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The New Generation of Arctic Tourism: Integration of Creative Industries, AI and Traditional Knowledge of Indigenous Peoples

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Abstract. The article explores the prospects for the development of creative tourism in the Arctic regions of the Russian Federation, analyzing its role in sustainable socio-economic development. The paper examines unique tourism practices linked to ethno-cultural heritage, natural features, and innovative approaches. Particular attention is paid to the integration of creative industries, folk art, environmental projects, and digital platforms to create new opportunities for local communities. Recommendations on creating infrastructure, promoting creative tourism products, and using artificial intelligence to increase the attractiveness of regions are made. The article analyzes the challenges associated with the limited transport accessibility and the need to preserve the ecological balance. It provides examples of successful case studies from other regions of Russia, such as the Rostov Oblast and Sevastopol, where digital tools and creative approaches are contributing to the development of tourism. The authors emphasize the importance of preserving the cultural heritage and traditions of indigenous peoples, as well as the need to develop comprehensive organizational approaches and programs to support small businesses and advance digitalization, which will help to improve the tourism attractiveness index of the Arctic regions of the Russian Federation. The authors highlight the unrealized potential of the Arctic and the possibilities of using it to diversify the regional economy and improve the quality of life of the population.
Keywords: *creative tourism, Arctic regions of the Russian Federation, sustainable regional development, ethno-cultural heritage, tourism infrastructure, innovations, socio-economic effect, digitalization, best practices of creative tourism*

Introduction

The Arctic occupies a special place in the strategic development of the Russian Federation, which is confirmed by a number of key documents, such as Decree of the President of the Russian Federation of October 20, 2020 No. 645 “On the Strategy for Developing the Russian Arctic Zone and Ensuring National Security until 2035”[1], Order of the Government of the Russian Federation of

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[1] Decree of the President of the Russian Federation of October 20, 2020. URL: https://base.garant.ru/74810556/ (accessed 12 April 2025).

September 24, 2020 No. 2464-r "National Program for the Socio-Economic Development of the Far East until 2024 and with a Perspective up to 2035"[2] and Order of the Government of the Russian Federation of December 28, 2024 No. 4146-r "On Approval of the Strategy for Spatial Development of the Russian Federation until 2030 with a Forecast up to 2036"[3]. These and other documents define priority strategic directions, including the exploitation of natural resources, the development of transport infrastructure, the improvement of the population's quality of life, and the creation of new centers of economic growth in the Arctic and the Russian Far East. Particular attention is paid to the development of tourism, which is regarded as a driver of sustainable development in the Arctic territories (Kugiejko, 2025).

G.N. Kvita, N.A. Luchina and A.N. Arshinova note that the issue of economic survival and social security for people in Russia's Arctic territories is currently becoming increasingly important (Kvita, Luchina, Arshinova, 2022). In the context of limited resources, creative ideas gain a competitive advantage and receive support.

One of these ideas is creative tourism. This term is believed to have been introduced in 2000 by G. Richards and K. Raymond (Cherevichko, Temyakova, 2022). This sector is becoming increasingly promising, contributing not only to attracting tourists, but also to preserving the cultural heritage of the indigenous peoples of the North, developing local communities, and promoting the unique cultural landscape.

Researchers (Kvita, Luchina, Arshinova, 2022; Cherevichko, Temyakova, 2022; Tsapuk, Shchegolkov, 2024) emphasize the role of this form of tourism in regional development, linking it to the digital and creative economies. In our view, the concept of "creative tourism" in the Arctic encompasses a wide range of activities: from participation in master classes on traditional crafts to creation of contemporary art objects inspired by the region's extreme natural environment.

However, despite its significant potential, the development of this promising type of tourism in the Arctic faces a number of challenges, including limited transportation accessibility, a lack of infrastructure, and the need to ensure environmental safety.

We highlight the following challenges that hinder this development in Arctic regions:

- firstly, insufficient integration of tourism practices with local cultural and natural features (Ren, Jóhannesson, Ásgeirsson et al., 2024);
- secondly, the lack of comprehensive programs aimed at developing creative tourism products (Parding, Styvén, Lindström et al., 2023; Chen, Chen, 2016);
- thirdly, the high costs of organizing tourism infrastructure in harsh climatic conditions (Chen, Chen, 2015);
- fourthly, the need to maintain a balance between tourism development and the preservation of the fragile Arctic ecosystem (Degteva, Bobretsov et al., 2021).

[2] Order of the Government of the Russian Federation of September 24, 2020. URL: https://docs.cntd.ru/document/565853199 (accessed 12 April 2025).
[3] Order of the Government of the Russian Federation of December 28, 2024. URL: https://www.consultant.ru/document/cons_doc_LAW_495567/ (accessed 12 April 2025).

