

doi: 10.18720/SPBPU/2/id19-114

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OBJECTS OF NATURAL AND CULTURAL HERITAGE OF ARCTIC AS TOURIST BRANDS

***Abstract.** Russia has a huge territory in the high latitudes of Europe and Asia. Attention to the problems of the development of the Arctic is increased. Tourist potential of the Arctic region of Russia is high. Unique natural and cultural resources and terms allow organizing various types of tourism. Features of the perception of tourist space it is necessary to take into account at advancement of regions at the tourist market, realization of advertisement campaigns and creation of tourist brand of territory. The creation of a tourist brand assists forming of a positive, recognizable image of country and promotes the competitiveness of country's tourism industry in the world market of tourist services. The annual National Tourist Rating in 2017 was conducted on purpose to set the most attractive for tourist's brands on territory of Russian Federation. Its technology is original. Queries were directed in regional ministries and departments on a culture and tourism with a request for information on promoted regional tourist brands. Experts were also consulted and information was collected from open sources. As a result, "Top-100 tourist brands of Russia" was formed. All of it were divided into five categories: "Objects of show (sights, recreational facilities, geographical and industrial objects)", "Tourist routes", "Events of event tourism", "Gastronomic brands", "Folk artistic trades". Specialists in the field of tourism business, developers of tourist brands in the Arctic regions, it is necessary to take into account the results of the research driven to the general list of Top-100 brands In Russia. Results should be the basis for consideration of prospects for designing and organizing new interregional tourist programs on territory of several subjects included to Russian Arctic.*

***Keywords:** arctic tourist brands, natural conditions and cultural resources of tourism, national tourist rating.*

A tourist brand promotes formation of positive, recognizable image of the country or the region and increases competitiveness of the state's tourism industry in the world market of tourist services. The tourist brand is understood as a well-known single or complex object of natural or cultural heritage, as well as routes that involve visiting these objects, unique events, crafts, services attracting large tourist flows.

Technology of formation of the tourist brand assumes the algorithm

of actions: formulation of the ideal image of the country in the eyes of the target audience, formation of the brand identity, identification of unique features of the brand by which it differs from competitors, construction of a communication system, and evaluation of branding effectiveness. It is necessary to consider that the brand of the territory is formed on the basis of already established stereotypes, study and accounting of which is the obligatory condition for the formation and promotion of the country's brand [1].

The factors that comprise the tourist image are a good geographical location; capacity and variety of tourist-resource potential, including the abundance of unique natural and cultural attractions; the level of tourist infrastructure development (facilities of accommodation, transport, communications, catering, trade, entertainment, etc.), as well as the level of service and qualification of the staff; stability of the political situation and crime safety; the degree of well-being ecological situation etc. However, we recognize such a basic parameter as fame, popularity. Assessment of tourists' demand for visiting the object, positive attitude of tourists toward an object, attention of the media and Internet users determines the popularity of the tourist brand.

The concept of "tourist brand" is systematic and characterizes strategy of creating competitive advantages of tourist products, the prospects for the development of tourism activities, involves the maximum socio-economic effect. Projects on the organization of event tourism and the creation of entertainment centers and complexes are the most modern directions to enhance the brand's competitiveness. Creation of new and reanimation of old myths are important at creation of tourist brand. Formation of new places, objects, events is the necessary condition of the effective activity aimed at creating a unique tourist-resource potential of the center or region [2].

