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Arctic tourism: the rating of regions, the opportunities and threats



© Yury F. Lukin, Doctor of Historical Sciences, Professor, Editor-in-chief of "Arctic and North" journal, Northern Arctic Federal University named after M. V. Lomonosov. E-mail: lukin.yury@mail.ru

Abstract. Arctic and northern tourism as operational definitions are used in scientific publications more infrequently and irregularly. In practice, the tourism has become an inalienable sector of the economy; it has a multiplying effect for the development of social services, infrastructure and other sectors. The first National Tourist Rating of the 85 subjects of the Russian Federation (2015), the first rating of tourist attractiveness of the regions of the Russian Arctic contributes to the analyz-

es of the opportunities and threats to tourism.

Keywords: Arctic tourism, rating, regions, Russian Arctic, maps, multiplying effect

Arctic tourism is a conceptual notion and the operational definition. The majority of specialists in science recognize it in the common paradigm of tourism. It has not been widely adopted and is most commonly used in practice, in management, in scientific literature on the establishment of the first Russian Arctic National Park (NP), polyfunctional protected natural and historical-cultural territory, the NP "Russkaya". Its entire infrastructure got a solid grounding in a fundamental scientific work is a monograph "Novaya Zemlya", edited by P. Boyarskiy, published in 2009 [1, p. 237—245].

Dmitry Medvedev has outlined the main eight pillars of international economic cooperation in the Arctic in his work (2015) "Arctic tourism" [2, p. 55—56]. He noted the prospect of this trend of tourism: "Arctic tourism seems to be one of the most controversial, but often discussed areas for further development and international economic cooperation. Unique historical, architectural, cultural and natural heritage of the Arctic offers great opportunities to attract tourists. Over the past five years we have seen positive growth in tourist traffic, the construction of new infrastructure, creation of jobs, appearance of a rich tourist-and-recreational complex. Every major analytical report about the development of the Arctic in recent years mentioned the importance and availability of this direction" [2, p. 55].

A.S. Vorobyeva (RGGU named after A. I. Herzen) in the article "Arctic tourism in Russia: problems and prospects" emphasized the tendency of growth of tourism in Arctic regions, due to a number of reasons: the need for the development of new, previously unseen areas; growing num-

ber of people involved in extreme tourism; the rising popularity of exclusive tours, including travel to the North Pole and the Barents Sea Islands [3, p. 35]. Here the focus is made on reasoning from the standpoint of classical management. So tourism is seen to be designed to meet the growing needs of people.

Scientific and practical relevance had the project “*Arctic tourism development strategy until 2030*”, proposed by the Union “Northern industrialists and entrepreneurs”, the main developer of proposals — S.V. Kanavin [4]. Russian experts believe that “tourism on the territory of the AZRF could become as popular as Alaska, Canada, Norway, Iceland and Finland. It is necessary to develop and implement the “*Arctic tourism development strategy until 2030*”, highlight the Arctic tourism, make it a separate tourist product” [4]. The world and the Russian experience has shown that the most effective and rapid form of tourism development is a public-private partnership. The purpose of “*Arctic tourism development strategy until 2030*” will be the establishment of a modern competitive tourist complex in the AZRF (including SPNTs), providing the opportunity to meet ecological and aesthetic, educational and recreational needs of Russian and foreign citizens and contribute to the development of the nature protection complexes of the Russian Arctic. The main directions of the practical implementation of the Strategy: the development of handicrafts of the small-numbered indigenous peoples of the North and the Far East; ethnographic tourism, creation and development of ethnic settlements; simplification and harmonization of ski trails and extreme tourism; insurances for travel agencies; development of local tourism; scientific expeditions and educational tourism; ecological tourism; the introduction of a uniform telecommunication; electronic communication systems for the needs of the Arctic tourism. The result should appear and operate *the Arctic tourist-recreational cluster* — it is the expressed position of Russian business.

Arctic tourism concept introduced in management. “If we talk about evaluating the tourism potential of Russian regions, here all regions roughly equal to each other. Each subject has rich natural resources, unique historical and cultural factors. Someone at another beach holidays, for example, *Arctic tourism*», — noted, for example, Nikolai Korolev, Deputy Head of the Federal Agency for tourism (Russia), in December 2015 [5].

The unique capabilities of the tourism potential of the Arctic, the need for intensive international cooperation allow us to collectively allocate this kind of tourism as an independent. Arctic tourism cannot be developed in isolation, as a safe tourist trips in the extreme conditions of the far North (AZRF fully within its composition) is kapitaloëmkim and requires specific knowledge and competence is no coincidence. So in 2011—2013 biennium was implemented by the international

project "public-private partnership in tourism in the Barents region" (BART), which then became a plan for tourism development in the Barents region by 2013—2015 years.

What is Arctic tourism? The simplest answer to this question — this is tourism, which is localized directly in the Arctic, Arctic region. However, following that logic, we can distinguish the Northern, southern, also African American, and other types of geographically oriented tourism. Localization of the venues of the tourist routes in a particular region of the Earth, obviously, has its own meaning for binding to a specific territory, to any country, has the right to exist in business tourism. However, most still say "tourism in Africa "the tourist industry in Europe". It would be more logical then to explore tourism in the Arctic ", " Northern tourism in Svalbard or North Russia, Ocean cruising in the Arctic.

If we talk about the Arctic tourism, as scientific-practical definitions, the grounds for its allocation are, in my opinion, *firstly*, the traditional image of the Arctic, as "Terra Incognita" (Latin "unknown land"), which always attracts, beckons, fascinates some people, travelers, tourists. *Secondly*, uniqueness and peculiarities of tourist-natural, cultural and historical potential of the circumpolar space, the richness of the cultural and natural heritage, including UNESCO, the presence of a large number of specially protected natural territories (spnt) and the waters of the northern seas. *Thirdly*, the emergence and active promotion in marketing, branding, tourism, public opinion in such a strong and attractive brand as "Arctic tourism, its development as a sector of the economy, income-generating activities. *Fourthly*, the international significance of the Arctic type of tourism, requiring cooperation and partnership resources for his organization, security and coordination in harsh, often in extreme conditions of the Arctic region. *Fifthly*, the satisfaction of spiritual and other needs, motivation, psychology of the person looking to drive, strong impressions, desire for a special reason, radically different from the usual visits to Sochi, Crimea or in Cyprus. Arctic tourism, even gulets on a comfortable boat to some extent always extreme and mentally examines human qualities in different situations. In addition, extreme tourism positively characterises the identity of the tourist in the perception of family and friends, work colleagues (at the North Pole, the Arctic islands, inhabited by polar bears, passed the Northern sea route, saw bird's bazaars ...). All of this together and allows you to conditionally highlight Arctic tourism from other types of tourism, such as *unique tourist product* demand among consumers. This demand is limited mostly only purse client and transport due to individual artifacts and natural beauties in the Arctic.