At the current stage of creative economy development in the Arctic regions of the Russian Federation, a new tourism paradigm is required, based on the synthesis of innovative technologies, creative industries, and the traditional knowledge of the indigenous peoples. The new generation of Arctic creative tourism is a complex interdisciplinary phenomenon demanding a comprehensive scientific analysis in the context of the global challenges of sustainable regional development.

Research methodology

Our research is based on the concept that creative tourism is a form of tourism that involves active participation of travelers in joint cultural practices, including creation, co-creation and learning within local communities; it is characterized by authentic interaction and mutual exchange of knowledge, skills and cultural values. Tourists become both consumers and participants in cultural processes, while local communities act as active agents of development, ensuring a balance between economic feasibility and socio-cultural responsibility.

The research methodology is based on an integrative sociocultural-economic approach (Rakhmeeva, Chesnyukova, 2024) that influences regional development. Its foundation comprises the principles of sustainable development (the trinity of economy, ecology and society) at the micro-, macro-, and global levels (Drobot, Makarov, Pochepaev, 2020), participatory engagement in local governance (Odintsova, 2024), the concept of integrating economy and culture, the theory of social exchange (mutual benefit for tourists and the community (Butova, Danchenok, Egoshina et al., 2021)), and impact assessment methodologies (SROI, return on social investment)[4].

The aim of the study is to analyze the creative potential of Russia's Arctic territories and to formulate recommendations for the development of creative tourism as a tool for the region's sustainable socio-economic development. The object of the study is tourism practices in Russia's Arctic regions; the subject of the research is the mechanisms and tools for developing tourism in Arctic conditions. The study uses methods of theoretical analysis of the literature and strategic development documents, systemic and comparative analysis, as well as socio-economic methods for assessing potential.

Discussion

Researchers (Zhelnina, Sizova, Khoreva, 2023) note that in the Arctic regions of the Russian Federation, creative tourism is being strengthened through the integration of folk art, environmental projects and digital platforms, creating new opportunities for local communities. The interaction of tourism and creative industries contributes to economic diversification and consolidation of cultural identity. Using the example of tourist destinations in the North-Western Federal District of the Russian Federation, new prospects for the development of tourism through inter-regional cooperation, state support for infrastructure development, and territorial branding are highlighted (Karpova, Valeeva, 2015).

[4] SPOI Methodology. URL: https://www.undp.org/sites/g/files/zskgke326/files/migration/eurasia/Appendix-SROI-methodology_ENG.pdf (accessed 12 April 2025).

Research (Karpova, Rybalchenko, Ignatova, 2020) points out that the development of the health resort sector in Russia offers potential for medical tourism. In our view, the Arctic can offer not only traditional health resort treatments, but also other formats that combine health improvement with unique experiences. For example, art therapy accompanied by the Northern Lights (meditative practices and creative workshops in the Murmansk Oblast and in the Arctic regions of the Republic of Sakha (Yakutia)), or the practice of cryotherapy and ethno-therapy (the therapeutic effects of the khomus musical instrument). However, promoting such practices requires digital tools, such as the launch of VR/AR aggregators for medical tourism services (combining virtual and real-world elements). We believe the Arctic has the potential for innovative tourism formats that combine wellness, natural resources, culture, art, and local traditions.

Ethnographic programs, which offer an immersive experience of traditional ways of life, are of particular interest in the Arctic regions of the Russian Federation, as is extreme tourism — journeys to the Pole of Cold, cruises along the Northern Sea Route and through the Arctic archipelagos. Despite complex logistics and high costs, Arctic tourism is growing due to the unique offerings, from ice fishing to watching polar bears. This creates the preconditions for the development of innovative tourism practices (Sarafanova, Sarafanov, 2024), based on sustainable development methodology and concepts of integrating economics and culture, as well as social exchange theory. For example, the development of creative practices in Yakutia relies on unique ethno-cultural traditions and local folk crafts, integrating them into the economy through support for small businesses and digitalization. We believe that the key effect of regional development is achieved through social cohesion and the preservation of cultural heritage.

Results

The development of creative tourism in the Arctic regions of the Russian Federation can benefit from the experience of other regions. For example, the Rostov Oblast has significant potential due to its unique cultural and historical sites (the M.A. Sholokhov and A.P. Chekhov museums, the archaeological reserve, and special events). Digital tools (booking platforms, VR, AR guides, QR codes) and the development of infrastructure and transport accessibility are used to enhance its appeal (Khanina, 2023).

Creative tourism in small towns (using Venev, Chekalin, and Bezhetsk as examples) is based on the creation of local cultural centers (museums, workshops) and engaging tourists in authentic practices (crafts, folklore). Key tools include, firstly, the creation of comfortable public spaces; secondly, engaging narratives (using stories, legends, and tales of indigenous peoples, natural monuments, and landscapes); thirdly, network projects that strengthen territorial identity and stimulate small businesses and self-employment (Tsapuk, Shchegolkov, 2024).