Tourist brands have classification, being base on different criteria. The following types of tourist brands exist:

- region, district, center, locality (for example, North-West, Yaroslavia, Moscow region, Kuban, southern coast of Crimea, etc.);
- natural objects (for example, the Volga, the Lena delta, the Baikal, the Valley of Geysers, the Kungur cave, etc.);
- natural processes and phenomena (for example, white nights, Northern lights, steppe flowering, bird migration, etc.);
- cultural heritage sites (Livadia Palace, Pashkov House, Cathedral of Christ the Savior, the Diveevo monastery, Snow Maiden's Tenement, the residence of Santa Claus, etc.);
- outstanding historical figures and places associated with their life (Pushkinogorye, Spasskoe-Lutovinovo, Lenin's mausoleum, the Trinity-Sergius Lavra, etc.);

- services and places of their delivery (the Caucasian Mineral Waters, the sanatorium "Elton", Russian baths, etc.);

- food and beverages (for example, Smelt Festival "Everything will be cool", gastronomic fair "KhreNovy festival In Russia," folklore and gastronomic festival " dumplings at Nicholas Winter" milk festival "Za Okoi pasutsya KO..." etc.);

- events, festivals, holidays (Shrovetide celebrations, Sabantuy, Spasskaya tower festival, "Scarlet sails" festival, Window to Europe film festival, etc.);

- brand tourist routes (for example, "Crimean around the world", "Silver necklace of Russia", "Golden ring of Altai", Pearl necklace of Saint-Petersburg, etc.) [5].

In 2018 the Federal target program "Development of internal and entrance tourism in the Russian Federation (2011 – 2018)" ends. The program is a set of activities to improve the tourism industry and optimize the conditions of travel and recreation of people in our country. The program provides activities aimed at increasing the efficiency of the national tourism product's promotion in the internal and international markets. The priority task of Program in this direction consists in advancement of home tourist product on world and internal tourist markets. Information and propaganda campaigns, networks of information centers and points, interregional, all-Russian and international exhibitions, forums and other events were the solution to this problem. The conducted events had an impact on creation of a positive image of Russia as an attractive tourist destination. The total budget planned for the implementation of these measures amounted to 3,7 billion rubles [11].

The Center for Information Communications "Rating" and the magazine "Rest In Russia" are compilers of the annual National Tourist Rating. In 2017, they conducted a unique study to establish the most attractive brands for tourists in the Russian Federation. This technology is original. It is possible to solve two tasks: to assess the level of recognition of regional tourist brands among Russians and to identify the tourism attractiveness of the brands, that is, the desire to travel to the region where the brand is located. The developers sent requests to the regional ministries and departments of culture and tourism with a request to provide information about the promoted regional tourist brands. Specialists also conducted a survey of experts and collected information from public sources. As a result, the list of 1000 regional tourist brands was formed. All tourist brands were distributed in five categories: "Excursion Objects (sights, recreational facilities, geographical and industrial objects)", "Tourist routes", "Activities of Event tourism", "Gastronomic brands", "National art crafts". The final list consisted of 425 items included in the table for interviewing citizens. The survey was conducted from 13 to 19 February 2017. More than a thousand people from all regions of Russia

took part in this survey. The final table of the "Top-100 tourist brands of Russia" were received.

The data obtained during the research are of interest to professionals involved in the search for ways to develop the tourist sector, both in each individual region and in the country as a whole. Some results were unexpected for the experts. So, for example, six objects from the following regions appeared in a rating of Top-100: Vladimir region, Moscow region, Krasnodar region, the Republic of Crimea, St. Petersburg and Tula region have five objects. Four objects represent the Vologda region. The best tourist objects of Kaliningrad region, Karachay-Cherkess Republic, Kostroma and Rostov region are mentioned three times in the rating list.

We will present the first ten objects that led the rating table of Russia's tourist brands: the Tretyakov Gallery, the Moscow Kremlin, the State Hermitage, the Peterhof Museum-Reserve, the Bolshoi Theater, St. Isaac's Cathedral, Tula Gingerbread, Red Square, VDNH, Sochi.

The regions of the Arctic are represented in the Top-100 rating by next objects (in brackets, a line "place" in the rating list is indicated): 16 - Valaam Island; 80 - Stroganina (Republic of Sakha (Yakutia)); 100 - The Arctic Circle (Yamal-Nenets Autonomous District). Objects of the List of the World Natural and Cultural Heritage located on the territory of the Russian Arctic were included in the Top-100: 21 – "Kizhi Pogost"; 37 and 81 - "Volcanoes of Kamchatka" in the "Volcanoes of Kamchatka" (37) and "Route "Valley of Geysers"(81); 51 - "Historical and Cultural Complex of the Solovetsky Islands".