To understand the meaning of the concepts used, it is also important to clarify the basic concepts of "tourism" and "tourism", as in the Russian literary language used both of these adjectives.

tives as equivalent. However, in federal law of November 24, 1996 No. 132-FZ "about bases of tourist activity in the Russian Federation» are used the following basic formal-business concepts¹:

Tourism — temporary visits (travel) of citizens of the Russian Federation, foreign citizens and persons without citizenship (hereinafter - face) with domicile in therapeutic, recreational, educational, sports, business, religious and other purposes without the activities related to the receipt of income from sources in a country (place) of temporary stay;

tourism activities - tour operator and travel agency activities, as well as other travel activities;

tourism innutrennij — tourism within the territory of the Russian Federation permanently resident in the Russian Federation;

outbound tourism — tourism persons permanently residing in Russia, or in another country;

tourism entry — tourism within the territory of the Russian Federation of persons not residing permanently in the Russian Federation;

tourism international — tourism exit or entry;

tourism social is tourism, undertaken wholly or partly at the expense of the state budget, extrabudgetary funds (including funds allocated under the State social assistance), as well as employers;

tourism amateur — tourism organized by the tourists themselves;

tourist resources — natural, historical, socio-cultural objects, including objects of tourism, as well as other display objects, which are able to satisfy the spiritual needs of tourists and others, help to maintain their livelihoods, rehabilitate and develop their physical strength;

tourist product — range of services on transportation and accommodation provided for the total price (regardless of the inclusion in the total price value of excursion services and (or) other services) on the contract on realization of tourist product [No. 132-FZ ed. from 29.06.2015].

Using business language and formal conceptual definitions, we can say that the *Arctic tourism* is an internal and international tourism in the Arctic, which is a promising sector of the Russian economy. Arctic tourism defined as a visiting or for citizens permanently residing in Russia; or as the entry for foreign persons not residing permanently in the Russian Federation.

Arctic international tourism immediately locates the entire region providing complex tourist services not only in the Russian Arctic and abroad. This and North Pole, Svalbard (Norwegian Svalbard), Alaska (United States), Norway, Greenland, Iceland, Canada, the Islands and waters of the seas of the Arctic Ocean (SLO). This situation objectively implied partnership, an intensive international cooperation and integration in the field of Arctic tourism. Within the framework of realization of the already mentioned project it was carried out, for example, collecting general information about the development of the tourism industry in the Barents region, a comparative analysis of the tourist potential of the northern regions of Russia and abroad, identified the main challenges and prospects for the development of regional tourism, conducted a study to evaluate the needs and expectations of participants in the tourist market, adopted a plan of action for tourism development

¹ Federalnyj zakon «Ob osnovah turistskoj deyatel'nosti v Rossijskoj Federacii» ot 24 noyabrya 1996 goda №132-FZ. URL: http://www.consultant.ru/document/cons_doc_LAW_12462/ (Accessed: 06 February 2016).

priority². There is no doubt that tourism activities has been unable, despite the geopolitical risks to Arctic factor of international partnership, modernization of the northern territories.

There is reason to methodologically and conceptually treating the concept — "*Northern tourism*", in a broader sence. Northern tourism within the country uses tourist resources not only in the Russian Arctic, but the northern territories of the European North, Siberia and the Far East that fall into areas of the far north of the country and equivalent localities, representing 70% of the whole territory of Russia. Arctic tourism when it becomes like part of the Northern tourism, since all land territory of AZRF is fully included in the far north of Russia. Split in management, in practice, the use of these two conditional concepts raises some difficulties, but you must do this, given the characteristics of Arctic tourism. The Northern tourist routes in Kargopol or in Kenozersky National Park, Vologda, Kizhi, Krasnoyarsk, Vladivostok - for all its fascination and value perception do not incur a charge also drive (motivation, needs, emotions, inner desire, pleasure), which gives the Arctic tourism. Prices vary at the northern and Arctic tourism, but there are other differences.

To distinguish between these two concepts — Arctic and Northern tourism — we can and should agree on the following probation. Conditionally because consumer travel services determinants are quality of service, price, attractiveness and all, already described above, rather than scientific or official name of one or other kind of tourism. *Arctic tourism* refers only to the Russian Arctic, including land area and water area of the AZRF, of the northern seas. *Northern tourism* covers all territories of the far north of Russia, except for those which are currently (2016) the land territories of the AZRF defined by the Decree of the President of the Russian Federation from May 2, 2014. Cruise, sightseeing tours in northern seas, islands are defined solely as Arctic tourism products. And we need to localize in mind the territorial tourism.

Obviously, this is a critical need for a well-defined and legitimate scientific and practical definition of the object of research, which involves the clarification of concepts such as the Arctic, Arctic zone of the Russian Federation, the Russian Arctic, Arctic, North of Russia. The need for such operational concepts exists not only in science but also in politics, economics, state and municipal management, law, organization of tourism. Often deal with these concepts without a clear understanding of their meaning and application boundaries, which distorts the essence of the subject. The relevance of the distinction between the concepts of "Arctic tourism" and "tourism", demand-driven science, practice, geopolitics.

² BART. URL: <http://www.pomorland.pro/mezhdunarodnoe-sotrudnichestvo-proekty/proekt-gosudarstvenno-chastnoe-partnerstvo-v-sfere-turizma-v-barentsevom-regione-bart/> (Accessed: 10 February 2016).

Arctic and North as an object of interdisciplinary research

The Arctic etymologically derives from the Greek “arktikos” — “North”, “arctos” — “bear”, associated with the stars and occupies a unique geographical position. This is a single geographical area adjacent to the North Pole, which is composed of the water area of the seas AO, numerous islands and archipelagos, as well as coastal areas three continents — Europe, Asia and North America, as a result, this region is called the “polar Mediterranean”. Exhaustive grounds for defining the boundaries of the Arctic are several interrelated approaches: 1) Arctic Circle — 66° 33'44.6" North latitude; 2) Differentiation of landscapes, zoning, tundra, forest-tundra, taiga; 3) July isotherm +10⁰; criteria for Nordenskjold, the magnitude of the radiation balance; 4) discomfort of human activity at high latitudes: health, harsh natural conditions (low temperatures, snow, frost, polar night, wind, humidity); 5) internal territorial-administrative boundaries of regions, municipalities of Arctic States; 6) ethnic and cultural landscape, indigenous rights, cultural and environmental history traditions; 7) thalassocracy, an outlet to the sea in the Arctic Ocean, any part of its land; 8) rise in labour costs, costs of production, the depreciation of fixed assets; 9) quality of life, social cohesion, human capital accumulation and use.