We agree with the researchers (Sarafanova, Sarafanov, 2022) that territorial development requires transforming their core factors into assets with higher symbolic value. The Arctic regions of the Russian Federation possess unique tourism potential due to their natural landscapes, includ-

ing glaciers, tundra, and Northern Lights, as well as their rich cultural heritage and historical sites. At the same time, attention should be paid to the process of forming a comprehensive system of economic security for tourism and recreational zones (Karpova, Khmelnitsky, 2023).

The experience of Sevastopol, a city of federal significance, is of particular interest, as it is enhancing its appeal to tourists through creative projects linked to its military-historical heritage (military reenactments, quests) and natural resources (coastal trails) (Shabalina, Kashirina, 2024). Territory branding, emphasizing uniqueness (symbolism, emotional narratives), and engaging local communities in the creation of tourism products play an important role.

We agree with A.S. Krasilnikov (Krasilnikov, 2024) that it is necessary to formulate concepts for the development of Arctic creative industries in the Arctic Zone of the Russian Federation to ensure unified approaches, consistent actions, and coordinated measures for the creative economy in the Russian Arctic.

Against a backdrop of global changes, including glacial melt and the development of new technologies, the Arctic is becoming accessible to a wide range of tourists. The Arctic Zone of the Russian Federation comprises nine regions. Each region has the potential for tourism development (Table 1).

Table 1

Analysis of the sectoral structure of the regions in the Arctic Zone of the Russian Federation[5]

Region	Territories located in the Arctic zone of Russia	Sectors of the economy
1	2	3
Murmansk Oblast	Entire region	• mining (nickel, apatite, copper, and others); • shipbuilding (there are several large shipyards specializing in the construction and repair of various types of sea vessels); • fishing; • tourism (unique natural beauty of the Kola Peninsula attracts tourists from all over the world, facilitating the development of the hotel industry, service infrastructure, and other tourism-related industries); • agriculture
Nenets Autonomous Okrug	Entire region	• mining (primarily oil and gas; the region has significant reserves of these resources, making it a major player in the Russian energy market); • metalworking industry; • construction and building materials production; • agriculture (reindeer herding, dairy farming, fishing, greenhouse vegetable growing); • tourism (unique natural environment, indigenous culture, and outdoor recreation opportunities attract tourists from all over the world)
Chukotka Autonomous Okrug	Entire region	• natural resource extraction (gold, silver, copper, aluminum, coal, oil, gas); • non-ferrous metallurgy; • mining; • fishing; • reindeer herding; • construction; • transport sector (aviation)

[5] Compiled by the authors based on open data (official websites of the regions indicated in Table 1).

Yamalo-Nenets Autonomous Okrug	Entire region	• hydrocarbon production (oil and gas); • agriculture (reindeer herding, hunting, dairy farming, cattle breeding, pig farming, cage-based fur farming, harvesting of wild plants); • development of transport infrastructure (Yamal's transport infrastructure plays a key role in connecting the region to the rest of the world; as most settlements are located in remote areas, the development of transport is of great importance in ensuring availability of services and goods for residents of the district)
Karelia Republic	1) MO "Belomorskiy Municipal District"; 2) MO "Kalevalskiy National Municipal District"; 3) Kemskiy Municipal District; 4) MO "Kostomuksha Urban Okrug"; 5) Loukhskiy Municipal District; 6) MO "Segezhskiy Municipal District"	• forestry (forestry complex plays a significant role in the republic's economy due to its rich forest resources); • production of wood products, pulp and paper, wooden structures and furniture; • mining; • agriculture; • tourism (tourism plays a significant role in the republic's economy due to its unique natural heritage: lakes, forests, and mountains attract tourists from all over the world)
Komi Republic	1) MO of the "Vorkuta" Urban District; 2) MO of the "Inta" Urban District; 3) MO of the "Usinsk" Urban District; 4) "Ust-Tsilemskiy" Municipal District	• extraction and processing of natural resources (oil, gas, mineral resources): the oil and gas complex plays a key role in the region's economy. The Komi Republic has large oil and gas deposits, which enables the development of the oil and gas industry. Local enterprises are engaged in both raw material extraction and processing; export of these products generates significant revenue for the region; • forestry is also of great importance to the economy of the Komi Republic; it comprises wood harvesting enterprises, wood product manufacturing enterprises (boards, plywood, furniture), as well as the pulp and paper sector. • production of construction materials; • mining industry (stone, sand); • agriculture (livestock, pig farming, poultry farming, trout farming, crop production, fishing) • tourism (ecotourism and fishing)
Republic of Sakha (Yakutia)	1) Abyiskiy ulus (district); 2) Allaikhovskiy ulus (district); 3) Anabarskiy ulus (district); 4) Bulunskiy ulus (district); 5) Verkhnekolymskiy ulus (district); 6) Verkhoyanskiy ulus (district); 7) Zhiganskiy ulus (district); 8) Momskiy ulus (district); 9) Nizhnekolymskiy ulus (district); 10) Olenek Evenki national ulus (district); 11) Srednekolymskiy ulus (district); 12) Ust-Yanskiy ulus (district); 13) Eveno-Bytantayskiy national ulus (district)	• mining (coal, diamonds, gold, silver). Diamond mining is one of the region's most important industries; • food industry; • light industry; • construction; • forestry; • agriculture (horse and reindeer breeding); • tourism (unique natural environment, cultural heritage of the Yakut people, and opportunities for active tourism make this region attractive to tourists from all over the world)
Krasnoyarsk Krai	1) MO City of Norilsk; 2) Taimyr Dolgan-Nenets Municipal District;	• mining (a leading role in the region's economy); • forestry (one of the region's main resources); • mechanical engineering and metalworking;