An unexpected result was the fact that the rating did not include the most visited objects from the UNESCO Heritage List in the Arctic: the Lena Pillars in Yakutia, the Putorana Plateau in the Krasnoyarsk Territory, the Wrangel Island in Chukotka, the Virgin Komi Forests, located within the western slopes of the Subpolar and Northern Urals.

Naturally, people answered with regard to whether they even know about such objects at all or not. It is necessary also to suppose that in some popular tourist programs, the respondents may already have participated, so the new proposals were more interesting for them. Perhaps some routes did not receive the status of especially perspective, as they were estimated by people who are well aware that the cost of such interesting but expensive programs for them will be prohibitive.

In the category "Tourist routes", the Arctic Region is represented by 7 proposals. Expedition tours on icebreakers in the White Sea and in the seaport of Arkhangelsk (Arkhangelsk region); a trip to the cape Dezhneva and the route "Fiordy Bay Providence" (Chukotka Autonomous District); tourist route "Hunting for a bear" (Magadan region); ski tours around Kamchatka and the tourist route "Valley of Geysers" (Kamchatka Territory).

"Events of event tourism" in the Russian Arctic also attracted attention of respondents. The events included: the Ladoga Skerries Festival, the Kizhi Regatta Festival and the Olonets Games of the Father Frost Festival (Republic of Karelia); Holidays in Khanty-Mansiysk - the New Year capital of Russia (Khanty-Mansi Autonomous Area - Yugra); National Day of Reindeer Herders (Yamal-Nenets Autonomous District).

The category "Gastronomic brands" presented by such arctic dishes: stroganina (Republic of Sakha (Yakutia)); cod (Arkhangelsk region); sausage from venison (Khanty-Mansi Autonomous Area - Yugra). "National art crafts" are represented only by bone artifacts and the Kargopol toy (Arkhangelsk region).

It should be noted that experts in the field of tourism business, developers of tourism brands in the Arctic regions, should take into account the results of the research driven to the general list of Top-100 brands In Russia. Results should be the basis for consideration of prospects for designing and organizing new interregional tourist programs on territory of several subjects included to Russian Arctic.

The realized programs in the Arctic usually attribute to polar (or northern, or arctic) tourism. Such tourism differs in a high cost, however, it attracts thirsty exclusive suggestions. At the international tourist forum in Naryan-Mar in 2016 it was decided to develop the tourist potential of the high latitude territory. A single brand "Accessible Russian Arctic" was created. The major task is development of tourist routes, the cost of which could attract attention of a wide range of people.

To identify the most attractive regions of Russia, at the end of 2016 a research was conducted by the Center for Information Communications "Rating" together with the magazine "Rest In Russia". In the Arctic region, the highest rating appeared at the Murmansk region - 26, Arkhangelsk region - 31, Krasnoyarsk Territory - 34, Khanty-Mansi Autonomous Area - 47, Sakha (Yakutia) – 59, Republic of Komi - 61, Yamalo-Nenets Autonomous District – 63, Nenets Autonomous District - 81, Chukot Autonomous Region – 85 [3].

Arctic seas are in demand by modern tourists. The Northern Sea Route is promising in terms of tourism. The main barrier for a navigation is numerous ice massifs, because of which the navigation terms on the Northern Sea Route change greatly in certain years.

Expedition cruises to Arctic are accomplished on icebreakers and ice class vessels, on that comfort terms are created for trips for the Arctic circle. One of the most popular routes is expeditionary tours to Spitsbergen and Franz Josef Land, where it is possible to see walruses, seals and whales, visit picturesque bays with bird bazaars, and polar bears sometimes come straight to the icebreaker standing in ice.

