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Branding of the Arctic Tourism Destinations in Russia*

© Diana S. TIMOSHENKO, Cand. Sci. (Man. Econ.), associate professor, member of the Russian Geographical Society

E-mail: artemideus@gmail.com

Voronezh State University, Voronezh, Russia

Abstract. The study deals with the issues of tourism destinations branding, as well as tourism multidimensionality and tourism destination identity in the Russian Arctic. The factors determining the promotion and branding of tourist destinations in the Russian Arctic are considered in correlation with the fundamental principles of sustainability in Arctic tourism. The relationship between state policy and socio-economic development of the Arctic regions of Russia is considered, in particular, in the aspects of Arctic tourism development. Dialectical, logical, theoretical and empirical methods were conducted for this research. The article defines the conditions for increasing the competitiveness of the domestic tourism product in the Arctic, lists tourism facilities, territories and tourism products that are of the most expressed interest to Russian and foreign tourists. The factors affecting the competitiveness of the tourism product in the Russian Arctic are identified. The article presents the components of the tourist destinations image in the Russian Arctic, which may become the basis for the formation of a strategy for branding tourism in the Arctic regions. The conclusion is drawn about the need for an umbrella brand creation for the Russian Arctic. The necessity of creating conditions for the professional implementation of tourist personnel in the Arctic regions of Russia and the influx of labour resources from urbanised and oversaturated territories to the Arctic with the aim of the integrated development of tourism is substantiated.

Keywords: *the Russian Arctic, Arctic tourism, tourism destination branding, sustainable tourism development.*

Introduction

The intensive expansion of the Arctic market over the past decades is based on both the consumer demand factor for an exclusive tourism product and the dominant geopolitical factor of the strategic presence in the Arctic and the impact on its further development. Most of the national and regional tourism offices in the Arctic (VisitNorway, Inspired by Iceland, Discovering Finland, etc.) have formed strategies for promoting Arctic national, regional and local brands of tourist destinations. They are actively promoting them in the domestic, international, Russian markets, successfully attracting Russians as loyal tourists.

When studying the development and branding of Arctic tourism, it is necessary to take into account the fact that the Arctic is a very vulnerable region, where even a small number of tourists can cause irreparable harm to the environment. At the same time, the positioning of the state innovation policy of priority sectors of the economy in strategically significant regions, which the Arctic region undoubtedly belongs to, through the tourism destinations branding is considered by scientists as a tool for spatial planning and strategic communication with the foreign public [1, Van Assche K., 2, Oliveira E.]; the geocultural brand of the Arctic territory is its strategic asset [3, Zamyatin D.N.].

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Tourism branding is the subject of works of UNWTO, the European Tourism Commission, the World Tourism and Travel Council, foreign researchers, including S. Anholt, S. Murdy, N. Morgan, S. Pike, S. Warren, G. Ashward, and others, as well as A.Yu. Alexandrova, M.A. Zhukova, A.B. Kosolapov, V.N. Sharafutdinov, and other Russian scientists [4, Timoshenko D.S.]. However, the problem of integrated tourism branding in the Russian Arctic remains poorly researched and requires special attention.

This study provides a comparative analysis of the factors determining the development and branding of tourist destinations in the Russian Arctic in the context of the current state policy of the Russian Federation, in correlation with the principles of sustainability. With the help of empirical methods, a list of strategic objects of tourist attractions has been drawn up for inclusion in the branding strategy.

The role of tourist destination branding in current conditions

The trend of recent years is the intensive development of sustainable tourism. This development is ecological, focused on conservation and creation. The society of tourist products consumers transforms into a society of connoisseurs and custodians of exceptional tourist resources. The culture and philosophy of tourist consumption becomes part of the tourist destinations image, forms the prestige of a tourist region («tourism destination» is the destination place of a tourist, playing a major role in the decision-making process for the trip¹. It can be a place, a city, a region, a state, a country. Author's note). In 2020, the world community faced dramatic changes in the business processes of the tourism industry and in the promotion of tourist destinations. In the context of a pandemic, closure of borders, travel restrictions, each tourist destination was forced to conduct a certain kind of reaction, prepare for a completely new stage of development, and rethink the philosophy and strategies of its tourist brands. This forced rethinking allowed Russia to pay special attention to the development of tourist regions, including the Arctic.