	3) MO Turukhansk District; 4) Rural settlements in the Evenki Municipal District: Surinda Settlement, Tura Settlement, Nidym Settlement, Uchami Settlement, Tutonchany Settlement, Essey Settlement, Chirinda Settlement, Ekonda Settlement, Kislokan Settlement, Yukta Settlement	• energy (due to the presence of large hydroelectric power stations on the Yenisei River and other reservoirs, the region is one of Russia's largest electricity producers); • agriculture and food industry
Arkhangelsk Oblast	1) MO City of Arkhangelsk; 2) MO "Mezenskiy Municipal District"; 3) MO "Novaya Zemlya" Urban District; 4) MO City of Novodvinsk; 5) MO "Onezhskiy Municipal District"; 6) MO "Primorskiy Municipal District"; 7) Urban District "Severodvinsk"; 8) MO "Leshukonskiy Municipal District"; 9) MO "Pinezhskiy Municipal District"	• mining (oil and gas), production of petroleum products; • forestry (logging, wood processing, pulp and paper production, sawn wood production, wooden building materials); • shipbuilding and ship repair; • tourism (unique natural beauty of the North and cultural attractions make the Arkhangelsk Oblast an attractive tourist destination)

Table 1 lists the regions that are part of the Arctic Zone of the Russian Federation. All of them have a unique economic structure, determined by their natural resources, industrial specialization and geographical characteristics.

Russia's Arctic regions offer unique opportunities for creative tourism, including visits to national parks, nature reserves and specially protected natural areas, wildlife watching and experiencing the culture of indigenous peoples.

Table 2 summarizes the characteristics of the tourism potential of Russia's Arctic regions. The data was compiled using information from the "Tourism Attractiveness Index of Russian Regions"[6] and official statistics (EMISS)[7].

Table 2

Tourism potential of the Arctic regions of the Russian Federation

Region	Tourism sector	Characteristics	Tourism Attractiveness Index (2024)	Gross value added of the tourism industry in the economy of a constituent entity (million rubles, as of January 1, 2023)	Share of the tourism industry's gross value added in the gross regional product of a constituent entity (January 1, 2023), %
1	2	3	4	5	6
Murmansk Oblast	Arctic tourism	Leader in Arctic tourism with well-developed infrastructure for eco-tourism: nature reserves, Sámi	0.44	24 705.5	3.1

[6] Tourism Attractiveness Index of Russian regions, 2024. URL: https://russiacb.com/upload/iblock/e98/46p8eqt8qvn1b3083o3bgreav9im0exl.pdf (accessed 09 April 2025).
[7] EMISS. URL: www.fedstat.ru/indicator/62197 (accessed 10 April 2025).