For most potential tourists, Arctic is a "territory of extreme". Especially attractive in Arctic lands are off-road trips, which are

undertaken on snowmobiles or off-road vehicles. Snowmobile tours are held on the Kola Peninsula, the Polar Urals, Taimyr, Kamchatka.

Tourism in Arctic quite often contradicts the need to protect vulnerable natural complexes of arctic regions. Therefore, ecological tourism has good prospects here. Lapland, Pechero-Ilych, Nenets, Gydansky, Big Arctic Reserve and Ust-Lensky nature reserves should be recognized as promising for ecological tourism. Protected natural sites and territories of the Russian Arctic open great prospects for the development of ecological tourism. Some resources are unique. For example, the Republic of Sakha uses a "mammoth route", passing through places where thousands of copies of mammoths' remains survived. In the world there are no such analogs. The most famous park in the Chukchi Autonomous District is Beringia. Visiting it is the desire of many tourists, including foreign ones. In 2009 in the Arkhangelsk region the national park "Russian Arctic" was founded. It is the northernmost and greatest on a size among the specially protected territories of Russia.

Within the high-latitude regions of Russia live as indigenous people (Nenets, Enets, Karelians, Kola Sama, Yukagirs, Chukchi, Koryaks, Nganasans, Dolgans, Evenks, Khanty, Ketas, Evens, etc.), and descendants of Russian settlers - Kolyma, Gzhigans, Pomors, Markovites, Ust-Cilemts. All of them are of interest to the organizers of ethnic tourism. Not far from Syktyvkar there is a village Yb mentioned in the XVI century. The unique ethnographic complex "Malye Korely" was opened in 1964. Tourists have the opportunity to become acquainted with the world-famous examples of northern wooden architecture.

National arts and crafts are famous for the Russian Arctic. It is woodcarving and bones, artistic metalworking, weaving, weaving of birch bark, embroidery with beads, lacework. The centers of these crafts are Kargopol, Vologda, Veliky Ustyug, Arkhangelsk. From the walrus tusks, the inhabitants of the Chukchi coast two thousand years ago made different objects - knives, harpoons, amulets. This tradition is continued by the master of the Uelen carving workshop (since 1931) [2].

Tourists are increasingly oriented not to passive recreation for the sake of pleasure, but to an active, aimed at enlightenment. This, among other things, provides growth in demand for industrial tourism. More and more popular are trips to the Arctic region, the program of which includes excursions to industrial enterprises. In October 2015, an agreement was signed between the government of the Arkhangelsk region and the leadership of the First State Test Cosmodrome Plesetsk on the organization of new tourist routes. Visiting abandoned objects is one of the most common types of industrial tourism in the Arctic. One of the famous objects for visiting tourists is the Kola super-deep well or as it is also called "Well in Hell". It is located in the Murmansk region.

Atomic tourism - comparatively new type of trips. It is connected with visits to museums of nuclear weapons, places of nuclear disasters. The main destinations for nuclear tourism are located in the countries that first mastered the use of the atom for military and peaceful purposes, as well as survivors of catastrophes associated with the operation of nuclear facilities. In Soviet times, a test site for nuclear testing was created on Novaya Zemlya. For this reason, the archipelago is of particular interest to some tourists.

In our opinion, it is important once again to point out: the given data of the National Tourist Rating of Russian brands got by selecting the objects by whom the further development of tourism, including entry, depends in the regions of the country. The final rating is based on the opinion (knowledge, interest) of potential tourists. Tourist potential of the Arctic region of Russia is high. Unique natural and cultural resources and conditions allow organizing various types of tourism, developing Arctic tourist brands. The most promising in the high latitudes of Russia are expeditionary-cognitive, ecological, ethnic, sports and event-based types of tourism. And this means that the attention of tourism professionals should be aimed at developing Arctic tourist brands to create a positive, recognizable image of the Russian Arctic.

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