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Article



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## SEARCH FOR EFFECTIVE ASPECTS OF TOURISM DEVELOPMENT IN THE REGIONS OF THE ARCTIC ZONE OF THE RUSSIAN FEDERATION

**Abstract:** in the article the authors consider the development of the Arctic zone of the Russian Federation (AZ RF) in the context of the implementation of the principles of sustainable development of the territory, including aspects of ensuring the national security of society and the state. In this connection, the object of the study was the state policy of the Russian Federation in the Arctic, and the subject - economic, organizational and legal mechanisms that ensure the sustainable development of the Arctic territories within the framework of the policy being implemented. Particular attention is paid to aspects of the implementation of the Arctic policy in foreign countries, as well as key challenges and opportunities for sustainable development of the RF AZ. In conclusion, the article defines the priorities and prospects for the implementation of state policy in the Arctic, taking into account the importance of preserving both the socio-economic interests of the state and the possibilities of strengthening national security. This article touches upon an extremely urgent problem of our days - as the basis and development of tourism in the Arctic region of the Russian Federation. Since we can improve this resort so that it becomes one of the main incomes of our country and a landmark, because of which people went to rest to us from different parts of the world. It is also necessary to maintain the state of the environment, glaciers. Every year their number decreases, which can lead to global problems of mankind. You need to relax not only with care for yourself, but also for the environment. The main concepts considered in the work - "tourism" and "recreation" - are one of the most important components of the social life of any person, providing happiness and unforgettable emotions.

**Key words:** state strategic planning, ecology, society, sustainable development, national security, development support zones, Arctic zone of the Russian Federation, state policy, investment, strategy, tourism, recreation, environment, Arctic region, cruise.

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## Introduction

**UDC 332.34:338.48.**

For a long time, the northern region has attracted the attention of many scientists and specialists. The theme of tourism in the Arctic region was chosen for the reason that in modern times the North Pole is visited not only by researchers for scientific purposes, but also by tourists for another interesting trip. Today, tourism in the Arctic is one of the fastest growing areas in this area. This is precisely the relevance of the topic. The subject of the study is the Arctic region. The object of research is tourism in the Arctic.

The Arctic is the northern polar region of the Earth and is one of the most inaccessible in the world. This area occupies literally a sixth of the planet's surface. The Arctic region includes the Arctic Ocean, six seas - Greenland, Barents, Kara, Laptev, East Siberian, Chukchi. In addition, many bays belong to this region. Among other things, the Arctic includes land in the form of Greenland, some archipelagos and islands, as well as the northern coast of Eurasia and North America.

The climate in the region is severe, presenting frosts and winds. However, between June and October, the Arctic experiences mild and warm summers. The average temperature at this time ranges from -10 to +10°C. In winter, the sun never rises over the region. The temperature here can be as low as -45°C. Researchers and tourists come here in the summer.

In modern times, the study of the Arctic region is of great importance. Many large states are showing great interest in the development of this territory. Some of the states were ready to redistribute the Arctic region. Russia became the first state to apply to the UN to establish the outer limits of the continental shelf in the Arctic Ocean. According to this application, it is planned to clarify the territory of this shelf, which has an area of more than a million square kilometers.

LDPR party leader Vladimir Zhirinovskiy defended the view that the Arctic region is a full-fledged territory of Russia, when the scientist Sergei Medvedev spoke about the transfer of the Arctic under international jurisdiction. Zhirinovskiy said: "This is a territory that is directly related to Russia, these are its borders." Valery Valeryevich Dzyuban, Doctor of Historical Sciences, has a similar opinion on this matter: "The Arctic was annexed to Russia with the help of gigantic labors. Russia and the Soviet Union created a grandiose polar civilization, including a military aspect ... No country has done so much for the

Arctic." Russia pays great attention not only to issues related to the development of northern lands, but also to the nature of the Arctic, protecting it. On the territory of Russia there are many specially protected natural areas in the Arctic zone.

The main features of the Arctic region, which form its uniqueness, include climatic conditions, flora and fauna, polar night and/or polar day, high frequency of auroras, etc. The Arctic has certain features that have a significant impact on tourism:

- remoteness and inaccessibility of many attractive places for tourists, which leads to a high cost of visiting them;
- significant dependence of the organization of tourism activities on seasonal factors;
- the need to take into account climatic conditions when planning tourism;
- socio-economic specifics of the Arctic zone (low population density and uneven distribution, focal infrastructure, the dominant role of certain sectors of the economy, the presence of the military, etc.);
- administrative restrictions on visiting some areas.

Today, interest in tours to the Arctic among Russian residents is growing. According to the statistics of the Federal Tourism Agency, in the early 2000s, only about 10% of Russian tourists visited the Arctic region on cruises and other types of tourist programs. The rest 90% of the tourists were foreigners. However, in modern times, the number of Russian tourists on such trips has increased significantly. Russian tour operators note that the average number of tourists from Russia in group trips to the Arctic is 25-30%.

The basis of the tourist attractiveness of the Arctic is its geographical and natural features. Often, the Arctic is associated with emptiness and the absence of land in the North Pole region, the monotony of color, wide expanses without people. Many tourists tend to visit the Arctic for the purpose of emotional relief. The North Pole itself has a special attraction. This point has an exclusively symbolic meaning, since the conditions of its climate and nature do not differ from other places within a radius of hundreds of kilometers.

The climatic features of the Arctic region, which complicate living, are considered an integral part of its tourist attraction. Many tourists want to experience extreme cold conditions.

An important part of the tourism brand of the Arctic is the polar night and polar day, during which the sun does not rise or set for more than 24 hours.

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These phenomena are considered a real phenomenon that interests many tourists.

An important factor in the attractiveness of tourists are also polar lights. Such a natural phenomenon is surrounded by various legends, which attract some tourists.

In particular, the auroras attract people with their incomparable beauty.

In addition, the object of tourist attraction is the Arctic natural landscapes, which have significant differences from each other. For ocean tourism, these are oceans and seas covered with ice or available for free navigation (depending on the time of year and region). The coast and islands are mostly arctic desert or tundra, with corresponding flora and fauna. It is in this natural zone that you can see representatives of the fauna that most correspond to the mass ideas about the nature of the Arctic: cetaceans and pinnipeds, marine mammals, as well as the polar bear, which has actually become a symbol of the circumpolar territories.

Continental Arctic tourism is organized in the climatic zones of tundra and forest-tundra, where snow cover is present for a significant part of the year. The natural world here is much more diverse than in the oceanic sector of the Arctic, therefore, in addition to educational forms of tourism organization, mainly related to observation, such areas of the tourism industry as hunting and fishing are widespread. The animal associated in the mass consciousness with the tundra zone is the reindeer, which can be observed here both in its natural habitat and as an object of agriculture.

The territories of the Arctic differ significantly in their historical and cultural resources. On the islands, archipelagos and the coast of the mainland, the material heritage is formed from several major components:

- archaeological evidence left from the most ancient inhabitants of these areas;
- artifacts associated with indigenous peoples, for which sea crafts are traditional;
- the historical and cultural heritage of the old-timers (on the Arctic coast of Russia, the ethnographic group of Russian Pomors, as well as the descendants of pioneers of various ethnic origins, can be attributed to the old-timers);
- objects associated with the centuries-old history of geographical discoveries, exploration and development of the Arctic: the material heritage of the Viking Age, traces of research expeditions, artifacts related to the pioneers (burials, territories of temporary and permanent historical settlements, navigation signs, etc.);
- monuments of the industrial development of the Arctic zone in the 20th–21st centuries (hydrometeorological stations and research bases, lighthouses and other navigation aids, transport and

energy infrastructure facilities, industrial and military facilities).