Even in the Arctic of the 21st century remains “Terra Incognita” — uncharted ground. Although more specifically talking about Earth (Terra) in the literal sense, not about the Earth's land, and the great water-territorial Circumpolar (surrounding the North Pole) space, a significant time of the year it is covered with ice. If Arctic limit is from the South of the Arctic Circle, then its area equals 21 million km². If southern boundary coincides with the southern border of the Arctic tundra, in this case, its area is about 27 million km². Territories and zone concepts are used: Arctic, Subarktika and Gipoarktika. On the nature of the vegetation of the Arctic territories: they are divided into zones: tundra, forest tundra area and polar deserts. Tundra zone area includes sub-zones: the southern, typical and Arctic tundra.

The eight Arctic countries took more than 26% of the world's land surface; are home to 7.4% of the total population of the global society (2012); they produce 29.2% of GDP in the world in 77.8 trillion U.S. dollars (2014) according to the World Bank database. If you take geopolitical, but only the regional dimension, the number of permanently resident population North of the Arctic Circle, in is low: 2.5 million in the Russian Arctic and 2.1 million in the remaining seven countries combined (2012)³. In the conceptual and theoretical level, *Arctic interdisciplinary model* generally includes: ter-

³ Lukin Yu. Rossiyskaya Arctica v izmenyayushchemsya mire: monografiya. Arkhangelsk: IPC SAFU, 2013. S.28—29.

ritory and waters of the Arctic, natural and cultural landscape, geopolitical, cultural, economic, social space, and, of course, the history of the discovery and development of the Arctic region.

Arctic zone of the Russian Federation, its legitimate status, composition, the waters and land, how to make changes while not legally defined (2016). Neither the USSR nor in the Russian Federation, despite repeated attempts, it is not possible to adopt a law to legitimize the AZRF, including not only land, but also the water area of the northern seas, sailing through the waters of the AO, the concept of airspace in the Russian Arctic has started recently by historical standards, it was found 22.04.1989 the decision of the Commission of the USSR Council of Ministers at the Arctic. The Decree of the President of Russia from May 2, 2014 concerned land. Outside left in the uncertain situation of the Barents, White, Kara, Laptev, East Siberian, Bering, and Chukchi seas.

“Russian Arctic”, in my understanding, is the internal maritime waters, exclusive economic zone, waters of the Barents, White, Kara, Laptev, East Siberian, Chukchi, Bering Sea, the continental shelf, in accordance with the UN Convention on the law of the sea; the waters of the Northern sea route as the historic national transport communication of the Russian Federation; all discovered here, and may be discovered in the future; land and Islands, located in the Arctic Ocean; inland northern territories of the subjects of the Russian Federation and Municipal formations on the coast of the northern seas, with exits to the water areas of the Arctic Ocean, the Russian State security; airspace”.



Figure 1. The AZRF map / Lukin Yu.F., Eremin E.S., 2011

Far North includes the entire Arctic, and the Arctic called only a part of the northern territories and waters. In the public administration of the USSR — the RF concept far North used since 1930 biennium till now.



Figure 2. Far North areas of Russia. URL: <http://meridian12.ru/wp-content/uploads/2014/04/север-России.gif>

Definitely there needs to be a clear legal distinction between concepts of Russian Arctic, AZRF, far North, North Russia, understanding their functions, improving enforcement practices. Then it will be clearer what the territory attributed to the Arctic, and what — to the North, how best to manage them. The Arctic, as bright and Ultima star, always beckoning travelers, tourists, heroes, romantics, polar explorers, scientists, entrepreneurs, military, fascinated, froze and not stopped by itself never. The northern territories of the country, including land area AZRF, now need not only laws, but also new jobs, modern infrastructure, social stability and unity, *ekonomičeskij* growth, practical transition to a "green economy." The emergence of tourism as a sector of the economy in the long term can provide a positive impact on the socio-economic development of the Russian Arctic.

National ranking: place of tourism in the regions in the Russian Arctic

In the 21st century, tourism became an essential sector of the global economy. More than one billion tourists every year travel to other countries. The tourism became the leading economic

sector, which accounts for 10% of global GDP and 6% of total world exports"⁴. Tourism is a valuable source of livelihood for millions of people, providing one in every eleven jobs in the world. These figures demonstrate not only economic, but also indicate a large potential and growing tourism's ability to meet the challenges of socio-economic growth, inclusive development and preservation of the environment, on that focuses the activities of the World Tourism Organization⁵. The economic importance of tourism is supplemented by its global humanitarian contribution to the development of good-neighbourly relations between the countries, the philosophy of kindness, understanding of the world, great opportunities in the area of intercultural relations and communication. Underlining the importance of tourism for Russia, n. Andronova, Vice President of UNWTO, celebrated his force capable to combine our immense multi-ethnic country, promote positive changes in the interests of all Russians, creation of new jobs, investment projects. At the same time, according to world trends, the development of domestic tourism is very much encourages the development of inbound tourism. Because the countries that develop host domestic tourism, and where people know and love their Motherland, promote, offer new facilities, programs become interesting to people from other countries. As the saying goes, "love yourself and you will be loved by the whole world" [5]. To understand the role of Arctic tourism economy, the comparative analysis of the activity of subjects of the Russian Federation in this area is of interest.

National rating of 85 tourism subjects of the Russian Federation was prepared and for the first time published in December, 2015 by Information communication center «Rating» together with the magazine "Holiday in Russia» [5]. The quantitative and qualitative assessment of the regions was made by 9 criteria: 1) the level of development of tourist business (per capita: total number of beds in hotels; the number of people employed in tourism); 2) turnover of tourist services (amount of rubles earned in tourism — to every inhabitant of the region); 3) region's popularity among Russians (the number of overnight stays in hotels); 4) region's popularity among foreigners (the number of overnight stays in hotels); 5) tourism rating attractions and uniqueness (resorts — according to UNESCO, media and expert estimates); 6) ecological health of the region; 7) crime situation (number of crimes per 1,000 inhabitants); 8) development of transport and social infrastructure, the supply of cultural objects; 9) The popularity of the region as a tourism brand on

⁴ Odin milliard turistov — odin milliard vozmozhnostej: Poslanie po sluchayu Vsemirnogo dnya turizma 2015 goda General'nogo sekretarya Vsemirnoj turistskoj organizacii Taleba Rifai. URL: <http://www.khorskun.ru/16/01/1710/27184/> (Accessed: 08 December 2015).