		ethnic villages, cruises along the Barents Sea, ice fishing, Northern Lights viewing.			
Nenets Autonomous Okrug	Ethnographic tourism	Unique ethnographic programs: Nenets nomadic camps, reindeer herding, traditional crafts, natural sites, exclusive tours with a focus on authenticity	0.30	3 672.8	0.9
Chukotka Autonomous Okrug	Scientific expeditions	Expeditions to Wrangel Island to observe polar bears and walruses, visits to indigenous settlements with traditional ceremonies, cruise tours	0.29	4 056.3	2.3
Yamalo-Nenets Autonomous Okrug	Ethno-cultural tourism	Ethno-cultural tourism, visiting nomadic families, reindeer sledging, festivals and national holidays of indigenous peoples, visiting natural phenomena such as craters and tundra landscapes	0.34	27 660.2	0.5
Karelia Republic	Eco-trails	Ecotourism (eco-trails) in nature reserves and to the White Sea Petroglyphs. Currently, the most visited protected area in Russia. As well as Kivach Waterfalls, Paanajärvi National Park, and the Kizhi Museum-Reserve	0.33	12 758.3	3.7
Komi Republic	Active tourism	Visits to national parks with pristine taiga and mountains. Ethnographic tours to the Komi-Zyryans with their hunting and fishing traditions. Limited availability maintains the exclusivity of the programs. For example, a visit to the Buredan Waterfall and one of the Seven Wonders of Russia — the famous pillars on the Manpupuner Plateau	0.37	17 454.2	1.6
Republic of Sakha (Yakutia)	Extreme tourism	Extreme tours to the Pole of Cold (Oymyakon), rafting on the Lena, Amga, and other rivers. Ethnic festivals (Ysyakh, the Sun Festival), Bakaldyn (Evenki ritual festival), the world's only mammoth museum, the "Kingdom of Permafrost" Museum, creative centers, and creative districts. Lena Pillars National Park, Amga Pillars, and Olenek Pillars	0.34	43 218.6	2.0
Krasnoyarsk Krai	Nature and ecotourism	One of the key tourist regions of Siberia, combining natural attractions, cultural heritage, and extreme types of tourism. Krasnoyarsk Pillars National Park with unique syenite rocks. Trails of the Putorana Plateau, Tunguska Nature Reserve, Manskaya Loop, as well as the region's sandy beaches with their developing infrastructure	0.38	67 980.4	2.1
Arkhangelsk Oblast	Historical tourism, gastronomic tourism	The Novaya Zemlya and Franz Josef Land archipelagos — historic routes for polar expeditions. Cultural branding through Pomor cuisine	0.43	24 282.4	2.4

TOTAL			Average value: 0.365	Total for the Arctic regions: 225,788.7	Average value: 2.07

Table 2 shows that the Arctic regions of the Russian Federation demonstrate significant tourism potential, based on a combination of unique natural landscapes, ethno-cultural heritage of indigenous peoples, and specialized tourism practices.

The Murmansk Oblast (index 0.44) and the Arkhangelsk Oblast (index 0.43) are the leaders in tourism attractiveness among the Arctic regions of the Russian Federation. The Krasnoyarsk Krai also shows high potential. The Krasnoyarsk Krai generates the highest gross value added (GVA) in the region's economy (67,980.4 million rubles); significant contributions are made by the Republic of Sakha (Yakutia) (43,218.6 million rubles) and the Yamalo-Nenets Autonomous Okrug (27,660.2 million rubles).

The Republic of Karelia has the largest share of the tourism industry's gross value added (GVA) in the gross regional product (GRP) (3.7%), followed by the Murmansk Oblast (3.1%) and the Arkhangelsk Oblast (2.4%). This is due to well-developed infrastructure, transport accessibility, and the availability of routes and tour operators. The average tourism attractiveness index for the Arctic regions of the Russian Federation is 0.365, indicating moderate, but stable potential. The average share of the tourism industry's gross value added (GVA) in gross regional product (GRP) is 2.07%, demonstrating a significant, but not dominant, contribution of tourism to the economy of these regions. The Nenets and Chukotka Autonomous Okrugs have low tourism GVA in GRP due to their remoteness and limited infrastructure. The Komi Republic and the Republic of Karelia attract tourists through eco-tourism and active tourism, confirming the potential of creative tourism.

An analysis of the tourism attractiveness index and tourism's contribution to the region's GRP allows us to identify leading regions, such as the Murmansk Oblast, where well-developed infrastructure and a variety of offerings ensure sustainable demand. Tourists can visit little-known areas of the Arctic, where they can not only enjoy the beauty of nature, but also take part in creating art installations or developing new environmental projects. Such trips generate new forms of communication between people from different cultures and open up new prospects for the development of the tourism industry in the region.

The distinctive features of tourism development in the Russian Arctic are determined by its specific characteristics:

- The environmental sustainability, the richness and diversity of natural resources, the vast tundra and taiga, and the unique atmosphere of the territories attract tourists seeking to enjoy nature in its pristine state. These natural resources are contributing to the growth of creative tourism, which includes ecotourism, hiking and Arctic cruises;
- The cultural heritage of Arctic peoples is an important component of development in the Russian Arctic. The distinctive culture and traditions of the Sami, Nenets, Khanty, Evenki,

and other indigenous peoples attract many tourists from various countries. Tourists have the opportunity to learn about the history and customs of these peoples, attend national festivals, and participate in traditional crafts. This is a fascinating experience that allows visitors to discover new worlds and understand the cultural heritage of the Arctic. Furthermore, various workshops on making ethnic handicrafts and clothing, as well as culinary events, will generate particular interest in creative tourism;

- The remoteness and climatic conditions of the Arctic create obstacles to tourism development, but at the same time, they stimulate the search for new forms and directions. Currently, more and more tourists are interested in discovering unique places and extreme experiences. Arctic expeditions, water and ice sports, and unique tours through the Arctic depths are becoming increasingly popular among adventure seekers.