Currently, the development of innovative, effective and at the same time easy-to-implement technologies for tourism branding is an important area of intensive development. Identification and interpretation of tourist identity, formation of the territory image, promotion through the developed branding strategy, integration into the national tourist brand are inextricably linked to the processes of complex social, cultural and economic development, technological progress, innovative achievements, environmental safety, business activity, favorable investment climate, human capital potential. [5, Kirichenko Yu.Yu., Timoshenko D.S.] All the above-mentioned factors of tourism development should also be taken into account in planning and forecasting the development of tourist destinations, as well as in the design of tourist and recreational complexes (TRC) in order to determine the anthropogenic impact and prevent excessive anthropogenic pressure. That would make it possible to forecast possible development scenarios, to identify target

¹ UNWTO. Glossary of Tourism Terms. Destination (main destination of a trip): The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. URL: <https://www.unwto.org/glossary-tourism-terms> (accessed 15 July 2020).

and niche markets, as well as to bring a high-quality and competitive tourism product to the market.

The development of tourism is also impossible without creating the necessary conditions for building a system of operational and successful communication, which includes all participants in the production, promotion, sale and consumption of tourism products, as well as stakeholders from tourism-related industries. Thus, UNWTO responded quickly to the evolving 2019-nCoV pandemic and the declaration of WHO state of emergency on 31 January 2020². The World Tourism Organisation recommended restricting travel and movement, especially to the centers of an acute epidemiological situation. In March 2020, UNWTO expected a decrease in tourist arrivals of at least 20-30% in 2020, which means a decrease in international tourism revenues (exports) by \$300–450 billion. The World Tourism Organisation claims that, given past market trends, COVID-19 will cause damage to the tourism industry equivalent to five–seven years of tourism market operation³. In March, the decline was 55%. In June 2020, UNWTO informs that the widespread travel restrictions resulted in a 97% drop in international tourist arrivals in April 2020, which was supposed to be one of the peak periods of the year due to the Easter holidays. Between January and April 2020, the number of foreign tourists decreased by 44%, resulting in a loss of about US \$195 billion in international tourism⁴.

The uncertainty of the economic situation, the lack of the possibility of carrying out short-term and medium-term planning, the blurring of the sales depth, the crisis in financial relations and mutual payments among the subjects of the tourism market, hospitality, aviation, etc. make adjustments to the forecasts of tourist arrivals. According to the author's preliminary estimates, at least 60%–75% reduction in the total number of tourist arrivals in 2020 compared to 2019 should be expected. Stabilisation in the tourism market is impossible without transformation, search for new forms of sales, distribution channels, revision of branding strategies. The expected active competition for the consumer may affect the socio-economic development of tourist destinations and force a rethinking of the pricing policy for a tourism product. At the same time, innovative branding will play a key role in attracting tourists and communicating messages to potential markets.

Undoubtedly, the crisis situation in the tourism and hospitality market, aviation, tourism-related industries and the global economy in general, caused by 2019-nCoV, influenced the development of Arctic tourism in Russia and the dynamics of tourist arrivals in the Arctic regions of the country. Tourism, as a connecting thread of the economy, diplomacy, cross-cultural relations be-

² World Health Organization 2020 Novel Coronavirus (2019-nCoV) Situation Report 11. URL: https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200131-sitrep-11-ncov.pdf?sfvrsn=de7c0f7_4 (accessed 15 July 2020).

³ UNWTO. International tourist arrivals could fall by 20-30% in 2020. 26 March 2020. URL: <https://www.unwto.org/news/international-tourism-arrivals-could-fall-in-2020> (accessed 01 July 2020).

⁴ UNWTO New data shows impact of covid-19 on tourism as unwto calls for responsible restart of the sector. 22 June 2020. URL: <https://www.unwto.org/news/new-data-shows-impact-of-covid-19-on-tourism> (accessed 01 July 2020).

tween countries and regions, has suffered from the pandemic more than other areas, but now it can become a catalyst for the recovery of communities and regions.