⁵ UNWTO is a special structure of the UN which ensures the development of tourism as a driving force of economic development and social progress, aims at promoting tourism as a tool to reach the millennium goals of the UN. In the UNWTO there are 156 states, 7 territories and about 450 associated members. URL: http://www.worldtravelbiz.ru/news/286479_183 (Accessed: 08 December 2015)

the Internet (number of queries in search engines, the number of publications in Russian and English). The study took into account the views of the representatives of the expert community, professional media group "leisure in Russia" (a self-titled magazine, information portals "Russian tourism" and "investment in tourism"). For each of the criteria —based on the analysis of open sources and departmental statistics — an appropriate ranking was conducted and produced 9 tables and pivot. The first place giving 8.5 points per each subsequent place filmed by 0.1 points. *Ranking in the first group* was composed of 16 regions, scored more than 50 points and occupying places from 1 to 16, including Krasnodar region, St. Petersburg, Moscow, Crimea, Moscow and Kaliningrad oblast, Karelia, Tatarstan, Primorskiy Kray, etc. Tourism development is a priority. In *the second group* of national rankings included 49 members of the Russian Federation, scored from 30 to 50 points in this group region comprises three in AZRF fully all its territory: Murmansk oblast, Chukotka Autonomous Okrug, Yamal. 4 subjects of the Russian Federation have AZRF their municipalities: Krasnoyarsk Krai, Yakutia, Arkhangelsk Oblast, Komi Republic). The *third* trailing group rankings are 20 regions with less than 30 credits, including NAO.

The tourist rating of the Russian Arctic regions with the addition of individual subjects connected northern Russia bordering its coast to the northern seas (except land KHMAO), compiled on the basis of the first national ranking of tourism (2015), is as follows:

Table 1

Place in national rankings 2015	The subjects of the RUSSIAN FEDERATION and municipal entities included in land territories AZRF by Decree of the President of the Russian Federation from May 2, 2014 No. 296 exhibiting regions of the far north of Russia	Score	Place the Arctic rating
Russian Arctic			
30	Murmansk oblast	43.0	1
38	Krasnoyarsk Krai: the city of Norilsk, Taymyr Dolgano-nenetsky district municipal Turukhansky district (Igarka)	40.7	2
42	Arkhangelskaya oblast: Arkhangelsk City "mo", "Mezensky City District", "new land", "the town of Novodvinsk", "Onega LL", "Seaside LL", "Severodvinsk" Islands in the Arctic Ocean	39.6	3
52	Chukotka Autonomous Okrug	34.2	4
54	Komi: MO's District of Vorkuta	33.5	5
58	Republic of Sakha (Yakutia): Allaikhoyskiy ulus (Raion) anabarskiy national (dolgano-Evenki) ulus (Raion), Bulunskiy ulus (Raion), Nizhnekolymsky district, Ust-Yanskiy ulus (Raion)	32.1	6
62	Yamalo-Nenets Autonomous Okrug	30.9	7
72	Nenets Autonomous Okrug	27.2	8

North Russia		
7	The Republic Of Karelia	56.0
18	Kamchatka Krai	49.5
37	Magadanskaya oblast '	41.0
51	Khanty-Mansi Autonomous Okrug — Yugra	34.4

All regions are in the middle of the AZRF national ranking of tourism, where the leader is the Murmansk region. Located in the third, trailing group at 72-85 places among the subjects of the Russian Federation. Yamal- Nenets Autonomous district, occupying 62, also it is not notable in the field of tourism. For many of the subjects of the RF in the third group are characterized by a low standard of living, low incomes, poor infrastructure. In this regard, YANAO has better living standards, but less developed infrastructure and transport accessibility. indicators of the Krasnoyarsk region, Arkhangelsk Oblast, Komi Republic, Republic of Sakha (Yakutia), obviously, are bol'shej not to the Arctic and the Northern tourism, given that the subjects of Russia consists of the only partially AZRF at the level of individual municipalities. In the management of tourism its crucial multiplier effect. The emerging new tourist centers are becoming regional growth points in regions of the Russian North. "The Tourism sphere, like an umbrella, covers many other sectors of the economy, and this multiplicative effect every year will mean more. Many regions have the opportunity to add dramatically. However, infrastructure is necessary to restore the reputation of a safe region, that too will take years ", — considers O. Chyzhov [5]. Cash flows today really flowing behind tourists. A key challenge becomes *transport accessibility and price of tourism products* that superaktual'no to the development of tourism in the Arctic (NAO, YANAO, Taymyr Island, an island in the AO). "And here two aspects are important. Primarily, the *price and the amount of transportation costs* in the total value of the package, which are often the main factor in the refusal of travel across Russia. Secondly, it is a condition of transportation infrastructure, first, roadside service, servicing large passenger flows "[5].

The tourist potential of the regions of the Russian Arctic

The results of the assessment and comparative analysis shows that the huge tourist potential of Russian regions of the Arctic have not yet been used in full force and effect. The opportunities for the development of different types of tourism has ***the Murmansk region***, where they develop: sport fishing and hunting; environmental, water, mountain, mineralogical tourism; climbing, downhill skiing, diving, hiking, skiing and cycling. Here you can relax in the wild parts of the Taiga and tundra, on the banks of the very cleanest rivers. There are historical monuments and museums in the stake, Kirovsk, Pechenga, geological Museum in Apatity. Near Umba, Ponoâ and Har-

lovki discovered several ancient labyrinths-vavilonov. At Rybachiy Peninsula in the middle reaches of the river of Ponoa, on the Kanozero, stone age rock paintings are found. There are well known Sami monuments at Imandre, Sámi Museum of history and life in the village of Lovozero, sacred Sámi places: mountains, lakes, rivers and islands. The main monuments of Russian pomors are on the Tersky coast of the White Sea. The most famous of them is a wooden church of the assumption in village Varzuga is the tent-roofed shrine, typical for the Russian northern architecture, which preserved the ancient carved iconostasis. Since July 2012 in Murmansk, there are construction works on the reconstruction of the pier long-haul lines maritime station within the framework of the project "Arctic Harbour for cruise ships and ferries. Comprehensive plan to prepare is for the 100-year anniversary of the city of Murmansk for 2012-2016 included activities for more than 28 billion⁶. Also there are some cruise ship arrivals engaged in Murmansk tour operator company "Nordmorservis travel" activities. Moscow company "Travelogue" holds cruises on chartered Russian courts since 2010. Analysis on the tourism products is offered for 2016. It shows predomination of cruises to Greenland and Svalbard.