Creative tourism in the Arctic is only beginning to develop. In particular, tours are organized to the Yamalo-Nenets Autonomous Okrug, the Murmansk Oblast, the Arkhangelsk Oblast, and the Republic of Karelia. The creative aspects of these tours include:

- immersion in the traditional way of life of the northern indigenous peoples;
- participation in festive events;
- participation in culinary master classes;
- interactive communication.

The development of gastronomy could become one of the most promising and important areas for tourism. The Arctic region is characterized by harsh winters and short summer seasons, when the availability of fresh vegetables, fruit and other produce is limited. However, the Arctic offers unique biodiversity, as well as traditional fishing and hunting practices, which contribute to the development of gastronomy and the creation of unique culinary dishes. The development of gastronomic tourism in the Russian Arctic provides an opportunity to draw attention to the wealth of local produce and culinary traditions. Due to its remoteness from the main agricultural regions, the region relies on food production within its own territories, which creates opportunities for the development of a unique cuisine based on Arctic ingredients such as seafood, wild berries, mushrooms and herbs. These products not only have unique flavors, but are also rich sources of nutrients, making them attractive to tourists and gourmets.

After analyzing tourism development practices in Arctic countries and the Arctic regions of Russia (Lamers, Steins, van Bets, 2024; Sarafanova, Sarafanov, 2024; Kvita, Luchina, Arshinova, 2022; Zhelnina, Sizova, Khoreva, 2023; Butova, Danchenok, Egoshina et al., 2021; Gres, 2024), we compiled the following classification of creative tourism practices (Table 3).

Table 3

Classification of creative tourism practices[8]

Tour name	Region	Tour content
Winter in Tiltim	Yamalo-Nenets Autonomous Okrug	ethnic tour, immersing in the traditional way of life of the Northern Khanty, one of the indigenous peoples of Yamal
Kuzyol. Deer Creek	Yamalo-Nenets Autonomous Okrug	ethnic tour with a visit to an authentic reindeer herders' camp
Cedar Tour	Yamalo-Nenets Autonomous Okrug	farewell to the Yamal summer at the KedrFest festival, interaction with local residents, participation in events
Bachelorette Party in the Arctic	Murmansk Oblast	active recreation, interactive engagement
Weekend in the Arctic: Discovering Chukotka	Chukotka Autonomous Okrug	tasting local delicacies; learning the craft of a Chukchi musher; dog sledging; interactive engagement
Delicious Pinega	Arkhangelsk Oblast	excursion; green tourism; interactive master class "Baking Kalachi and Shangi"
New Year's Adventures in Murmansk	Murmansk Oblast	active recreation; a trip to a Sami village to meet the indigenous people and animals of the North, interactive engagement
Travels in Karelia	Republic of Karelia	excursions, Karelian cuisine, master classes, aerial tours and ice fishing, snowmobiles, interactive engagement

The presented classification of creative tourism practices in Russia's Arctic regions demonstrates their diversity, including ethnographic tours, extreme tourism, gastronomic and event programs. A key feature is the active engagement of tourists in authentic cultural practices combined with digital formats, resulting in a unique tourism product that represents a new paradigm for the new generation of Arctic tourism, promoting heritage preservation and sustainable development.

Currently, utilizing the potential of AI (artificial intelligence) in the new generation of Arctic tourism is a matter of great relevance. The use of AI for the development of tourism in the Arctic regions of the Russian Federation is also promising. As we have already noted, AI opens up new opportunities for tourism development, particularly in the Arctic, given the complex logistics challenges for tourists. For example, the implementation of AI platforms for optimizing tourist route logistics, personalizing offers based on the analysis of natural and cultural resources, and forecasting demand with consideration of seasonality (dynamic pricing), as well as for managing tourist safety (drones for route monitoring, chat-bots). Machine learning algorithms can analyze tourist preferences, behavior, and reviews to offer unique routes that take into account each visitor's interests. Tourists from all over the world can receive recommendations for ethnographic complexes, open-air museums, or natural sites. For example, AI might recommend visiting the Lena Pillars in the Republic of Sakha (Yakutia). They represent two rare natural phenomena: modern permafrost karst and the consequences of the Cambrian explosion, during which the populations of chordates, arthropods, mollusks and echinoderms increased. Another option is to watch the flight of the Siberian white crane. The Sakha people believe that anyone who sees a Siberian crane (a rare bird included in the IUCN Red List) even once will be blessed with lifelong happiness.

Another important aspect of using AI is improving interactions with tourists. AI-powered virtual assistants and chat-bots can provide information about history, attractions, routes, weather conditions, cultural events, and national dishes in real time, which is especially important in the

[8] Compiled by the authors based on open data.

