamics of tourist flows; the economic factor in the development of domestic tourism; factors hindering tourism development. It is positive that the speakers understand that the emphasis should be shifted towards domestic tourism. As part of the business program, in the presence of the governors of the regions of the Arctic Zone of the Russian Federation and the heads of the largest companies implementing investment projects in the Arctic, the launch of the Arctic Challenge project took place. The event was attended by the Minister of the Russian Federation for the Development of the Far East and the Arctic Alexey Chekunkov, General Director of the Far East and Arctic Development Corporation Nikolay Zapryagaev, Special Representative of the President of Russia for Digital and Technological Development and Director of the Young Professionals Direction of the ASI Dmitry Peskov, Governor of the Murmansk Region Andrey Chibis, Governor of the Krasnoyarsk Territory Alexander Uss, Governor of the Arkhangelsk Region Alexander Tsybulsky, Head of the Komi Republic Vladimir Uyba , Senior Vice President, Head of the Strategy and Management Unit for Strategic Projects, Logistics and Resource Provision of PJSC MMC Norilsk Nickel Sergey Dubovitsky, Special Representative of the State Atomic Energy Corporation Rosatom for Arctic Development Vladimir Panov, Deputy Chairman of the Management Board of PJSC NOVATEK Eduard Gudkov, General Director of Vasta Discovery LLC Sergey Bachin and others. The project is aimed at attracting managers from all regions of the Russian Federation to key positions in the governments of the Arctic regions and in leading enterprises of the Arctic zone and thus creating social elevators for residents of Russia. The project is being implemented by the Far East and Arctic Development Corporation jointly with the Agency for Strategic Initiatives with the support of the Ministry for the Development of the Russian Far East. The objective of the project is to search for and select qualified personnel for further employment in the system of state and municipal administration and in key regional industries, as well as to create social elevators for the purpose of growth and self-realization of citizens. A list of 200 vacant management positions of the subjects of the Arctic Zone of the Russian Federation has been compiled jointly with the regions. The project involves absentee selection of candidates, a series of public events, and stages of group and individual assessment. During the project implementation, it is planned to attract and evaluate more than 10,000 candidates. The first job offers will be received by candidates at the Eastern Economic Forum 2024, which will be held in September in Vladivostok.

Outside the stand, the topic of "International cooperation as a guarantee of sustainable development of the Arctic" was discussed within the framework of the " Think Arctic" project. The speakers emphasized the harm of the sanctions policy of the collective West in terms of the development and exploration of the Arctic, and also drew attention to the growing confrontation between the leading Arctic states.

Leading experts have confirmed that Russia, as the largest Arctic state, will continue to implement the investment projects that have already begun, including increasing cargo traffic along the Northern Sea Route. Against the backdrop of EU sanctions that limit the entry of Russian ships into European ports, the international transport corridor could become a serious alternative to other routes. This is a kind of "lifeline" for supplying vast territories of the Far North via the northern delivery route, as well as a critically important route for Russian foreign trade with the countries of the Pacific region, China and India. The significance of the Northern Sea Route is also growing for the development of its own territories as the world's largest special economic zone.

Conclusion

The geopolitical situation around Russia in 2018-2024 affected the development of Arctic tourism. First of all, it influenced the change in the tourist services consumption market, from which foreign tourists, who were the main participants in the most expensive type of Arctic tourism — polar cruises, were almost completely excluded. The interest of Russian tourists in the destinations of the Arctic region has increased, as indirectly evidenced by the increase in passenger traffic at Russian Arctic airports in 2024 by approximately 9-10%. However, they did not become consumers of cruise tourism products due to the excessively high prices for tours, as a result of which the number of cruise tourists in the Arctic decreased by 5 times. The most popular destinations for Russian tourists in the Arctic are the Murmansk Region, the Arctic regions of the Arkhangelsk Region and the Republic of Karelia, and the Yamalo-Nenets Autonomous Okrug. Most often, tourists visit the Solovetsky Islands (Arkhangelsk Region), the village of Teriberka and the Khibiny ski resort (Murmansk Region). Most tourists visiting the above-mentioned regions live in the European part of Russia. The main centers of tourist flows to these destinations are Moscow and the Moscow Region, St. Petersburg, the Murmansk and Arkhangelsk Regions. This is explained by the proximity and transport accessibility of this sector of the Arctic for tourists from the European part of Russia, a more developed infrastructure and a variety of tourist offers. The Arctic regions of the Asian sector are less popular with tourists due to poor transport accessibility and poorly developed infrastructure. Basically, these destinations are visited by residents of Siberia and the Far East. An analysis of negative reviews from tourists visiting the main Arctic destinations revealed