In the material heritage of the continental part of the Arctic, in addition to objects comparable to those mentioned above (archaeological monuments, objects of the industrial period), the following groups can be distinguished:

- artifacts associated with indigenous peoples leading a nomadic or sedentary lifestyle in the tundra and forest-tundra natural zones, as well as the legacy of the old-timer population;
- objects of the period of development and colonization of the northern spaces (historical settlements, centers of trade and crafts, fortifications, as well as other material heritage of that era);
- monuments of the history of the Second World War (the Arctic regions where large-scale battles took place on land were Norway and the Murmansk region of the USSR).

A characteristic feature of the material cultural heritage of the Arctic is that a significant part of it does not have an independent tourist attraction. To integrate some monuments into the practices of the tourism industry, their purposeful updating is necessary: inclusion in excursion routes, popularization, etc. At the same time, some objects of historical and cultural value are not suitable for use in mass tourism (for example, existing or mothballed military infrastructure facilities, most archaeological sites).

In connection with the growing interest in northern tours, Rostourism experts, together with tour operators and representatives of the Government of the Murmansk and Arkhangelsk regions, held a meeting on the development of an interregional Arctic tourism product in order to attract Russian and foreign tourists. According to experts, the North-West of Russia has a variety of cultural, historical and natural heritage sites and deserves the development of new, unique tourism programs and offers. This is confirmed by the growing demand for offers developed jointly by foreign cruise companies and Russian tour operators.

According to the leaders of the Federal Agency for Tourism, Arctic tourism in the Russian north in the future can provide income no less than mining.

Thus, the Arctic region is open for tourism. In modern times, this northern part of the Earth is one of the most unique in the whole world. It has been mastered and studied for many years. Today, the Arctic is protected by a large number of states, since its territory is considered an incredible and unique place. Arctic tourism in Russia is a great opportunity for all Russian tourists and travelers to visit the most amazing places in the north.

The strategic importance of the Arctic for the modern and future development of the world and Russia is multifaceted and generally recognized, and the region itself has concentrated 30% of the territory

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of Russia, 20% of GDP, 22% of export products, 30% and 13% of undiscovered gas and oil reserves, respectively, more than 30% world reserves of fresh water. As noted by N.K. Kharlampiev and M.L. Lagutin, the modern institutional architecture of the Arctic cooperation is formed in the form of two interconnected organizational clusters: sub-regional (a network of intergovernmental and non-governmental organizations focused on deepening the integration of the states of Northern Europe and expanding cross-border cooperation) and international (a set of international structures related to the global issues of the Arctic zone). The organizational core of the last cluster is the Arctic Council (1996) (AC), whose founding countries were Canada, the USA, Russia, Denmark, Iceland, Norway, Sweden and Finland. When studying the policy of developing new territories pursued by the majority of the Arctic states, the trend of changing capital investments in various sectors of the economy becomes visible: if in the early 1970s.

According to the Doctor of Historical Sciences, Professor Dzyuban V.V., "Natural resources are not unlimited, despite the fact that the development of scientific and technological progress and new technologies stimulate the exploration and production of energy resources, sooner or later their reserves will run out, which will lead to environmental degradation". Due to the realization that resource limitations are a consequence of human evolution, the concept of sustainable development emerged at the end of the 20th century. In turn, the term "sustainable development" became widespread after the establishment of the UN International Commission on Environment and Development (1983) and the publication of the report "Our Common Future" (1987), in the Russian version of which the term sustainable development was translated as "sustainable development".

Researchers identify four main models of the Arctic economy - American, Canadian, Russian (inherent in states with a federal structure, characterized by the joint involvement of federal and regional authorities in economic processes) and European (inherent in unitary states such as Denmark, Iceland, Norway, Finland, Sweden, where responsibility for the development of the Arctic regions lies with the central government). It should be noted that the industrial perception of economic and regional problems is uncharacteristic for developed Western countries. Western experts analyze the entire market complex and the economic agents operating on it. In developed countries, industries are perceived as areas of activity that require individual measures of state regulation.

In 2018, at a visiting meeting of the Presidium of the State Commission for the Development of the Arctic in Murmansk, it was noted that the new version of the state program "Socio-economic development of

the Arctic zone of the Russian Federation" will include a new approach - the creation of a number of "support zones of development" of the Arctic Zone of the Russian Federation. The novel is designed to provide favorable conditions for the implementation of infrastructure projects, intensify navigation along the Northern Sea Route (NSR), ensure the modernization of transport and other infrastructure, and create security and communication facilities in ports. It is important that the creation of reference zones is based on the territorial principle of the development of the Arctic, which has replaced the sectoral principle, as previously planned. In general, it is planned to form 8 support zones: Kola, Arkhangelsk, Nenets, Vorkuta, Yamalo-Nenets, Taimyr-Turukhansk, Severo-Yakutskaya and Chukotskaya, the development of which will be a holistic project that ensures the consistency of sectoral activities at the stages of planning, goal-setting, financing and implementation. These will be projects of federal significance, aimed at developing the Arctic macroregion as a whole, and not solving individual sectoral tasks.

Work on their creation in each Arctic subject of the Russian Federation will be carried out in three stages: the first (2018 - 2025) - provides for the development of the concept of support zones; the second (2026-2030) is aimed at launching pilot projects of support zones and filling them with scientific and technological solutions; the third (2031 - 2035) - should ensure the start of full-fledged operation of the support zones. As part of the creation of support zones based on proposals from federal and regional authorities, as well as a number of large companies (OJSC Russian Railways, PJSC MMC Norilsk Nickel, AK ALROSA, PJSC Gazprom, PJSC Lukoil, PJSC NOVATEK) has already compiled a list of 145 projects in areas.

In the late 2000s On the part of the Arctic states, actions have begun to be taken aimed at restricting Russia's access to the development and development of Arctic deposits. Under these conditions, at the turn of 2009-2010. The Government of the Russian Federation began to change the Arctic strategy, making a turn towards the involvement of foreign organizations with the necessary resources and technologies in the development of the Arctic deposits. In particular, agreements were signed with French Total, British BP, American ExxonMobil, Italian Eni. Changes in policy were caused by the lack of necessary technologies in Russia, special ice equipment, and financial resources for the development of offshore fields. The key idea of all agreements was to reach agreements on the provision of financing and technologies by foreign oil and gas companies in exchange for access to Arctic deposits. However, such expectations did not come true and were suspended due to the situation in Ukraine and the imposition of international sanctions against Russia.

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The sanctions affected 90% of Russian oil companies and almost the entire gas sector, after which European companies in Russia stopped providing drilling, well testing and geophysical services in deep water and shale fields, as well as in the Arctic.

Today, the opportunities for the widespread use of modern Western technologies, combined with the innovative development of the national industrial and scientific base, have been largely missed, while the share of foreign equipment in the Russian oil and gas industry is about 25%, and the needs for offshore operations are 95% met by imported equipment.

According to the Russian Ministry of Industry and Trade, there are more than 200 oil and gas equipment manufacturers in the country, but import substitution in most categories will not be possible until 2026-2030. (to date, out of 45 positions, only five can be replaced). At the same time, since the beginning of the sanctions struggle, alternative foreign suppliers, for example, from China, South Korea, India, Belarus and Singapore, are ready to provide assistance to Russia, which provides prospects for the formation of new drivers of territorial development. Against this background, import substitution is becoming a key development strategy, which, with an objective prioritization, will make it possible to create a set of necessary technologies for oil production on the continental shelf. An example here is Norway, which developed competition in the oil and gas industry against the backdrop of stimulating oil and gas companies. From 1972 to 1974 the use of national goods and services in oil and gas projects was determined by law, which ensured the share of Norwegian supplies at 90%. In turn, joint ventures in the service sector provided national engineering companies with access to advanced technologies, providing a solution to the technological, economic and social problems of the state.