Arctic. Furthermore, AI can be used to create virtual and augmented realities, allowing visitors to immerse themselves in the region's unique atmosphere. This is particularly important for attracting tourists from other countries, who can appreciate the uniqueness of the Russian Arctic in advance and plan their trip.

AI also helps to optimize the management of tourist flows. AI-based analytical platforms can predict infrastructure loads, optimize logistics and resource allocation, and minimize environmental impact.

Furthermore, AI can be used to preserve and promote Arctic cultural heritage. Using image recognition and natural language processing technologies, it is possible to create digital archives, interactive museums, and educational programs. This not only preserves cultural heritage, but also makes it accessible to a wider audience.

Overall, the use of artificial intelligence for tourism development in the Arctic regions of the Russian Federation opens up new horizons for creating unique tourist experiences, enhancing the region's attractiveness, and promoting the sustainable development of the tourism and creative industries. These factors can increase the competitiveness of the Arctic regions' tourism potential, despite infrastructure and data limitations. Digitalization is transforming creative tourism through personalization of services (AI recommendations, dynamic pricing) and the creation of digital ecosystems that connect local producers in creative spaces with tourists. A balance between technology and authentic experience is essential to avoid the "depersonalization" of cultural content.

We identify the following areas for the implementation of artificial intelligence (Table 4).

Table 4

AI in Arctic tourism in the Russian Federation: personalization and innovation

Direction	Content
Smart recommendations	AI algorithms analyze tourists' preferences and suggest personalized routes. For example, if a traveler is interested in ethnography, the system can recommend workshops with the Nenets or Sami people, while if they are interested in nature, it can plan a tour to walrus haulouts.
Virtual guides and augmented reality	Using AR glasses and mobile apps, tourists can "bring to life" historical sites: view 3D reconstructions of ancient settlements or animated legends of northern peoples. A real-time AI translator will help them communicate with local residents.
Sustainable tourism and forecasting	AI helps to minimize the impact on the fragile Arctic ecosystem by forecasting tourist flows, optimizing routes, and planning logistics. Neural networks can monitor the weather and adjust programs to ensure people's safety.
Content creation and brand promotion	AI creates attractive tour descriptions, automatically generates photos and videos, and adapts advertising to different audiences. This is especially important for remote Arctic regions of the Russian Federation, where marketing resources and infrastructure solutions are limited.

The integration of AI into the new generation of Arctic creative tourism is transforming the Russian Arctic not just into a destination for extreme travel, but into a space for deep immersion in culture, science and nature. Technology makes tourism more personalized, safe, and environmentally friendly, while creative formats enhance a region's brand, making tours more engaging and memorable. In the future, this symbiosis could become a driver of sustainable development in the Arctic region.

We propose conducting an economic analysis of creative tourism practices within the new paradigm of the new generation of Arctic tourism using the following economic indicators, which reflect their potential and economic feasibility of implementation in the Arctic conditions (Table 5).

Table 5

Assessment of creative tourism practices[9]

Name	Formula	
Overall economic impact (E)	$E = D + M \cdot I + S$	E — overall economic impact D — direct revenue from tourism (accommodation, food, entertainment, purchase of souvenirs, etc.) M — economic impact multiplier I — investment in tourism development S — social and cultural impacts (preservation of cultural heritage, development of tourism potential, job creation, improved quality of life)
Economic impact multiplier (M)	$M = \frac{1}{1 - MPC}$	M — economic impact multiplier MPC — marginal propensity to consume (proportion of income spent on consumption)
Region's tourism potential assessment (P)	$P = \frac{T \cdot A \cdot C}{C_t}$	P — region's tourism potential T — number of tourists A — average spend per tourist C — region's accessibility coefficient (logistics, infrastructure) Ct — seasonality coefficient
Social effectiveness assessment (S)	$S = \frac{N_e + Q_l + C_c}{P_i}$	S — assessment of social effectiveness N_e — new jobs Q_l — improved quality of life C_c — preservation of cultural heritage P_i — population size
Sustainable development index (Is)	$I_s = \frac{E_c + S_c + C_c}{A_r}$	I_s — sustainable development index E_c — economic component S_c — social component C_c — cultural component A_r — administrative support

Table 5 presents estimates of the overall effectiveness of creative products within the framework of a new type of Arctic tourism. Formulas are proposed, including calculations of the overall economic impact (E), the economic impact multiplier, tourism potential, social effectiveness and the sustainable development index. These metrics enable a comprehensive assessment of both direct revenue from tourism and long-term socio-cultural effects, such as the preservation of cultural heritage, the creation of new jobs and positive changes in socio-economic indicators.

The Arctic regions of the Russian Federation are building their strategies on the basis of local identity as the foundation for creative programs, the active use of AI and digital tools to expand accessibility and personalization, and event tourism and participatory practices as drivers of the experience economy. The development of creative tourism should be based on the principles of sustainable development, taking into account the interests of local communities, environmental conservation, and the creation of tourism infrastructure. The study has resulted in the formulation of recommendations for the development of creative tourism (Table 6).