Table 2

<i>Date, cruise</i>	<i>Duration</i>	<i>Vessel</i>	<i>Cost</i>
24 may — June 1, 2016 Svalbard	9 days	Quest	from \$ 5 690
13 June — 20 June "The secrets of the White Sea"	8 days	Silver Explorer	from \$ 9 250
23 June — July 5, 2016 "Around Spitsbergen»	13 days	Sea Adventurer	from \$ 7 295
03 August — August 16, 2016 Sea cruise to the West Greenland	14 days	L ' Austral	from \$ 7 170

Source: Special Travel Club. URL : <http://www.specialtravelclub.ru/kruizy/arktika>

Special offers in 2016 — cruises to the West coast of Greenland, the southern and Northern Spitsbergen; 10 cruises around Spitsbergen; 5 cruises to the North Pole with a visit to Franz Josef land (price of tours from \$ 26 995 to \$ 27 995 on the icebreaker "50 years of victory"); 3 tours along the Northern sea route (from \$ 19 800 up to 29 995) on the vessels of "Kapitan Khlebnikov", "Akademik Shokalsky"; 1 tour along the North-Western sea route (\$ 695). What will be the real demand in 2016 on these cruises — remains to be seen. Cost of tours for Russian groups in the Arctic in the face of runaway ruble devaluation it seems quite high, calculated on a segment of people with high incomes. Of course, that the high cost of marine cruises depending on the tour operator, vessel, comfort class cabin (s), and duration of travel objectively hampered the development of Arctic tourism for many social groups in Russia.

⁶ URL: <http://new.gov-murman.ru/info/news/881/> (Accessed: 16 December 2015).

In *the Arkhangelsk region* more than 10 thousand monuments of architecture, archaeology, history and culture, including 1 421 monument of Federal significance. More than 150 tourist routes, guided tours, interactive and informative programs are implemented. Development of tourism here seems very promising business. In 2014 on the territory of the region there were registered 136 tourist enterprises (including travel agents and tour operators). If in 2012 Arkhangelsk region was visited by 338.1 thousand people, in 2013 — 379.5 thousand, people in 2014 — 390.8 thousand. Leaders in terms of income taxes and fees from enterprises in tourism in 2014 were Arkhangelsk-58.5 million rub. and Severodvinsk is 35.2 million rub. included in the AZRF⁷. Ports of Arkhangelsk region in 2015, took 23 of the cruise. Evolving rural, cultural, educational, children's, medical and other kinds of Northern tourism, including social. In 2014, tours were organized on the field for 33 thousand students; museums of regional significance have visited more than 110 thousand children.

Popular international tours are present in the National Park "Russian Arctic". In 2011, the Russian Arctic "visited 865, in 2012 — 1005, in 2013 — 688, in 2014 — 738 people [6, p. 123]. In the summer of 2015, there were 1 225 visitors from 41 countries, which has become a record of attendance for all time of the existence of institutions⁸. Traditionally, most visitors are from China — 277 people or 23%. Tourists from Russia amounted to the total number of only 6%. Of the 11 cruise in 2015 seven was committed to the North Pole with a stop at Franz Josef Land (FJL) at the Atomic icebreaker "50 years of victory"; the three — on motor ship "Sea Spirit" on a route from Svalbard — Franz Josef land — Svalbard. Another flight on a cruise ship, "Bremen", was run along the Northern sea route with a stop at Cape Zhelaniya Novaya Zemlya and Franz Josef Land. with a view to facilitating the registration of foreign ships with tourists from other countries visiting turistskiMI State territory goals for the nature reserve of Federal significance "Franz Josef land, Russia and Mintrans of Russia have made changes in changes in boundaries of the Arkhangelsk seaport, setting its external RAID in North Bay, Gulf, island, Dezhnev Zemlya Aleksandry, on the archipelago of Franz Josef land, precipitating border procedures. "Now we organize permanent customs checkpoint in Arkhangelsk. In addition, we are studying the potential use of military air-field under construction on the island of Zemlya Aleksandry for civilian purposes, to deliver tourists", — said the Director of the National Park "Russian Arctic" R. Ershov, 22.12.2015⁹.

⁷ Informaciya o sostoyanii turistskoj otrasli Arhangel'skoj oblasti v 2012—2015 godax. URL: http://www.pomorland.travel/upload/files/statistika_2012_2015_1.pdf (Accessed: 04 January 2016)

⁸ Russkaya Arktika: nacional'nyj park (sajt). URL: <http://www.rus-arc.ru/ru/Tourism/Statistics> (Accessed: 02 January 2016).

⁹ Voennyj aerodrom na Zemle Franca-Iosifa rasschityvayut ispolzovat dlya dostavki turistov/ Mokrov K. URL: <http://www.dvinainform.ru/economy/2015/12/22/38887.html> (Accessed: 02 January 2016). Bigger popularity of cruises to Russian polar islands makes it possible to decrease the prices from 300 to 750 thousand roubles.

These tourism objects are included in the the list of the world cultural and natural heritage UNESCO. From 26 Russian cultural and natural sites by UNESCO three belong to turproducts of the Arctic tourism, and the four are related to the North tourism: 1) cultural and historic ensemble of the solovetsky Islands since 1992; 2) Wrangel Island in the Chukchi autonomous district since 2004; 3) Putorana plateau in Krasnoyarsk region since 2010; 4) Kizhi Pogost in the Republic of Karelia since 1990; 5) Virgin Komi forests, Northern Urals, 1995; 6) the Lena pillars in Khangalassky ulus of Sakha (Yakutia) Republic since 2012 7) volcanoes of Kamchatka in the Kamchatka Krai since 1996.

Solovetsky Island and Wrangel Island, located in the waters of the Arctic Ocean, undoubtedly is one of the most attractive objects in the sea cruise tourism. Tourism in Solovki began to develop at the end of 60-s years of XX century, when there was created the Solovetsky Museum-reserve (1967). The Solovetsky archipelago, as well as five kilometers of waters of the White Sea, are included in the Spa-fgu Solovki State historical-architectural and natural museum-reserve ». In its operational management is more than 1000 items of cultural and natural heritage in the framework of the Mesolithic (V Millennium B.C.) to the present day¹⁰.

The State currently holds a modernization of the entire infrastructure of Solovki, including HPF. Unfortunately, superprivlekatel'nye even in the 20th century cruises from Arkhangelsk on Solovki and not revived until the present time.

In the Arctic islands, Wrangel and Herald in *the Chukotka Autonomous District* operates the first Arctic reserve of Russia (1976). They were brought here from the island of Nunavik. Here is a unique place of concentration of ancestral polar bear den, white goose colonies, herds of reindeer, walrus rookeries.

In the development of the Arctic, tourism has not been fully exploited the possibilities of the existing resource potential of especially protected natural territories (spnt). Practically, each subject of the Russian Arctic, Northern Russia have their own potential and prospects for the development of different types of tourism, using huge potential of protected areas as a key framework for these activities¹¹.

The following table shows the EPNTS as directly related to the Russian Arctic and SPNA part of conjugated with AZRF actors North Russia part of the above-mentioned SPNT North has direct access to the sea and the prospects for the development of marine tourism. State natural biosphere reserve "Komandorskiy" named after S.V. Marakov, for example, is the largest nature reserve of Russia. Area protected sea area of over 3 million hectares that is territory of Belgium. The

¹⁰ URL: <http://www.solovky.ru/reserve/today/> (Accessed: 28 March.2016).