An important direction in the implementation of the state Arctic policy should be the strengthening of information work for the comprehensive promotion and protection of Russia's interests in the media space, since only a few print publications and electronic resources systematically publish materials on the prospects for the development of the Arctic, which devalues the prospects for the development of this territory in the eyes of business and society, as happened earlier with the Far East.

The Arctic is a single physical and geographical region of the Earth, adjacent to the North Pole and including the margins of the continents of Eurasia and North America, almost the entire Arctic Ocean with islands (except for the coastal islands of Norway), as well as the adjacent parts of the Atlantic and Pacific oceans. The southern border of the Arctic coincides with the southern border of the tundra zone. "The area is about 27 million km; sometimes the Arctic is limited from the south by the Arctic Circle

(66°33'N with sh.), in this case, its area is 21 million km<sup>2</sup>. The Arctic is a northern region that occupies almost a sixth of the Earth's surface."

At present, the study of the Arctic region is of great importance, and an increasing number of states are showing interest in the development of the Arctic zone. Some major world powers have prepared for the redistribution of the Arctic space. Russia became the first state to apply to the UN for the establishment of the outer limits of the continental shelf in the Arctic Ocean. In accordance with this application, it is planned to clarify the territory of the Arctic shelf with an area of more than a million square kilometers.

The climate in the Arctic is quite severe - frosts and strong winds. But for several months of the year, from June to October, the Arctic experiences mild and warm summers. The average air temperature in summer ranges from -10° to +10°C. During the winter in the Arctic region, the sun never rises over this area. During these harsh months of the year, temperatures can drop below -45 degrees Celsius. In the warm season of the year, the sun warms the surface 24 hours a day. It is during this period of the year that scientific expeditions are organized here, as well as tourist programs and trips are offered.

Currently, Arctic tourism is beginning to develop actively in Russia, and an increasing number of Russian travelers want to discover this northern region. The demand for trips to Antarctica is no less popular in the world, but for residents of the Russian Federation, the Arctic is much closer and more accessible. Get to it closer and cheaper.

To date, there is no generally accepted, well-established definition of the term "Arctic tourism", although the concept itself has become widespread and is used in official government documents (for example, in the "Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security for the Period until 2020" approved by the President of the Russian Federation). To analyze the problems and prospects of this tourist destination, it is necessary to clarify what exactly is invested in this phrase, to highlight the territorial scope of the phenomenon and its characteristic features.

The definition of Arctic tourism as visiting the Arctic for recreational, educational, sports, religious and other similar purposes, not related to making a profit and carrying out work, looks obvious and logical, but has a number of disadvantages, namely:

Firstly, the blurring of the very concept of "Arctic", which can have different geographical, climatic, biological, administrative, socio-economic, cultural and other interpretations.

Secondly, the perception by a part of society as "Arctic" of some areas of tourism that have only a conditional link to the Arctic. In some cases, the formation and promotion of such a perception may be part of a marketing strategy aimed at promoting local

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destinations under the "Arctic" brand. Difficulties are also caused by the semantic and practical separation of the Arctic destination from the category of "northern tourism". The Arctic territories have a number of characteristics that have a significant impact on the tourism industry, namely:

- remoteness and inaccessibility of many areas attractive for tourists, which significantly increases the cost of visiting them;

- strong dependence of the organization of tourist activities on seasonal factors; the actual inaccessibility of some attractive places for long periods during the year;

- the need to take into account natural and climatic factors when planning and organizing tourism (polar day and night, weather conditions, etc.);

- socio-economic specifics of the Arctic zone: low population density and uneven distribution, high urbanization, focal nature of infrastructure, the dominant role of certain sectors of the economy (extraction of hydrocarbons and other minerals, heavy industry, etc.), the impact of ongoing mega projects (transport, energy and others), the presence of the military, etc.;

- administrative restrictions on visiting certain areas (border zones, closed territories, etc.), which actually takes them out of the scope of the mass tourism industry.

From the point of view of branding and organizing tourism, the Arctic can be divided into two sectors, which, being interconnected and having a number of similar features, differ significantly from each other:

- oceanic (ocean areas, island territories, coastal zones): the prevalence of marine vehicles (including icebreakers), compliance with stereotypical ideas about the Arctic (ice shelves, icebergs, etc.), specific fauna associated in the mass consciousness with the Arctic territories (marine mammals, polar bears, etc.), the habitation of indigenous northern peoples, whose economic activity is traditionally connected with the sea;

- continental (inland Arctic regions of North America and Eurasia): the prevalence of land and river vehicles, the predominance of the tundra and the natural world characteristic of it, the specifics of traditional forms of nature management and management of indigenous peoples, including the widespread reindeer husbandry in the Eurasian Arctic.

An important factor of tourist attraction are the polar lights. This natural phenomenon, like many others in high latitudes, is surrounded by a halo of legends and mysticism, which is actively exploited by the tourism industry. At present, the "hunting for aurora", which is especially popular among tourists from Southeast Asia, has actually taken shape as an independent direction within the Arctic tourism. This type of tourist practice is strictly determined by

seasonal factors, since during the polar day and transitional periods, which occupy a significant part of the year in the Arctic, the auroras are not available for observation.

In the history of Russian (Soviet) tourism, periods can be distinguished when there was a sharp increase in mass interest in the Arctic destination:

- 1) turn of the XIX-XX centuries. Thanks to the activities of the Partnership of the Arkhangelsk-Murmansk Express Shipping Company, voyages to the Arctic (along the Barents Sea along the coasts of Northern Norway and the Kola Peninsula, up to Novaya Zemlya) became available to the general population of Russia. The "Guide to the North of Russia" published in 1898 reported: "Our North ... is equally interesting for a scientist, traveler, naturalist, ethnographer, artist, simple tourist - nature lover, hunter, pilgrim and for an enterprising trading person ... a trip to Arkhangelsk and Arkhangelsk, as well as along the Murmansk coast became a fast, easy and comfortable walk";

- 2) 1930s. During this period, the first Soviet sea cruises to high latitudes were carried out, and also, against the backdrop of the rapid development of the tourist movement, the foundations of mass tourism were laid in some regions of the Soviet Arctic;

- 3) the beginning of the XXI century. A new surge of interest in the Arctic direction of tourism occurred already in a market economy. The tourist industry, responding to the emerging demand, began to form the infrastructure and create new proposals in this segment. It should be noted that, despite the demand, a significant part of the tourism products of the "Arctic" orientation turned out to be designed for the rich and super-rich consumer.

The geographical location, the underdevelopment of transport and hospitality infrastructure, as well as the pricing policy of business have led to the fact that tourism in a significant part of the Arctic has become inaccessible to the majority due to the very high cost of services. If the transition of the transport network of the circumpolar region to a qualitatively different level is a distant future prospect, then addressing the issues of stimulating and promoting relatively accessible areas of Arctic tourism (for example, localized on the coast of the Barents Sea and nearby islands), as well as the removal of administrative restrictions on visiting territories in those cases, when it is a clear relic of the past, can be started already at the present time.

### Main part

Currently, increased attention is being paid to the economic development of the Arctic zone of Russia. At the state level, a number of programs were adopted for the long-term development of certain areas of this region. In particular, the state program "Socio-economic development of the Arctic zone of the Russian Federation - Support for the National Action

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Plan for the Protection of the Arctic Marine Environment" was adopted, calculated until 2035, as well as the program "Development of the transport system", which provides for the revival of the Northern Sea Route (NSR), which indicates the

accelerated economic development of eight selected support zones of the Arctic zone of the Russian Federation (AZRF) (Figure 1).



