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**4<sup>th</sup> meeting  
of the Arctic  
Expert Club  
(February 17, 2016)**



February 17, 2016: the fourth Arctic expert meeting took place. The theme was the Arctic tourism in Russia. It was done as a Skype conference: 40 participants from different parts of Russia, from Yakutia, Vladivostok, Murmansk, Arkhangelsk, Moscow and St. Petersburg. The purpose of presentations and discussions was not only a clarification of the theoretical and methodological studies of the Arctic tourism development, but also we intended to develop practical proposals and recommendations for tourism in the Russian Arctic.

N.K. Harlampeva, Candidate of Historical Sciences, Associate Professor at St. Petersburg State University, senior researcher of the AARI, has identified 5 levels of applied analysis of the tourism development in the Arctic: International, international Arctic, interregional, regional, inside the actors AZRF, each of which has its own competent authorities, from the International Maritime Organization to authorities of the Russian regions. Vodnoresursnyj integrated approach can address one of the priorities of the International Arctic regional cooperation to develop the foundations of environmental requirements on the ground.

According to Professor Y.F. Lukin, under Arctic tourism should understand national and international tourism in the Arctic, which is a promising sector of the economy as a whole.

Director of the Russian Center of the Arctic (Salekhard) V.A. Pushkarev spoke about on tourism development in Yamalo-Nenets Autonomous Okrug, noted that the planned installation of steles, signs that mark the extreme eastern point of Europe, cleanup of Island Belyi. Tourists can visit the camps, reindeers are in demand, but too expensive due to the need to rent for a few hours.

E.E. Plisetsky, Candidate of Geographical Sciences, Deputy Director of the Institute for Regional Studies and Urban Planning of the National Research Institution "Higher School of Economics", examined the complex political instruments at the federal and regional levels, strategic priorities the development of tourism. He noted that the Arctic region was difficult to access because of its importance to the national security of the country (border zone, military bases, major production). Significant are the problems of transport accessibility. Arctic tourist routes are still poorly advertised for foreigners. Minor amounts of funding for the development of tourism also limited

the development of the industry. According to E.E. Plisetsky, we require an increase in investment, a single body of tourism development, the unified law on tourism (modern law on tourist activity does not affect some important aspects).

According to a statement by T.V. Belevskih, Candidate of Economics, head of the tourist-information Center of the MAGE, in the Murmansk region there is a competition with neighbouring Finland and Norway that has a significant impact on the tourism in the region.

E.I. Golubeva, Professor, Faculty of geography, Moscow State University and her colleagues analyzed the problems and prospects of ecological tourism in the protected areas in the Russian Arctic. Not everyone understood the term "ecotourism". There were infrastructural and logistical problems of tourism development, training in this area that was the subject of discussion during the meeting of the Club.

Natural, recreational, historical and cultural potential of the Russian Arctic has been discussed in conversation with L.N. Drachkova, Candidate of Geographical Sciences, Associate Professor of geography and Hydrometeorology IENT NArFU. Use of the current capacity is fragmented and done spontaneously. At the same time, it does not bring tangible revenue to the state and entities and, in some cases, causing irreparable harm to the environment and objects of historical, cultural and natural heritage. Factors affecting tourism development: short duration favourable a "high" season; the presence of a long cold, rainy, snow period, wind, high humidity; personal security of tourists; the lack of provision of basic health services.

N.V. Miteneva, specialist of the Department of tourism development, Ministry of culture of the Arkhangelsk region, revealed the features of the development of marine tourism in Arctic, confirmed speakers' ideas on inadequate funding programs of development of the tourist industry. The industry requires more active involvement of business in the development of tourism. Tourist companies do not have a clear understanding of the Arctic tourism.

It was also announced that the forthcoming edition of Arctic entry tourism in Russia: an analytical review and reference materials. During the discussion, noted that training in universities for Arctic tourism activities at the level of a Bachelor degree is hardly justified from a position further employment of graduates. More affordable is to implement retraining programmes, professional development, teaching master's degree training orders entities and municipalities AZRF. It has been suggested that Arctic tourism is still an expensive niche product, not designed for the broad masses of tourists, has its limitations. At the same time, the potential for Arctic tourism in Russia is being used far more. After the meeting, we prepared the resolution.