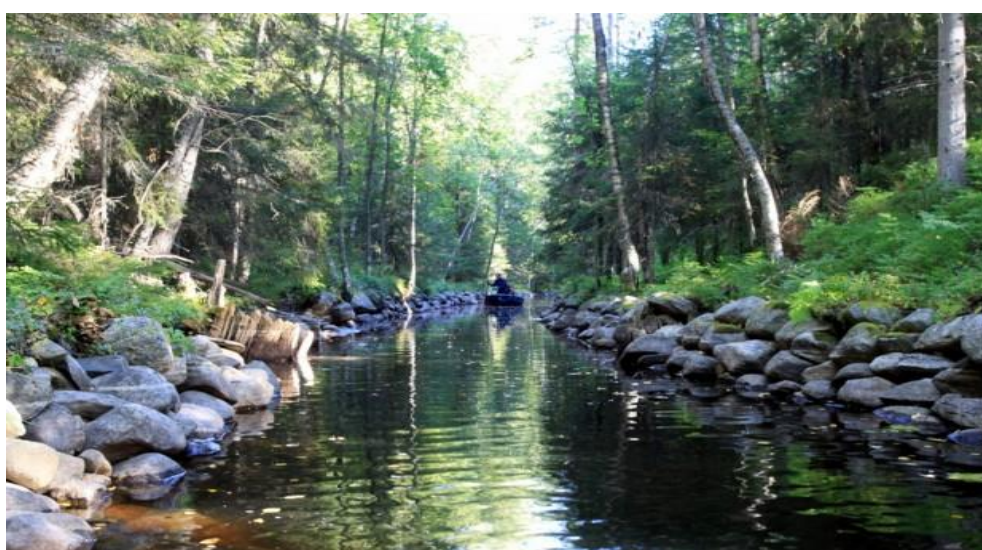
¹¹ Katalog OOPT Rossii. URL: <http://news.zapoved.ru/katalog-oopt/> (Accessed: 11 February 2016).

only place in the country where every year and hosts year-round observation of cetaceans¹². Among the sea of SPNT so far appeared newly created in 2013. "Beringia" National Park with a total area of 1.8 million hectares. Under international protection there are twelve of the fifteen cetaceans. Greenland and grey whales are distributed to native quota International Whaling Commission indigenous people of Chukotka — the Inuit and Chukchi. Known archeological monuments — "Whale Alley" Eagle "Pajpel'gak housing Ekven», but more than 200 are still stored in a mystery thousands of years waiting for archaeologists and ethnographers. Sea gradually picks up with this piece of material culture¹³ on the coast of the White Sea was created and operates the National Park" pomorye "Onega (2013).



Figure 4. Solovky islands: Golgopha; channels between the lakes

URL: <http://solovki-monastyr.ru/abbey/revival/>; <http://fogelman.ru/posts/2013/11/8807?ocom=60228>



¹² Komandorsky. URL: <http://komandorsky.ru/about.html> (Accessed: 28 February 2016).

¹³ Beringiya. URL: <http://park-beringia.ru> (Accessed: 06 February 2016).



Figure 5. Vrangeli island – the UNESCO object

Table 3

No	SPNT: NPs, SNRs and NRs and reserves	Established
Russian Arctic		
Murmansk Region		
1	“Kandalsksha State Natural Reserve”	1992
2	Lapland State Natural Reserve	1930
3	State Natural Reserve “Pasvik”	1992
Arkhangelsk Region		
4	National Park “Russian Arctic”	2010
5	National Park “Onegskoe Pomorie”	2013
6	State natural reserve of the federal significance “Frants Josef Land”	1994
Nenets Autonomous district		
7	State Natural Reserve “Nenetsky”	1997
8	Regional Natural Reserve “Vaigach”	2007
9	State natural reserve of the federal significance “Nenetsky”	1985
Komi Republic		
10	National Park “Ugid Va”	1994
Yamal-Nenets Autonomous district of the Tumen Region		
11	State Natural Reserve “Gidansky”	1996
12	“Verhne-Tazovsky natural reserve”	1986

Krasnoyarsk Krai ¹⁴		
13	Federal Reserve "Great Arctic"	1993
14	Federal Reserve "Taimyr"	1979
15	Federal Reserve "Putoransky"	1988
Republic of Sakha (Yakutia)		
16	Reserve "Ust-Lensky" (Tiksi)	1985
Chukotsky Aitonomous District		
17	National Park "Beringia"	2013
18	Federal Reserve "Wrangel Island"	1976
Northern Russia		
Arkhangelsk Region		
1	"Kenozersky" National Park	1991
2	State Nature Reserve "Pinezhsky"	1974
Vologda REGION		
3	National Park "Russian North"	1992
4	"Darwinsky" State Reserve	2003
Republic of Karelia		
5	"Vodlozersky" National Park (in Karelia and Arkhangelsk Region)	1991
6	National Park "Kalevala"	2006
7	National Park "Paanajärvi"	1992
8	State Reserve "Kivach"	1931
Komi Republic		
9	State Biosphere Reserve "Pechora-Ilyichsky"	1930
Khanti-Mansi Autonomous district		
10	Reserve "Yugansky"	1982
11	State Nature Reserve "Upper Kondinsky»	1971
Krasnoyarsky Krai		
12	National Park "Shushensky Bor"	1995
13	State natural reserve "Pillars"	1925
14	State Nature Biosphere Reserve "Sayano-Shushenskaya"	1976
15	Reserve" Tunguska	1995
16	State Nature Biosphere Reserve "Tsentralnosibirsky»	1985
The Republic of Sakha (Yakutia)		
17	Natural Park "Lena Pillars"	1995
18	State Nature Reserve "Olekminsk»	1984
Magadan Region		
19	National Park "Magadan"	1982
Kamchatka Krai		
20	State Reserve "Koryak"	1995
21	"Kronotsky" State Nature Biosphere Reserve	1934
22	State Nature Biosphere Reserve "Commander"	1993

The main attraction of the Northern tourism in the *Republic of Komi* are considered "Virgin Komi forests", including square Pechora-Ilytchsky biosphere State biosphere reserve and "Ugid Va" National Park, as well as their buffer and security zone. Included in the first Russian natural heritage object "Virgin Komi forests"¹⁵. Komi Republic recently got the Arctic status and linked the "Silver ring of Russia", which is a system of regional and interregional routes with the overall strat-

¹⁴ FGBU «Obedinennaya direkciya zapovednikov Tajmyra» (Bolshoj Arkticheskij, Tajmyrskij, Putoranskij, zakaznik Purinskij) is in Norilsk.

¹⁵ Ugid Va. URL: <http://www.yugydva.komi.com/?news=778.htm> (Accessed: 28 February 2016)

egy for socio-economic development and organization of tourism and recreation in the North-Western Federal District¹⁶.