**Picture 1. Supporting zones of economic development of the Arctic zone of Russia**

The Arctic zones of the Russian Federation have a rich tourism potential. Various types of active tourism can be developed on their territory: rafting, fishing, yachting, cruise tourism, diving; skiing, mineralogical, ecological, snowmobile, extreme tours, mountaineering, route tourism (skiing, water, cycling, hiking) and much more. According to the data of the Federal Tax Service of the Russian Federation for the regions of the Arctic zone of the Russian Federation for 2022, more than 130 organizations providing tourism services operate in the regions, and only half of them have tourism activities as the main type of economic activity. According to statistics, about 75% of the total number of travel agencies in the region are engaged in outbound tourism, 43% are focused on selling tours in Russia and 40% are promoting an internal regional product. There are also a large number of tour operators and travel agencies in St. Petersburg, Moscow and Petrozavodsk that sell travel packages to the regions of the Arctic zone of the Russian Federation. The great interest of companies and tourists is associated with the unique geographical position of the region and the wealth of recreational resources.

According to the rating of domestic tourism compiled by the TurStat analytical agency in 2022, the Arkhangelsk (491 thousand people) and Murmansk regions (420 thousand people) are inferior to the Vologda Oblast (more than 2900 thousand people) that are the most popular among tourists in the regions of the European North of Russia (more than 2900 thousand people) and the Republic of Karelia (more than 800 thousand people). The other six regions of the Arctic zone of the Russian Federation still have a lower rating. Of this flow, a significant part is made up of unorganized tourists who prefer to plan their vacation on their own in order to significantly save on the trip, using the services of individuals

(accommodation in the private sector, transfer, various excursions, including snowmobiling), also plays a big role accessibility of the region (no language barrier, good transport infrastructure). Inbound foreign tourism in the region is based mainly on the coastal position of the region: the possibility of developing cruise tourism. It is from the port of Murmansk that the routes to the North Pole, the Svalbard archipelago, along the Northern Sea Route and to Franz Josef Land begin. In addition, hunting and fishing are popular among foreign tourists. To date, travel companies offer about 80 destinations in the regions of the Arctic zone of the Russian Federation, which, of course, can be attributed to active types of tourism.

According to the Federal Statistics Service, in the regions of the European North of Russia, the number of travel companies from 2018 to 2022 has increased significantly. In 2022, more than 600 tourism enterprises functioned. The basis of the tourism industry in the regions under consideration is collective accommodation facilities (CFR). The volume of tourist services for the period from 2018 to 2020 increased from 425.3 to 1190.1 million rubles. The volume of services rendered in 2020–2022 has grown rapidly and has recently been declining.

In the regions of the Arctic zone of the Russian Federation, the following dominant types of tourism are distinguished:

- ski tourism;
- fishing and hunting tourism;
- cruise tourism;
- natural tourism;
- business.

Recently, ecological and ethno tourism has been gaining momentum, mainly foreign tourists who want to live in places in Lapland where no human foot has set foot (for example, a camp site near Yokanga).

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Mineralogical and extreme tourism are also popular in the regions.

Russian tour operators organize sea cruises, boating, hunting and fishing, rafting, hiking and skiing trips and much more. Currently, the interest in tours to the Arctic among Russians is increasing. According to Rostourism statistics, at the beginning of 2023, about 90% of the participants in cruises and other types of tourism programs to the Arctic were foreign tourists, and now the number of Russian citizens on such trips has increased significantly. Russian tour operators note that on group trips to the Arctic, the number of tourists from Russia averages 25-30%.

Despite the various difficulties and novelty of the tourist destination, Russian tour operators are organizing cruises to the Arctic. So, in 2022, five cruises were organized on a nuclear-powered icebreaker, one to Wrangel Island, and one to Chukotka. American, British and New Zealand companies also take part in organizing cruises.

The most popular tour to the North Pole among Russian tourists is the tour: Murmansk - Franz Josef Land - North Pole - Murmansk (Figure 2).



**Figure 2. The most popular tour to the North Pole among Russian tourists is the tour: Murmansk - Franz Josef Land - North Pole - Murmansk.**

The problems of tourist complexes in the Arctic zone of the Russian Federation can be grouped as follows.

1. Problems of using the potential of natural tourism resources. These include:

- the problem of non-use of natural recreational resources due to the existence of a system of closed territories and departmental restrictions on visiting them by foreign and Russian tourists;
- exhaustive use of natural recreational resources without observing the standards of anthropogenic recreational load in the "green zones" of settlements;
- the actual lack of protection of specially protected natural areas and, above all, natural monuments;
- anthropogenic pollution of the environment and others.

2. The problem of formation of the tourist market of the region:

- the capacity of the market of tourist services is strongly correlated with the income of the population and its age structure;
- the level of tourist services that meets the needs of customers is relatively higher than in other sectors

of the Russian economy; for outbound tourism, it meets international standards;

- a part of the socio-economic effect obtained from the most profitable types of tourism is withdrawn and circulated in the shadow economy;

- the tourism business in the region is not competitive in all types of tourism compared to foreign competitors and Russian leaders of the national market, who are mastering the tourism market in the region,

- there is a tendency to include the tourism business in the portfolio of large Russian corporations through the acquisition of tourist, sports and recreational facilities, and others.

3. The problem of administrative and information - analytical support:

- in the regional center of Murmansk and in the municipalities there are no management structures endowed with powers and functions to regulate the problems of travel companies;

- the tourism management body is not provided with human and financial resources adequate to the tasks.

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- monitoring and information and analytical support of the process of state regulation of the tourism sector is not provided with labor and material resources

- the cadastre of natural recreational resources and others have not been developed.

4. The problem of regulatory support for the formation of the tourism sector:

- the regulatory and legislative framework for tourism issues does not correspond to the level of development of the tourism market and the achieved level of market relations in the country, does not take into account the peculiarities of international and interregional cooperation;

- differentiated rates of payments (fees) for the use of recreational natural areas have not been developed;

- there are no regional standards and rules for the design and construction of recreational natural areas and facilities in the Far North, and others.

It should be noted that these problems to some extent hinder the development of tourism in the regions of the Arctic zone of the Russian Federation, so the solution of these issues will contribute to a more intensive development of regional tourism.

The total number of tourists visiting the regions of the Arctic zone of the Russian Federation has decreased tenfold after the collapse of the USSR. Due to the economic crisis, the flow of tourists from Russia and neighboring countries has decreased. The mass tourist from far abroad is repelled by the negative image of Russia as a whole, in the regions of the Arctic zone of the Russian Federation, to a greater extent due to the underdevelopment of the provided tourist services, the environmental situation, which has developed to a greater extent due to the industry located on the territory of the peninsula, and the lack of information about the tourism opportunities of both regions. But despite this, the government is adding to the list of its investment projects the costs of developing tourism in these regions, because, as you can see, interest in the regions remains stable, especially among tourists from East Asia.

- Arctic maritime (cruises to the North Pole, Spitsbergen archipelago, Franz Josef Land), cruise and ferry tourism due to the renovation of the Murmansk port infrastructure in previous years and the introduction of a simplified visa regime for tourists;

- a tourist cluster in the Khibiny, which today is a dynamically developing territory.

Also, the growth in demand for regional tourism products in the forecast period will be stimulated by:

- development of international cooperation in the border areas;

- promotion of the region's tourism potential to new markets, including attracting the largest tour operators to the region and including the formed

regional branded routes in the sales line of tour operators;

- development of the tourism potential of the region, including within the framework of the territory of advanced socio-economic development in the city of Kirovsk and the implementation of the regional priority project "Master Plan for the Development of the Village Settlement, Teriberka, Kola region.

Due to the growing interest in northern tours, Rostourism experts, together with tour operators and government representatives, held a meeting on the development of an interregional Arctic tourism product in order to attract Russian and foreign tourists. According to experts, the North-West of Russia has a variety of cultural, historical and natural heritage sites and deserves the development of new, unique tourism programs and offers. This is confirmed by the growing demand for offers developed jointly by foreign cruise companies and Russian tour operators.

According to the leaders of the Federal Agency for Tourism, Arctic tourism in the Russian north in the future can provide income no less than mining.