*Resolution of the Arctic Expert Club 4th meeting "Arctic tourism in Russia"*

Ensuring the integrated development of the Russian Arctic should be sent to the responsible bodies in order to promote the tourist activities. This is one of the priorities of socio-economic activities resulting from both the high natural and cultural potential of the Russian Arctic and high multiplicative effect of the tourism industry. The key principles of strategic Arctic tourism development activities are coordinated, and the sequence of components, backed by the necessary regulatory and legal framework. Here are significant volumes and completeness of funding, application of models of public-private partnership in the development of tourist infrastructure, formation of research and methodological framework development potential of the territory, providing a choice of effective mechanisms for State, municipal, public and corporate governance.

Natural-recreational, historical and cultural potential of the Russian Arctic is currently not got proper evaluation, its use for the development of the tourist industry is fragmented, not generating revenue, and in some cases, causing irreparable damage to the environment, and objects of cultural and natural heritage. A number of Arctic regions of Russia have no clear, reasonable concept for Arctic tourism development. There is no comprehensive economic geographical assessment of natural, historical and cultural heritage of the Arctic as a basis of the tourist attraction reference model (attractiveness) territory, including score priodoëmkosti each of the SPNTs to careful use of tourism potential, opportunities and threats of impact areas. Many historical and cultural sites, including the historical development of the Arctic, in need of restoration, are subjected to extensive destruction, including wine amateur tourists. Notes the low Arctic tourist region as popularization for the domestic and social tourism, design and existing tourist routes among the Russian consumers, the high cost of tours. Existing and really "working" tourist routes mainly focused on Russian Arctic mainland. There is an acute shortage of professionals in the field of Arctic tourism. In this regard, it is essential to implement a number of practical measures aimed at the effective development of Arctic tourism.

1. Scientific-practical rationale goals and objectives of tourism development in the Arctic region and in northern Russia, the formation of methodical bases of training qualified personnel for the development of Arctic tourism, the development of conceptual frameworks implement tourism activities.

- a) Conceptual studies for the creation of a unified terminology of Arctic and Northern inter-related kinds of tourism, identify their particularities and range of application.
- b) Conducting physico-geographic, socio-economic and environmental studies for the creation of the necessary conditions for the development of Arctic and Northern types of tourism in Russia.

- c) Development and testing of methods of integrated expert assessment of the tourism potential of the northern territories, concrete, ready-to-implement, tourism products for the development of the Russian Arctic tourism.
- d) Conducting expert assessment of investment attractiveness of impact tourist areas on the basis of an analysis of the prospects of investment attractiveness and potential risks.
- e) Elaboration of the concept of regional innovation system on water AZRF with a view to consolidating efforts to establish a system of legal norms that govern social relations in the field of management, protection and restoration of water bodies in AZRF, create the model foundations safe tourism regions.
- f) Holding competitions for educational programs for training and retraining on tourist occupations for Arctic and Northern Russia.
- g) Development and implementation of evidence-based integrated tourism development projects in the Arctic region and in northern Russia by grants on a competitive basis.
- h) Formation of working groups within the framework of the International Arctic regional cooperation to create a concept of development of tourism in the Arctic using ecological, vodnoresursnogo, socio-cultural and other principles, adapted to the natural territorial, resource, social and ethno-cultural potential of regions.

## 2. Competitiveness of the Northern tourist product and reduce costs of marketing research.

- a) Subsidizing of tourist products in the Arctic, the far North taking into consideration cost Nordic udorožanij and transport costs, consisting of rendered tourist services.
- b) Subsidizing the costs of marketing research in the design and promotion of tourist product in the Arctic, in the far North.

## 3. Defining the role of Northern Territories Arctic tourism as a tool for development, including AZRF pazrabotku regulations on determining the status of the territories, non-AZRF, but the impact on the development of tourism.

- a) the distinction the concepts of land territories of conjugated AZRF territories of Northern Russia, promoting the development of tourism.
- b) the assessment of the level of socio-economic stability and security of territories that did not belong to the RUSSIAN Arctic, but conducive to its development taking into account the development potential of the Northern sea route.
- c) Formalize, codify the Arctic and the northern territories, the creation of individual programs of related development depending on their "involvement" to the Russian Arctic.

## 4. Developing rules, standards of insurance tourists in the Arctic and in the SMEs, including the formation of a special curriculum on life insurance and human health, in accordance with the approved tourist packages.