In *Nenets Autonomous Okrug*, Vaygach island nature reserve — unique "sacred island" of Nenets people, where indigenous peoples worshipped their gods, ask them "permission" to fish and beast. Many of the sanctuary of Vajgach have more ancient history (Nenets inhabited island in 10-11 centuries). For centuries this place was a cross for the path of many peoples of the North, Siberia and Eastern Europe, there have been foundings dated back to III-II centuries B.C. hidden in a mix of valleys, rocky islands and difficult Vaygach coast. However, as already noted, the limiting factor of tourism development in the NAO is the low level of infrastructure development, road transport network. The main and only transport, as in many other subjects AZRF, remains an expensive aircraft. Possessing considerable tourist potential Naryan-Mar has not managed to fully transform the objects in the available regional tourism products. Positive steps in this direction are made in 2015, conducted promotional tours "discover your Arctic". The tourist information portal of the district appeared mobile tourist guide that has its competitive advantages in the face of growing interest in tourism and planning the route with your own gadget.

Permanent work in the Northern tourism lead the authorities and management of *Republic Of Sakha (Yakutia)* where the annual flow of tourists is still only around 150 thousand people. Promoting the image of this Republic as a region favourable for tourism, engaged tourist informational and analitic Portal "Horsun Travel" its mission is attracting the largest number of tourists to profit and replenish local budgets through taxation of subjects of tourist business. It attracts tourists from all over the world nature park "Lena pillars", which is located at the junction of three Botanico-geographical regions: Krasnoyarsk forest-steppe, mountain Taiga of Eastern Sayan and podtajga Middle-Siberian plateau with a total area of 1.3 million hectares¹⁷. Attractive project Ros-tourism and Yakutia authorities an organization becomes *Diamond tours* -sightseeing tours in the region at the expense of buying jewelry¹⁸. Tourists can visit jewelry factory show is cut gemstones and manufacture jewelry Brilliantovye tours will pay off if the total cost of a plane ticket and accommodation (2-3 days) per guest (s) will be a maximum of 40 thousand rubles. While tourists per trip must purchase diamonds for at least 200 thousand rubles. Only then, the trip will pay off. Such tourism is designed mostly to wealthy foreign and domestic tourists.

¹⁶ Komi voshla v «Serebryanoe kol'co Rossii» v kachestve arkticheskogo zvena. URL: <http://komiinform.ru/news/131307/> Accessed: 07 March 2016).

¹⁷ Sajt prirodnogo parka «Lenskie stolby» URL: <http://www.lenskiestolby.ru/posts/view.aspx?id=130> (Accessed: 06 February 2016).

¹⁸ Rosturizm prodvigaet brilliantovye tury v Yakutiyu. 02.10.2015. URL: <http://www.khorsun.ru/6/01/1711/27215/> (Accessed: 12 December 2015).

In general, while praising the existing strategic long-term development opportunities of the Arctic tourist business, it is necessary to take into account the optimal capacity of the SPNTs to taking too many tourists from all over the world from the perspective of ecology. It is very important not to harm nature, does not destroy the unique natural and cultural sites, not the high level of ecological education and culture a part of tourists. Therefore, the administrations of the SPNTs is rightly imposed all sorts of restrictions, is governed by the number and behavior of tourists and pilgrims. Visit requires special attention of impact areas, environmental hot spots. It is also very important to ensure the safety of tourists.

One of the main problems hampering the development of tourism in the northern territories is their inaccessibility, high prices for transport services. Prior to Noril'sk, for example, can be reached from the port of Dudinka or fly to Noril'sk aircraft, and from there on the Putorana plateau. Hour of flight in an airplane in Northern region, where the object is located under UNESCO's Putorana plateau, recently was worth 200 thousand rubles. In addition, Noril'sk industrial-environmental industrial area is one of the most polluted, impact of the Arctic. However, not so far is a unique Putoranskij State nature reserve (68° n), which combines within its territory of sub-arctic and Arctic zone, taiga, tundra and Arctic wilderness. There are more than 25 thousand lakes that make up the largest reservoir of fresh water after the Lake Baikal in Siberia and are very similar to the Norwegian fjords, only among land, many waterfalls, including the highest in Russia (108 m). They are attractive places for tourists and there is something else to see, but rather expensive.

Opportunities and threats for tourism development in the Arctic region and in Northern Russia

The possibility of tourism activities are largely existing in the market for real proposals of those or other tourism products and their demand. Map of economic sciences, Professor A.V. Shevchuk shows localization and marked the most different kinds of tourism, which are cultivated in Arctic regions and Northern Russia: cultural-history-social, environmental, natural, ethnographic, maritime, event-entertainer, hunting, ski, fishing; boat tours sailing trips, rafting — sport rafting on inflatable vessels — rafts.

Analyzing the opinions of experts, managers, tourism professionals, you can select multiple strategic opportunities for tourism development in the Arctic region and in northern Russia (Arctic and Northern tourism).

1. a huge tourist potential, the diversity of natural and cultural resources to meet the needs of different categories of visitors while creating tourist products, organization of tours, cruises, excursions.



Figure 6. Tourism map / Shevchuk A.V., St. Petersburg, November 2014.

2. the unique flora and fauna of the army of the northern territories, the Arctic islands and waters of the Arctic Ocean allows implementing attractive tourist routes, sea cruises with demonstrations of wild animals in natural conditions (polar bears, walruses, birds ' bazaars, etc.).

3. the existing network of national parks, nature reserves and sanctuaries, the presence of world cultural and natural heritage, UNESCO promotes the attraction reference model (attractiveness) tourist products, the development of tourism.

4. the upward trend in consumer interest in ecological, ethnographical, dispute-Executive, amateur, maritime and other types of tourism in the Arctic and Northern Russia both by foreign and domestic tourists.

5. the development of social tourism in the constituent entities of the Russian Arctic and North Russia while ensuring adequate financing.

6. the establishment of the Arctic tourist cluster, including infrastructure, services, involving third-party investors; modernization of the existing tourism facilities, SPNTs of all forms of ownership; advertising, information support, marketing and promotion of tourism products on the domestic and foreign markets; facilitating the integration and establishment of partner relations of regions, cities, tourist operators, reserves with Russian and foreign tourist companies, other organizations interested in the development of tourism in the Arctic ("Arctic tourism development strategy up to 2030").

7. modernization of the transport infrastructure, roads and transport, maritime and river transport, ports and berths, optimal functioning network, railways in the far North, new airports in the Russian Arctic, including dual use ones, new possibilities for the future development of the regional economy, including the tourism industry.

8. the creation in Russia of a National Arctic background tourism information system (NASIST): natural, historical and cultural sites, protected areas, tourist routes, sea cruises, maps, services and advertisements — electronically using the power of the GLONASS satellite constellation, space system "Arktika", fiber-optic communications and resources, Federal Agency for tourism (Rosstourism), tour operators and travel agencies, both Russian and foreign.