Currently, there is an increase in the tourist flow in certain areas of the regions under consideration, in particular, to the Solovetsky Islands, the coast of the Barents Sea (Teriberka settlement), in the ski center of Kirovsk (Khibiny), and the Tersky coast of the White Sea. This is facilitated by the creation of a new tourism infrastructure and improved transport accessibility.

This tourism is one of the leading sectors of the world complex. There are daily departures to different parts of the world. Tourism in the Arctic is one of the developing ones. Arctic - The territory of the Arctic Ocean. The area is 21 million km<sup>2</sup>. People have been interested in the Arctic even since ancient Greece. In the center is the North Pole, which includes the outskirts of the continents of North America, as well as Eurasia.

It is worth noting that parts of the Pacific and Atlantic oceans also adjoin the Arctic. Summer in the Arctic is quite cold, but this does not interfere with plant life. In summer, northern flowers, dwarf shrubs, lichens and mosses bloom on the coast. The Arctic desert is the northernmost of the natural zones.

The Arctic is characterized by long winters and short summers. Strong gusty winds are normal, but even this does not bother tourists. It is Norway that offers cruises with landings on the ice. Svalbard offers a variety of entertainment such as spas and nightclubs. Russia is also not far behind. "Don't worry, you will still get tired of our tourists," V.V. jokingly writes in his work. Zhirinovskiy. Russia can offer to look at the volcanoes of Chukotka, Cape Dezhnev. This list includes Wrangel Island, which includes an amazing flora and fauna. "It is the beauty of the Arctic that has always attracted not only tourists, but also researchers," said Professor V.V. Juban. Now it is worthwhile to imagine the Arctic from the side of its beauties. Animals are adapted to a harsh environment.

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One of the largest predators on earth is the polar bear. It is this animal that is associated with the Arctic.

The specifics of tourism and the increase in the load on the polar landscapes are analyzed.

Solutions:

- 1) reduce anthropogenic impacts on nature;
- 2) preserve cultural heritage sites;
- 3) Simplification of logistics;

This will lead to additional investments in infrastructure modernization. "It is necessary to direct all efforts to the development of the Arctic," emphasized V.V. Zhirinovskiy.

The most important thing for every tourist is landscaping. It is important to note that the environment is multifunctional, as well as accessible, so that the tourist has a repeated desire to return.

So why are we actively moving towards this? Our modern world provides tremendous opportunities for convenient and comfortable travel. A modern person always wants to strive for more and for the unknown, this is what the Arctic gives the tourist. It is also worth remembering that, despite the fact that there are many places, it is impossible to see everything. But it is still worth realizing that, going on a journey, we still open up an amazing and unique world.

One of the most inaccessible regions in the world, the Arctic is the undisputed tourist favorite for those who have "already seen it all." Snow-white expanses sparkling under the shining sun of a polar day, incredible silence and the complete absence of civilization for the next few hundred kilometers, and finally, for a long time, the most unattainable point on the planet - the mythical North Pole.

The Arctic is a huge region of the globe, which is a regular circle on the map, whose area varies from 21 to 27 million square meters. km. The area of the Arctic land consists of the northern territories of eight Arctic states - Russia, Canada, Greenland, USA, Iceland, Norway, Sweden and Finland. The water bodies of the Arctic include the Arctic Ocean, the seas - Greenland, Barents, Kara, Laptev, East Siberian, Chukchi, Baffin and Fox Bays, as well as numerous bays and straits of the Canadian Arctic Archipelago and the northern part of the Pacific and Atlantic oceans. The Arctic land includes Greenland, the archipelagos of the Canadian Arctic and Svalbard, Franz Josef Land, Novaya Zemlya, Severnaya Zemlya, the New Siberian Islands, Wrangel Island, the northern coast of Eurasia and North America. Russia in the Arctic territorially belongs to:

In general, it is customary to include areas stretching from the North Pole of the Earth to the Arctic Circle or the northern border of the tundra.

Today, tourism in the Arctic is one of the rapidly developing areas over the past few years. An increasing number of people from different countries seek to spend their holidays by going on exotic trips. Countries that have their own sector of the Arctic, to

one degree or another, are developing it with regret more effectively in this direction.

For a long time, the Arctic has attracted the attention of researchers from different countries. Today the whole world knows the names of the Englishman John Franklin and the American Robert Peary, the Dutchman William Barents, the Norwegian Fridtjof Nansen and Roald Amundsen, the Italian Umberto Nobile, and our compatriots Fyodor Litke, Semyon Chelyuskin, the Laptev brothers, Georgy Sedov and many other brave explorers. Seas, islands and mountain peaks are named after them.

Currently, the study of the Arctic region is of great importance, and an increasing number of states are showing interest in the development of the Arctic zone.

The Arctic to this day remains one of the cleanest ecological territories on the planet. All countries that have their own Arctic sector also protect the nature of this unique region of the globe. In the Arctic there is a huge number of protected areas, the area of which is 2.5 million km<sup>2</sup>. Each state, which owns even a small part of the territory of the Arctic, tries to use this opportunity to develop tourism and attract the attention of tourists.

The basis of the tourist attractiveness of the Arctic is its geographical position and natural and climatic features. "Emptiness" is often associated with the Arctic regions of the Earth: the absence of land in the North Pole region, color monotony (permanent or lasting for a significant part of the year). This "emptiness" is followed by many tourists seeking emotional relief. In addition, the Arctic coast in the physical and geographical sense most closely matches the mental concept of "Edge of the Earth", where you can "escape" from the routine of everyday life and current problems. The North Pole itself has a high tourist attraction. The climatic features of the Arctic, which complicate living and economic activities, are, paradoxically, an integral part of its tourist attractiveness.

The perception of the Arctic as a mysterious "kingdom of darkness and cold", formed in many cultures on the basis of myths, legends and fairy tales, provokes interest in getting to know "uncharted" lands.

An important factor of tourist attraction are the polar lights. At present, the "hunting for aurora", which is especially popular among tourists from Southeast Asia, has actually taken shape as an independent direction within the Arctic tourism.

The object of tourist attraction is also the Arctic natural landscapes, which have significant differences from each other.

The Kingdom of Denmark offers a variety of tourist programs off the coast of Greenland - cruises, including the Whale Photo Hunting programs, hiking and sledge trips, helicopter expeditions. One of the most beautiful and exciting excursions is a trip to the

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glacial fjords, where you can see how 100-meter icebergs set sail.

Norway invites tourists on a cruise and offers to visit the Svalbard archipelago and land on the ice. Here, tourists can engage in outdoor activities from hiking and skiing to Arctic diving.

Canada provides tourists with the opportunity to visit nature reserves where you can see polar bears, musk oxen, polar wolves, walruses, whales, arctic birds. For those who love outdoor activities, Canadian tour operators offer ski expeditions, mountain climbing, cruises, boat trips and kayaks, diving and much more.

At present, Arctic tourism is beginning to develop actively in Russia. An increasing number of Russian travelers want to discover this northern region. Despite the various difficulties and novelty of the tourist destination, Russian tour operators are organizing cruises to the Arctic. So, in 2022, five cruises were organized on a nuclear-powered icebreaker, one to Wrangel Island, and one to Chukotka. American, British and New Zealand companies also take part in organizing cruises. The most popular tour to the North Pole among Russian tourists is the tour: Murmansk - Franz Josef Land - North Pole - Murmansk. As well as a tour to Wrangel Island, to the island of Svalbard.

Russia owns the largest part of the Arctic territory, there are vast plains covered with tundra and forest tundra, islands with icy deserts, mountains, lakes and rivers, forests with rich flora and fauna.

However, the tourist infrastructure of the Russian Arctic today is very modest, as there are several hotels and a small restaurant on Svalbard. There is nothing on Franz Josef Land but a small scientific station, where a few people work - it is practically an uninhabited island. There is no tourist infrastructure on Novaya Zemlya, Severnaya Zemlya, Wrangel Island.