a set of standard problems inherent in tourism in underdeveloped regions. These include the lack of roads and tourist infrastructure, the high cost of delivering all the goods and equipment necessary for normal life, and the complex logistics of transporting tourists. In the current geopolitical situation, the problem of Arctic tourism logistics seems to be the most serious, it is the main obstacle to its further development. Since the regions of the Russian Arctic are significantly remote from the main places of formation of tourist flows, the main transport transporting tourists is an airplane, especially since many regions of the Arctic do not have land communication with the rest of Russia. The planes used by Russian airlines are mainly of foreign manufacture, their technical maintenance in Russia is impossible due to economic sanctions, therefore, the number of operated machines will decrease, which cannot but affect the reduction of tourist transportation and an increase in the cost of travel, which will further raise the price of an expensive Arctic tourism product, as a result of which the number of tourists will decrease. This is especially true for the Arctic regions, which can only be reached by plane (Nenets Autonomous Okrug, Taimyr, the north of the Sakha Republic (Yakutia), Chukotka Autonomous Okrug). When planning tourism in the Russian Arctic in this situation, it is possible to propose concentrating efforts on already operating areas that have land transport links with the main centers of tourist flow formation. This applies to the Murmansk Region, the Yamalo-Nenets Autonomous Okrug, the Arctic regions of the Republic of Karelia and the Arkhangelsk Region. For other areas of the Russian Arctic, the main areas should be the development of local tourism and the creation of tourist infrastructure. After the geopolitical situation changes, it will be easier to develop these areas on the basis of the existing infrastructure. The priority strategic tasks for the development of tourism in the Arctic have been formulated, namely:

1) increasing the accessibility of unique Arctic and northern territories and remote tourist centers for tourists with different income levels;

2) organization of regional tourism and recreational clusters based on the modernization of transport and tourism infrastructure;

3) attracting investments into the tourism industry in the form of public-private partnerships;

4) strategy for the global promotion of the tourism potential of the Russian Arctic and the Russian North;

5) development of competition in the transport sector, simplification of logistics, combination of sea cruises with 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 and information navigation;

10) creation of an attractive image of local identity and branding of Arctic tourism centers.

Thus, in modern conditions, the development of Arctic tourism in Russia will slow down due to the aggravation of logistics problems. The main promising areas designed for Russian tourists will be the most accessible destinations in the European part of the Russian Arctic, which saw an increase in their interest in 2018 - 2024. To stimulate tourist flow, it is necessary to improve the local tourist infrastructure and develop tourist offers designed for different categories of tourists.

Thus, the conducted analysis of the experience of tourism development in the district allows us to state that it could become a powerful lever in the economic development of the regions of the Far North of Russia. Moreover, the tourism industry has a high multiplier effect and stimulates the development of such industries as construction, transport, communications, hotel and restaurant business, trade, agriculture, and folk crafts. In addition, tourism plays a major social, cultural, and even political role, expanding the boundaries of mutual understanding and trust, establishing relationships between citizens of different countries, cultures, and religions in order to preserve peace.

The main factors holding back tourism development in the Russian Arctic are the insufficient quality of service infrastructure and the tourist environment, and poor transport accessibility. Transport costs prevent tourists with an average income from visiting the Arctic, and for elite tourists, service provision is insufficiently developed. It is necessary not only to create a modern, comfortable hotel infrastructure for accommodation, but also to form tourist centers that include a set of facilities offering comprehensive services for the types of tourism developed in the region.

Modern complexes for accommodation and organization of leisure for tourists are not united into a certain system. The Russian Arctic is huge and difficult to access. Uniting complexes into a single network in accordance with tourist routes can attract more tourists than a separate object. It is necessary to optimize and develop the existing settlement system (support city - base city - shift camps) with the

organization of a system of tourist and recreational complexes on their basis. With the development of high-quality infrastructure, the Russian Arctic has sufficient natural and historical-cultural potential to increase tourist flows.

Over a quarter of a century, the Forum has become a sought-after global platform for establishing cooperation ties, an authoritative and representative event of world level. This year it was much more modest than in previous times. The event took place against the backdrop of a special operation in Ukraine, large-scale sanctions and the departure of a huge number of foreign companies from Russia.

The sessions that took place made a significant contribution to a comprehensive understanding of the real situation in the Arctic, allowed us to develop specific steps and effective solutions to fulfill the tasks set by the Russian leadership to ensure balanced sustainable development of the Arctic region and improve the well-being of its residents, including the indigenous peoples of the North. The country's leadership and the heads of the subjects of the Arctic Zone of the Russian Federation understand that this region is an important and promising territory of Russia. In this regard, systematic work is needed to form Arctic consciousness among Russian citizens and their involvement in great Arctic affairs. In the foreseeable future, according to experts, economic projects will become the main ones. In these conditions, it is important to more actively involve our closest allies in the EAEU in the problems of the Arctic. Following the forum, 691 agreements worth 5.639 trillion rubles were signed (only agreements whose amount is not a commercial secret are taken into account). The Forum was organized by the Ros Congress Foundation, a socially oriented non-financial development institution and the largest organizer of all-Russian, international, congress, exhibition, business, public, youth, sports and cultural events. It was created in accordance with the decision of the President of the Russian Federation in 2018 with the aim of promoting the development of economic potential, promoting national interests and strengthening the image of Russia.

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