9. a legitimate system of interaction of tour operators and travel agents in the Arctic region and in northern Russia with the regional structures of the Federal service of Hydrometeorology and monitoring of environment, the Ministry of the RF for civil defence, emergencies and elimination of consequences of natural disasters, Russian FSB border customs offices of the Federal Customs Service and other agencies.

10. motivation and activity of federal and regional authorities, municipalities, business, Arctic northern societies in developing tourism as a promising sector of the regional economy, modern infrastructure, logistics in the Arctic and in northern Russia.

11. in order to realize the potential of tourism in a single region of the Arctic and North Russia needs: an assessment of possibilities, a clear understanding of the most promising strategic resources; development of the program of development of tourism in the region, making changes in accordance with the real situation and challenges of time; create attractive and popular regional tourism products; investors; optimal and affordable logistics; competent marketing policy and promotion of tourism products [5].

Among the threats, risks, effective development of tourism industries in the Arctic and in the North of Russia can be marked with the following:

1) Legal uncertainty, illegitimacy status AZRF (land), in the Russian Arctic (aquatorium + land) currently (2016).

2) the AZRF actors have a significant potential for the development of Arctic tourism, insufficient use of market mechanisms and management in order to convert the existing resources in a competitive tourist product liquid, apparently yielding regions of southern and Central Russia.

3) in part actors and municipalities AZRF no systematic approach and doable program of development of tourism, noting the low level of management of this sector of the economy at the regional and municipal levels, the lack of professionally trained specialists.

4) not always correctly used the domestic potential cruise tourism on the sea aquatorium of the Northern sea route, to the North Pole, the Arctic islands in the Arctic Ocean, the Solovki in the White Sea, Wrangel Island taking into account environmental and economic balance, the cost of the tours.

5) Relevant not only to the construction of icebreakers at domestic shipyards, but also investment, design, construction of the most modern vessels for tourist business ice class, which you can use on sea routes in harsh conditions as Arctic and Antarctic regions at different times of the year.

6) product on the world market are not effectively carried out promotion of Russian Federal national parks, nature reserves and other protected areas of world natural and cultural heritage of UNESCO.

7) quality tourist service (classification of hotels, guides and interpreters, transport) in Arctic regions and the far north of Russia. Not always enough professionalism, sense of hospitality and order, pride in the place where we live.

8) domestic demand, especially in times of crisis, on expensive Arctic tourism products constrain its development because of the basic lack of funds and a decline in the standard of living of a large part of the population of Russia. While the Russian State, its vedoistva, the subjects of the Russian Federation has not sufficiently supports the social, ecological, cultural and historical domestic tourism in the Arctic and the far north of Russia, including children, youth, students and pensioners.

9) on the development of inbound tourism adversely affects the duration of the procedures, time limits for foreigners. Foreign tourists visit Arctic islands, seaports requires registration passes in the border zone, the customs control. Practically not applied electronic visa, as practised, for example, Cyprus, where you can get it for one day via email.

10) State and business still not invested investment to create a modern tourism infrastructure in the Arctic and the far north of Russia, including the modernization of ports and marinas, airports, construction of new modern hotels. Regions, especially municipalities, often do not have the necessary financial resources.

11) admission of tourists on the territory of traditional indigenous use of the North bears the very real threat of the invasion of his current lifestyle, consumer culture, formation of unjustified illusions market motivation [7, c. 48].

12) many experts point to the lack of generally valid (reliable) and verified information about the Russian tourist products, including of course and the Arctic.

One of the subjective threats at the mental level accurately noticed in Ivanov: "for rapid, dynamic development of the inner tourism we lack a sense of pride for a place in which we live, firmness and unity in defending their interests and positions. We've been living with illegals who create

intolerable competition, firms-one-dnevkami. We are not fighting for his future — don't want to train professionals, guides, guides-translators, because we are afraid to invest in them, and suddenly they will go to another company? We don't grab a sense of hospitality and order that should be raised in families "[5]. Poor quality of service in the field, has often found low levels of professionalism and management in the area of domestic tourism, high, not always justified, prices hamper the overall development of the inner tourism. The purchasing power of the population of Russia fell in the midst of a double devaluation of the ruble and rising prices. Russians increasingly begin to save money on your vacation in one of the interviews I conducted in 2016, answers the question "What expenses you cut first?" as follows: 1) travel — 11 875 (36.35% of the total number of votes); 2) entertainment — 8 606 (26.34%); goods of long-term use — 2 482 (7.6%)¹⁹. Thus, people who took part in the vote, usually save on vacations (travels, entertainments) first.

Conclusion

The Russian Federation has all the possibilities to become a leader in consistent use of existing capacities of national parks, federal nature reserves and other protected areas in the Arctic, successfully implementing a new agenda for UN 2030. In the report GSDR (Global Sustainable Development Report) sustainable development goals (SDGs) considered as interconnected system, as progress towards one purpose may depend and facilitate progress towards the other²⁰. For the preservation and development of tourist-and-recreational of the natural potential of the Arctic from 17 UN claimed two goals are particularly relevant. Goal (the purpose of) 14 and, (b): Savings, conservation and sustainable use of oceans and marine resources for development. Goal (objective) 15 (a), (b), (c) the protection and recovery of terrestrial ecosystems, promoting their sustainable use, sustainable forest management, stop and reverse the land degradation and the loss of biodiversity²¹.

There is no doubt that such an approach should become mandatory at the Organization of the Arctic and Northern types of tourism, involvement of new tourism products in tourist activities, while preserving the natural and cultural environment of the Arctic and the North. The balance of economy and ecology in Arctic tourism sphere is no less important than in other industries (hydrocarbon production, transport, construction, energy).

¹⁹ URL: <http://www.kommersant.ru/poll/results> (Accessed: 06 April 2016).

²⁰ Global Sustainable Development Report, 2015 edition. Advance Unedited version. URL: <https://sustainabledevelopment.un.org/content/documents/1758GSDR%202015%20Advance%20Unedited%20Version.pdf> (Accessed: 10 February 2016).

²¹ Global Sustainable Development Report, 2015 edition. Advance Unedited version. p. 41



Figure 7. UN: 17 goals of sustainable development // Global Sustainable Development Report, 2015 edition

The overall conclusion is that effective practical activities, quality service in the field of tourism in the Russian Arctic — still the case for the near future in the time interval from 10 to 15 years, and maybe more. A lot depends here on the existence of demand for local products in the Arctic, the prevailing conditions in the market of tourism services, the volume of investment in infrastructure development in the Arctic regions of the Russian Federation, the positions of the Russian State, regional and municipal authorities and management of domestic business, from effective operation of tourism operators and agencies themselves.

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