To date, the Arctic tourism industry has faced a number of challenges, the answers to which will determine the further development of the industry.

#### 1. Environmental risks of tourism development.

Increased tourist traffic is putting pressure on the fragile ecological systems of the Arctic, especially those located in the tundra zone. The negative aspects of the impact of the tourism industry on nature include:

- environmental pollution due to the presence of people and the formation of tourist infrastructure in areas previously little affected by anthropogenic influence;
- depletion of bioresources due to the influence of nature-oriented types of tourism - hunting and fishing (even when fishing is organized according to the "catch and release" principle, unprofessional actions of participants can lead to the death of caught individuals);

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

- Strengthening the control of the state and society over the observance of environmental legislation;
- educational work aimed at increasing the environmental awareness of all participants in tourism activities.

#### 2. Problems of using the historical and cultural environment in the tourism industry.

Stereotypical ideas about the Arctic territories that exist in the mass consciousness can form certain expectations from visiting them. Since the tourism business is primarily interested in meeting the needs of the client, this leads to the risk of distorting history and cultural traditions.

At present, tourism is very developed among our population. Now more and more doctors talk about a new disease - burnout at work. This is what a vacation is for, people need to take a break from the daily routine and annoying faces.

The Arctic is the northern region of the planet, one of the most inaccessible.

Arctic (from Greek. αρκτος - "bear", αρκτικός - "located under the constellation Ursa Major", "northern") - a single physical and geographical region of the Earth adjacent to the North Pole and including the outskirts of the continents of Eurasia and North America.

Recently, the Arctic has begun to attract the attention of various researchers and scientists. And because of this, at first, students began to go there with expeditions. And now such a direction as tourism in the Arctic is developing. People want new experiences and that's why they go there.

The Arctic is the northernmost region of the globe. This polar territory still remains unexplored to the end, attracting the attention of researchers from around the world.

Today the whole world knows the names of the Englishman John Franklin and the American Robert Peary, the Dutchman William Barents, the Norwegian Fridtjof Nansen and Roald Amundsen, the Italian Umberto Nobile, and our compatriots Fyodor Litke, Semyon Chelyuskin, the Laptev brothers, Georgy Sedov and many other brave explorers. Seas, islands and mountain peaks are named after them.

As we can see, there are unique resources in the Arctic.

The Arctic is the northern region, which occupies almost a sixth of the Earth's surface. The water bodies of the Arctic include the Arctic Ocean, the seas - Greenland, Barents, Kara, Laptev, East Siberian, Chukchi, Baffin and Fox Bays, as well as numerous bays and straits of the Canadian Arctic Archipelago and the northern part of the Pacific and Atlantic oceans. The Arctic land includes Greenland, the archipelagos of the Canadian Arctic and Svalbard, Franz Josef Land, Novaya Zemlya, Severnaya

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Zemlya, the New Siberian Islands, Wrangel Island, the northern coast of Eurasia and North America.

In the Arctic, in its mainland, there are unique reserves and resources of copper-nickel ores, tin, platinoids, agrochemical ores, rare metals and rare earth elements, large ones, such as gold, diamonds, tungsten, mercury, ferrous metals, optical raw materials and ornamental stones.

Scientific and practical conference

The main mineral resources are located in the northern parts of the Kola, Taimyr-Norilsk, Maimecha-Kotui, Udzhinsk, Taimyr-Severozemelsk, Anabar, Yakutsk, Verkhoyansk and Yano-Chukotka provinces.

Every year the number of tourists who want to get to the Arctic is growing. And this destination is becoming quite popular, of course, the number of Russian tourists is much less than the number of foreign tourists.

Maritime polar tourism is currently actively expanding its boundaries. In 2018, the total passenger traffic of sea cruises in the Arctic was 1,300,000 people, while the Russian sector of the Arctic accounted for no more than 1% of the passenger traffic served by foreign cruise companies. Today, more and more countries are showing interest in the lands of the Arctic. Now 5 countries dominate there: Russia, Denmark, the USA and Norway. Russia owns almost half of the Arctic zone, and it was also the first state to apply to clarify the boundaries of the shelf in the Arctic Ocean. At the moment, Russia owns more than a million square meters.

As for the climate, in the Arctic it is very severe, frost and strong wind prevail there. But for a couple of months in summer it is warm there and during this period the average air temperature fluctuates ... In winter, the Arctic never gets sun, then the temperature can drop below -45 degrees Celsius.

In summer, the sun warms the Arctic 24 hours a day. It is in the summer that many teachings come here with their expeditions and, of course, trips are organized for tourists who want to visit such an unusual destination.

At the moment, the Arctic is one of the cleanest ecological territories. All countries that have at least a small part of the Arctic treat the nature of this unique region very carefully and tenderly. There is a huge amount of protected area in the Arctic.

The basis of the tourist attractiveness of the Arctic is its geographical position and natural and climatic features. "Emptiness" is often associated with the Arctic regions of the Earth: the absence of land in the region of the North Pole, color monotony (permanent or lasting for a significant part of the year), vast spaces without people and settlements. For this "emptiness" many tourists go to high latitudes, seeking to get emotional relief.

In addition, the Arctic coast in the physical and geographical sense most closely matches the mental

concept of "Edge of the Earth", where you can "escape" from the routine of everyday life and current problems. The North Pole itself has a high tourist attraction.

This point has an exclusively symbolic meaning, since neither the climate, nor the landscape, nor the fauna distinguish it from any other place within a radius of hundreds of kilometers around. Icebreaking cruises to the Pole, being one of the most expensive areas of Arctic tourism, continue to be in steady demand.

The object of tourist attraction is also the Arctic natural landscapes, which have significant differences from each other. For ocean tourism, these are oceans and seas covered with ice or available for free navigation (depending on the time of year and region). The coast and islands are mostly arctic desert or tundra, with corresponding flora and fauna. It is in this natural zone that you can see representatives of the fauna that most correspond to the mass ideas about the nature of the Arctic: cetaceans and pinnipeds, marine mammals, as well as the polar bear, which has actually become a symbol of the circumpolar territories.

The development of a research methodology allows you to show the depth of the object and subject being studied. The object of the study is the ideological and conceptual justification for the development of tourism in the Arctic.

The subject of the research is the process of formation of safe tourism in the Arctic. The Russian Federation, as the owner of a large Arctic space, claims to become a platform for the development of tourism of a diverse nature.

The word "Arctic" is of Greek origin from the word "Arcticos", which means "bear land".

This is the northernmost and polar region of the Earth, one of the most inaccessible regions of the world. This region occupies almost a sixth of the planet's surface.

Such a vast territory includes the following water bodies: the Arctic Ocean, the Greenland, Barents, Kara, East Siberian, Laptev, Chukchi Seas, the Baffin and Fox Bays, as well as the bays and straits of the Pacific and Atlantic Oceans and the Canadian Arctic Archipelago. The Arctic lands include: Greenland, the Canadian Arctic and Svalbard archipelagos, Severnaya Zemlya, Franz Josef Land, Novaya Zemlya, the New Siberian Islands, Wrangel Island, the northern coast of North America and Eurasia.

The area of the Arctic zone consists of the northern territories of eight Arctic states: Russia, Canada, Greenland, Iceland, Norway, Finland and Sweden.

Russia, the USA, Canada and some Western European regions are beginning to show more and more attention to the Arctic region, due to its unique geographical location.

In the Arctic, Russia owns: Kolguev Island, Severnaya Zemlya, Novaya Zemlya, Franz Josef

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Land, Wrangel Island, the New Siberian Islands, also the Republic of Sakha, the Murmansk and Arkhangelsk regions, the Yamal-Nenets, Nenets and Chukotka Autonomous Okrugs and the Taimyr Peninsula. "This is a territory that is directly related to Russia, these are its borders," said Vladimir Volfovich Zhirinovsky about the Arctic.