[9] Compiled by the authors.

Table 6

Recommendations for the development of creative tourism in the Arctic regions of the Russian Federation

Direction	Content
Branding and promotion of unique tourism products	• development of thematic routes (e.g., ethnographic tours, wildlife watching, expeditions to unique UNESCO World Heritage natural sites) • use of digital technologies to promote creative tours (virtual tours, AI, VR, AR technologies)
Investments in infrastructure	• construction and modernization of eco-friendly hotels, guest houses, recreation centers, etc. • development of transport accessibility (subsidies for air, rail, and water transport)
Digitalization	• personalization of services using AI (collection of information about consumers, suppliers, and stakeholders) • digitalization of services, setting up online payments • development of websites, landing pages, chat-bots, etc.
Support for local communities	• involvement of local communities in the creation and implementation of tourism programs • financial support for entrepreneurs and self-employed individuals working in the tourism sector (according to OKVED-2)
Environmental responsibility	• development of standards for eco-tourism • involvement of tourists in environmental projects
Public-private partnerships, grant programs	• creation of special programs to support creative tourism • attracting private investment through tax incentives and grants • training local residents in tourism industry standards • organizing and holding forums and festivals

The Arctic regions of the Russian Federation offer a wide range of tourism opportunities linked to their natural, historical and ethno-cultural characteristics. The development of infrastructure and the promotion of unique tourism products can significantly enhance the creative potential, attractiveness, and economic contribution to regional budgets.

Creative tourism in the Arctic regions takes the form of ethnic tours and excursions with interactive engagement through master classes. This sector is developing in the Yamalo-Nenets Autonomous Okrug, the Murmansk Oblast, the Chukotka Autonomous Okrug, the Arkhangelsk Oblast and the Republic of Karelia. However, the small number of tours and their irregularity suggest that this sector is not well-developed in the Russian Arctic. Currently, the Arctic regions of the Russian Federation possess significant potential for the development of a creative economy. Preserving the unique natural environment, cultural heritage, and indigenous traditions, as well as utilizing innovative approaches in various economic sectors, can contribute to the sustainable and diversified development of this region. The Russian Arctic is rich in the cultural heritage and traditions of its indigenous peoples, which is a valuable resource for the development of the cultural industry. Organizing workshops on traditional crafts, holding festivals, and other events help to diversify the region's economy and improve the standard of living and quality of life for Arctic residents.

The new generation of Arctic tourism is a model of tourism that combines traditional forms of travel with digital technologies, the creative industries and the principles of sustainable development. Unlike traditional ecotourism or extreme expeditions, creative Arctic tourism emphasizes the following key features (Table 7).

Table 7

Features of the new generation of Arctic tourism[10]

No.	Name	Content
1	Hybrid formats	Online tourism (VR tours, digital exhibitions, online workshops on indigenous crafts)
		Offline immersive experiences (ethnographic programs, participation in traditional rituals, creation of art objects in collaboration with local communities)
2	Technological integration	Use of artificial intelligence to personalize routes (e.g., chat-bots with recommendations based on tourist preferences)
3	Sustainability	Minimizing carbon footprint through green logistics (hydrogen-powered transport, electric sledges, etc.)

Example: The "Winter in Tiltim" tour, which includes accommodation in a chum and reindeer herding training + a VR diary for remote participants (video blog). In the Murmansk Oblast, the "Sami Games" festival with AR guides broadcasting the myths of indigenous peoples via smartphones and mobile apps. In Chukotka — scientific and tourist expeditions to Wrangel Island with AI analysis of polar bear migration data.

The new generation of Arctic tourism is not just a trend, but a strategic tool for the harmonious development of the regions of the Russian Federation. Success depends on the synergy of three elements: technology, traditional knowledge, and public-private partnerships.

Conclusion

The new generation of creative Arctic tourism, as a new direction in the development of the tourism industry in the Arctic regions of the Russian Federation, contributes to attracting tourists, preserving the cultural heritage of indigenous peoples, developing local communities, and promoting the region's unique cultural landscape. The integration of creative industries, folk art, environmental projects, and digital platforms creates new opportunities for local residents, facilitating the diversification of the regional economy. Creative tourism in the Arctic regions of the Russian Federation is a driver of sustainable socio-economic development. It is important to overcome limitations related to infrastructure, transport accessibility, environmental and economic security. Development requires a comprehensive approach, including government support, private investment, and the active participation of local communities. It is essential to maintain a balance between economic growth and the preservation of the region's unique nature and culture. The introduction of digital technologies and artificial intelligence could be a key factor in increasing the Arctic's attractiveness as a tourist destination. The Arctic Zone of the Russian Federation possesses all the necessary resources to become a leader in the field of creative tourism.

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