- a) Define a list of tourist packages, sold on the territory of the RUSSIAN Arctic, offshore the MSP with the selection of three segments (land, sea, mixed).
- b) Create the list of threats to human life and health in the Arctic, on the SMEs, definition of responsibilities of all structures of the obligation to comply with them.
- c) Formation of special mandatory programmes of life and health insurance of tourists taking into consideration that this type of insurance should not be extended to persons registered and living in AZRF on water area of the SMP and non-tourists.

d) The formation of the list of insurance cases for tourists in the Arctic, along the NSR and organizations capable of providing emergency medical services.

5. The development of theoretical and methodological framework for the development of ecological tourism, expansion of scientific and practical studies to assess the recreational capacity of the territories and waters of the Arctic and Northern Russia SPNT on reception of tourists.

- a) empowering the introduction of ecological tourism in the EPNTS AZRF.
- b) the creation of a unified terminology of ecological tourism.
- c) to develop a model for addressing emerging conflicts with recreational in nature conservation and traditional environment.
- d) SPNTs infrastructure development of the northern territories.
- e) Develop methods for estimates of recreational capacity of the territories and waters of protected areas in the Arctic and in northern Russia.
- f) Training in the field of ecological tourism for the needs of the Arctic and Northern Russia.
- g) Promotion of eco-tourism programmes taking into account the high vulnerability of Arctic ecosystems, protected areas.
- h) Formation of ecological tourism development programmes, taking into account the conservation of the heritage of indigenous peoples of the North and the possible involvement of the local population in socio-economic activities.
- l) organization of the system of supplementary education (training, retraining) in both full-time and part-time, distance learning for employees, tourism companies and the local population.

6. Improving the legal framework for the development of Arctic tourism.

- a) institutionalization of notions of Arctic and Northern tourism related to regional specifics types of tourist activities that occur during the implementation of their relations in the Arctic region and in northern Russia.
- b) elaboration, adoption of legislation aimed at regulating all types of relations between the Federal, regional and municipal authorities, participants in the tourist market, investors and consumers of tourism services, to meet the challenges of the State policy in the sphere of tourism development in the Arctic region and in northern Russia. The purpose of its use should be to ensure the development of regional tourist centres, legal formalization of relations between the State, on the one hand, and private business: investors, direct participants of turrynka, as well as consumers of services, on the other hand.
- c) improvement of implementation ) 172-FZ<sup>1</sup> in clarifying existing strategic planning document for the development of tourism in the Arctic, at federal, regional and municipal levels. In practice enforcement is important to enhancing the meaningfulness and vzaimuvâzannosti at all levels of the strategic management system with the priorities and objectives of the Arctic tourism development. Analysis of program-target instrument for implementing the priorities set out in the strategic documents of the regions AZRF indicates that they currently are not comprehensive in nature.

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<sup>1</sup> Federalnyj zakon Rossijskoj Federacii ot 28 iyunya 2014 g. N 172-FZ «O strategicheskoy planirovani v Rossijskoj Federacii»

7. The creation of conditions for development of small and medium businesses in tourism in the subjects of AZRF, including the development and financing of the Federal, regional, municipal, targeted programmes for tourism development, as part of the diversification of Mono-towns of the far North.

- a) Stimulate the development of small businesses in tourism.
- b) Simplify allocation of land to small businesses in the tourism industry.
- c) Tax-free regime for small businesses in the tourism sector for a period of 3-5 years depending on the timing of implementation and payback of the developed projects.
- d) Permanent monitoring of new tourist products in the regions, posting and updating information about them on the website of the tourist information centre.
- (e)) Reducing test burden on small and medium businesses in tourism by the regulatory authorities.
- f) Organizational and informational support in the development of new interregional tourism products under the Arctic tourism.

8. The marine tourism development based in the Murmansk and Arkhangelsk seaport marketing research consumers' tourproduct maritime cruise tourism, including development of its promotion.

- a) Develop regional projections products for marine tourism, its development strategies.
- b) Need to determine the sources of financing targeted programs of development of marine tourism at the Federal, regional and municipal levels, Division.
- c) Evaluation of opportunities and threats, testing, selection of products, routes and directions of marine tourism in the Arctic.
- d) Establishment of a single domestic tour operator at AZRF for the development of marine tourism.

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