The Arctic is still one of the most ecologically clean territories on the planet. All countries that have their own controlled Arctic zone are engaged in ensuring the environmental security of this region, both individually and through international cooperation.

The Russian authorities clearly understand the importance of preserving the nature of the Arctic. The country pays great attention not only to the development of its territories, but also cares about the protection of water areas and lands. To this end, a large number of protected natural areas have been created in the Arctic territory of the Russian Federation.

To date, there is no generally accepted definition of the term "Arctic tourism", although the concept itself has become widespread and is used in official state documents (for example, in the "Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security for the Period up to 2035", approved by the President of the Russian Federation V.V. Putin).

To analyze the problems and prospects of tourism in this region, it is necessary to clarify what exactly is invested in this phrase, to highlight the territorial scope of the phenomenon and its characteristic features. The main feature of the Arctic regions, which form their uniqueness, is the climate. The climate in the Arctic is quite severe - frosts and strong winds. In winter, the sun does not rise over this area. During this period, the temperature drops to -45°C or even lower. But only a few months of the year, from June to October, are mild and warm summers. The average air temperature during this period ranges from -10° to +10°C. At this time of the year, the sun warms the surface 24 hours a day. It is at this time that tourist trips are organized to the Arctic.

The basis of the attractiveness of the Arctic for tourists and travelers is both its special geographical location and natural and climatic features, as well as its weak susceptibility to anthropogenic influences, as well as the "historical and cultural" significance of this region.

Currently, not only in Russia, but throughout the world, Arctic tourism is actively developing, and an increasing number of Russian travelers want to discover this northern region.

Arctic tourism, like any other tourist destination, is formed on the basis of a combination of existing factors of attractiveness and tourism products formed on their basis, focused on the end consumer. The creation of such products can be greatly influenced by

the targets of both state and public structures, as well as business marketing strategies.

To date, the sphere of Arctic tourism has faced a number of problems, the solution of which depends on the further development of the industry. These include both environmental problems and the use of the historical and cultural environment, as well as the availability of Arctic tourism.

Environmental issues

1. Pollution of the environment due to the presence of people in areas previously little affected by anthropogenic influence;

2. Depletion of biological resources due to the influence of nature-oriented types of tourism - hunting and fishing.

3. As a result of an increase in the number of tourist routes and the lack of a clear systematization of them, damage is caused to the soil and vegetation cover, the regeneration of which requires considerable time.

4. Increasing the likelihood of environmental, man-made disasters and other similar risks.

5. Increased risk of accidental or deliberate damage or destruction of natural monuments.

Measures that can reduce the negative impact of tourism on the ecological situation include:

1) strengthening the control of the state and society over the observance of environmental legislation;

2) regular monitoring of the environmental situation in the territories actively involved in the tourism industry;

3) popularization of nature - oriented forms of tourism, not related to the withdrawal of resources;

4) prompt response in case of threats or problems of a different nature;

5) administrative and educational activities to systematize tourist routes in order to minimize the negative impact on the environmental situation.

Problems of using the historical and cultural environment

The integration of the tangible and intangible historical and cultural heritage of the Arctic into tourism activities is fraught with a number of threats.

Stereotypical ideas about the Arctic territories that exist in the mass consciousness often form certain expectations from visiting them. Since the tourism business is primarily interested in meeting the needs of the client, this leads to the risk of distorting history and cultural traditions.

The vulgarization of the heritage of the indigenous peoples of the Arctic "in the interests" of the tourist, which can be carried out, including by the representatives of ethnic groups themselves, leads to a gradual blurring of the differences between the traditional way of life and stylization for it. Material monuments can also be falsified: monuments, dwellings, sacred places, and so on.

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In order to attract tourists, false ideas can also be created and disseminated that advanced civilizations and theories asserting the supernaturalness of this region previously existed in the Arctic. In order to “prove” such concepts, even structures are created that are presented later as “ancient artifacts”. All this poses a great threat. A significant counterbalance to these trends can be the intensification of educational activities, activities to identify, protect and restore historical monuments. “In many ways, the further development of the region depends on the solution of this problem.”

Also, an important problem for tourism activities in the Arctic region is the issue of accessibility of this activity. The increased public demand for visiting the Arctic has found a response in the business community, but this trend has faced objective difficulties, since the Arctic regions are among the most inaccessible on Earth. The lack of regular road and rail links with many regions of the Arctic, the difficulty of sea navigation and air travel, as well as the pricing policy of the hospitality business, have become the main deterrents to the development of mass tourism in this region.

Summing up all of the above, I would like to note that the Arctic undoubtedly has great attractiveness compared to other northern territories. However, the harsh natural conditions, the remoteness and inaccessibility of the region, the lack of a developed transport and logistics infrastructure to provide direct access for tourists, the high cost of the tourism product, undoubtedly hinder the active development of tourism in these regions.

### Conclusion

Particular attention is paid to the interests of the Arctic regions in 12 national projects identified by the President of the Russian Federation Vladimir Putin, namely, demography, healthcare, education, housing and urban environment, ecology, safe and high-quality roads, labor productivity and employment support, science, digital economy, culture, small and medium business, international cooperation and export.

What specific measures for the development of the Arctic are provided for in Russian national projects, how their implementation will affect the economy of the region and the quality of life of people, and what problems may arise during their implementation, were discussed by Russian experts and politicians during the panel discussion “National projects in the Arctic zone of the Russian Federations: Implementation Mechanisms” of the international forum “Arctic – Territory of Dialogue” in St. Petersburg.

An important result of the discussion was the definition of the range of main problems that the Arctic regions face today. One of the key challenges

for the Russian Arctic was the underdevelopment of the social sphere and infrastructure.

According to the data provided by the Minister of the Russian Federation for the Development of the Far East and the Arctic, Alexander Aleksandrovich Kozlov, life expectancy in all Arctic regions, except for Yamal, is lower than the national average. A consequence of the difficult social situation is a high level of migration. According to the Chairman of the State Duma of the Federal Assembly of the Russian Federation for Regional Policy and Problems of the North and the Far East, Nikolai Mikhailovich Kharitonov, 214 thousand people are ready to leave the northern regions of Russia today. Andrey Vladimirovich Chibis, Acting Governor of the Murmansk Region, considers migration a systemic problem. According to him, the Murmansk region has the necessary housing stock, however, despite this, several hundred thousand people have left the region over the past 30 years. Further, Andrey Chibis noted that, under Russian law, many problems in the social sector fall on the shoulders of business. As a result, high social pressure and an undeveloped consumer environment make doing business in the Arctic unprofitable and uncompetitive, which also completes the picture of negative socio-economic phenomena in the region.

Experts are unanimous in their opinion that, for these reasons, the implementation of national projects in the Arctic will require additional funding from the federal center. Without increased coefficients, it will not be possible to compensate for the additional costs associated with harsh natural conditions and difficult logistics, says Maxim Gennadyevich Filimonov, Deputy Director General of the Russian Information Agency TASS. Continuing the topic, Roman Valentinovich Kopin, Chairman of the Government of the Chukotka Autonomous Okrug, pointed out the disproportionate cost of building roads, housing and other infrastructure, which also increases financial obligations in the region.

In order to increase the effectiveness of national projects and ensure that their implementation brings tangible results, it is necessary to fully take into account the peculiarities of the Arctic. The Minister of Construction, Housing and Communal Services of the Russian Federation, Vladimir Vladimirovich Yakushev, is convinced that it is necessary to lay the Arctic problems at the very foundation of specific development programs. It is necessary to create a multifunctional environment for citizens in which they can painlessly endure local features - low temperatures, long winters, long nights, etc. Roman Kopin drew attention to the problems of the transport industry. In his opinion, additional resources should be directed to the modernization and development of air transport, which has historically demonstrated its effectiveness in the development of the Arctic. It is necessary to significantly upgrade the fleet, simplify

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registration procedures, improve the equipment of airports, expand the use of air ambulance. Following the discussion, experts recognized national projects as the most important tool for improving the quality of life in the Arctic. As Roman Kopin noted, national projects are an important management mechanism that will help correct social imbalances and improve the quality of life of the population.

Russia has made great efforts aimed at the integrated socio-economic development of the Arctic, initiated a number of major energy and infrastructure projects. However, not everything is so smooth, in recent years the government has faced a number of external problems that threaten the successful economic development of the Arctic. Western sanctions have hurt the energy and transport industries, limiting access to financial resources and advanced technology, especially needed in offshore development. Another significant problem was the fall in prices for carbohydrates, which led to a decrease in the investment attractiveness of many energy projects.

Thus, in order to solve the socio-economic problems associated with the Arctic, Russia must implement such national projects as:

- a) development of transport infrastructure;
- b) job creation;
- c) development of development programs taking into account the peculiarities of the Arctic;
- d) increased funding;
- e) attracting new business.

Russia continues to work on the implementation of Arctic projects, involving new players interested in the positive completion of these projects.

In conclusion, we note that the priority for our country is the preservation of the Arctic as a territory of peace, stability and constructive cooperation. Domestic programs to modernize the armed forces and increase the military presence are not directed against the Arctic states, but are designed to ensure the effective implementation of state policy, maintaining the balance of power in the region and countering the challenges and threats to national security. In order for the economy to grow, develop, and fulfill its primary duty, it must eliminate its problems and improve its qualities. The Arctic is the largest and most promising region of the planet. In Russia, the Arctic zone extends over 3 million km<sup>2</sup>, which is about 18% of the entire territory. Therefore, the prospects for the development of the northern territories are of great importance for our country. And now the Arctic zone provides about 11% of Russia's national income. Since the climate there is not the most favorable, the territory is sparsely populated. A little less than 2 million people live in the Arctic Circle, which is 1.4% of the total population of the country. However, if you look at the number of all the peoples of the world living in the Arctic latitudes, then our country accounts for 54%.

In the Arctic region, almost all cities and settlements are scattered along the coast of the seas or in the lower reaches of the rivers. The largest cities: Murmansk (almost 305 thousand inhabitants). Then Norilsk, known for its plant (180 thousand), completes the top three - Vorkuta (85 thousand). And only then it was located in the list of Tromsø (Norway) with a population of only 62 thousand people.

In the Arctic region, a healthy lifestyle is of particular relevance. At the same time, O.V. Smychkova points out that a healthy lifestyle is based on the following factors:

- giving up bad habits: smoking, drinking alcohol and drugs;
- optimal motor mode;
- balanced diet;
- hardening;
- personal hygiene;
- positive emotions.

Speaking about the observance of healthy lifestyle rules in the Arctic region, it should be borne in mind that local residents can be conditionally divided into two groups.

1. Indigenous peoples of the North.
2. Residents of cities, shift workers, etc. - people who moved to the Far North.

In addition, a healthy lifestyle means at least clean water and air, but also safety for the individual, group and community. Changes in climate, environment and land use, together with socio-economic factors, affect the food and water security of the Arctic region. However, the quality of tap water is not always adequately controlled. Thus, studies of tap water in six cities of the Murmansk region (Nikel, Zapolyarny, Olenegorsk, Monchegorsk, Apatity, Kirovsk) showed that the requirements for sanitary protection zones for water sources are not met everywhere. In other cities, better water treatment is required, since disinfection currently only includes chlorination. In some settlements, an excess of the maximum permissible indicators of metals was found. So, in Kirovsk, a high level of aluminum was detected, and in Nikel and Zapolyarny - nickel. Water taken from the sources of the Pechenga region showed a relatively low level of metals, except for strontium and barium.

It is no coincidence that M. Mian notes that tourism is one of the key phenomena affecting the Arctic Circle. "Until a few years ago, the Arctic was one of the most inaccessible and uninhabited areas on the planet. But now the Far North is a new exotic. Tourists are on the rise seeking to see these disappearing landscapes before it's too late."

Cruise shipping companies offer arctic trips to various destinations: Norway, Greenland. European and American companies offer their clients trips along the iceberg ridge and promise to show the Arctic fauna. Similar tours are also organized in our country. For example, a cruise along the Northern Sea Route

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along the coast of our country on the Russian nuclear-powered ship 50 Years of Victory. The price of a two-week tour varies from 20-30 thousand dollars per person. In 2020, five such cruises were organized on two routes: to about. Wrangel and Chukotka. According to the Federal Tourism Agency, in 2021 the total passenger flow of Arctic cruises is 1.3 million people, Russia accounted for only a thousandth of these tourists. If the travelers had not landed in Greenland or Norway.

Thus, it can be stated that Arctic tourism in our country is at the beginning of its formation, although public interest in the Arctic, as an exclusive product, is growing year by year. As Yu.F. Lukin, the possibilities of tourism activities are determined by the real offers of certain tourist products and their demand on the service market. As you can see, there is a demand for Arctic destinations, including among foreign tourists, which will have an extremely favorable effect on the economy of our country, because foreign citizens will purchase services and goods in the Russian Federation. However, there are not so many high-quality offers that can compete with foreign companies.

Obviously, with the growth of northern tourism and the popularity of the "Russian Arctic", as foreign tour operators call it, the question will inevitably arise of whose companies have the right to arrange tours, and which country's budgets should profit from this.

At the same time, ideas about the transfer of polar possessions under international control are expressed not only abroad.

For example, S. Medvedev in 2018 spoke out that "the Arctic must be taken away from Russia and transferred to international jurisdiction." The proposal drew a flurry of criticism. So, V.V. Zhirinovskiy, arguing with S. Medvedev in the media, pointed out that the Arctic "is a territory that is directly related to Russia, these are its borders."

Thus, Arctic tourism provides the potential for the development of both the regions and the indigenous peoples of the North. However, this is understood by the world's major tour operators. Therefore, it is necessary to develop the Arctic areas now, otherwise In this case, our country risks losing its share of the tourism market. Moreover, the specificity of Arctic tours is that they develop the scientific and physical potential of people.

Firstly, northern tours offer to replace beach vacations with travel related to physical activity and endurance.

Secondly, a significant part of the entertainment programs is related to the study: watching whales or birds, studying ice, etc., which contributes to the popularization of science.

The geographical location, the underdevelopment of transport and hospitality infrastructure, as well as the pricing policy of business have led to the fact that tourism in a significant part of the Arctic has become inaccessible to the majority due to the very high cost of services.

The listed challenges set the tourism industry to the task of forming an economically viable, sustainable model of its existence and development, taking into account the interests of all stakeholders: international organizations, states, indigenous and old-timers, local communities and business entities.

In general, we can make a general conclusion that the effective operation of the tourism business, high-quality service in the field of tourism in the Arctic, the creation of Arctic tourist and recreational clusters in all regions, an increase in demand for Arctic tourism products is a matter of the near future in the time interval up to one decades, maybe more.

In conclusion, it should be noted that Arctic tourism is undoubtedly gaining popularity among tourists. However, the harsh natural conditions, the remoteness and inaccessibility of the islands, the lack of transport and logistics infrastructure to provide direct access for tourists, the high cost of the tourist product, to some extent, hinder the development of tourism in this region.

In the end, I would like to say that: the development of tourism in the Arctic is a new topic in state strategic planning, in research and development, and in commercial activities in the Russian Federation. The implementation of this idea in life gives hope for the socio-economic development of the regions.

However, tourism activity, like any other economic sector, depends on many political and economic factors. Therefore, considering large investment projects for the development of tourism as long-term long-term plans, we will focus only on the methodology for researching a new direction - the development of tourism in the Arctic.

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