Tourism development in the Russian Arctic. Sustainability principles and public policy

The tendencies of a sustainable tourism development in the last two decades have become a characteristic of many tourist destinations, which is caused by the global trend of sustainability, distinctive for a modern intensive economy with socially responsible management. The Arctic Council, BEAC, UNWTO, the European Tourism Commission, leading Arctic universities, including Russian, etc., are actively involved in researching the development of Arctic tourism in the context of sustainability. The 1993 Kirkenes Declaration reflects the concept of sustainable development of the Barents cooperation.

There is no doubt that tourism in the Arctic as an integrated system of economic, socio-cultural relationships should simultaneously serve the purposes of supporting the local economy and local population, recreation, humanistic and intellectual education, as well as protecting, preserving and renewing biodiversity and natural resources, involved in tourism. The benefits obtained from tourism should be distributed rationally, ensuring the socio-economic sustainability and ecological compatibility of the tourism business in the Russian Arctic.

The Russian leadership has always considered the Arctic as a strategically important object of its presence and future development. Currently, the intensification of development, image formation and branding of Russian Arctic tourism largely depends on the practical implementation of the Fundamentals of State Policy of the Russian Federation in the Arctic Zone up to 2035, the adoption of the final draft of the Strategy for the Development of the Arctic Zone of the Russian Federation and Ensuring National Security up to 2035, and at the same time from supporting and stimulating business processes and entrepreneurial initiatives, social support (the possible expansion of the “Far Eastern hectare” program to the Far North of Russia) in the context of sustainable tourism development by the state. National scientific and political interest in the Arctic, initiated by speeches of the country's top leadership on a regular basis, media coverage of events related to the presence in the Arctic region, contribute to attract the attention of the public and foreign players in the geopolitical arena to the expansion of the Russian presence in the Arctic; it is a reliable basis for broadcasting these provisions through the communication messages of the national, arctic and tourist branding of Russia.

The basic principles of sustainable development of the AZRF are transmitted by the Security Council of the Russian Federation, including the course of joint events at the international level through the Arctic Council (AC). For example, the Security Council of the Russian Federation has repeatedly held international thematic forums, conferences, high-level meetings, during which issues related to the development of tourism and recreation potential of the Russian Arctic regions and the development of tourism infrastructure have been discussed as well as research, personnel, transport, information and logistics support. The importance of ensuring the safety of

tourists and the indigenous peoples of the North is emphasised, the problems of ensuring a stable communication, organizing medical care, including cases of emergency situations, are discussed:

- “Northern Sea Route — to Strategic Stability and Equitable Partnership in the Arctic” — a conference on board of atomic icebreaker “Yamal” along the NSR route in August 2011;
- Conference “Security and Cooperation in the Arctic: New Frontiers” in April 2012, Murmansk with visits to the FJL archipelago and a visit to the border office “Nagurskoe” of the FSS of Russia. (Fig. 1);
- Conference “Ensuring technogenic and environmental safety in the Arctic: solutions” in April 2013 Route: border outpost “Nagurskoe”, ice base “Barneo”, North Pole, Salekhard, village Yar-Sale, Aksarka;
- Meeting of representatives of the AC member states, AC observer countries and the scientific community in August 2014 in Nar’yan-Mar and a number of other events that are actively covered by federal channels and in foreign media.



Fig. 1. Official delegation of the International Meeting of High Representatives of the AC member states. Border office “Nagurskoe”, the FJL archipelago, Russia. 11.04.2012⁵.

The meetings of representatives of the AC member states are aimed at enhancing practical cooperation between states to ensure the comprehensive safety of human life in the Arctic. They demonstrate the closeness of national approaches to development and preservation of the Arctic, their focus on enhancing multifaceted cooperation in the region, their help to strengthen mutual trust and contribute to the formation of a positive image of Russia, including Arctic tourism development. At the same time, the AC is a platform for positioning Russia as an Arctic power, and AC meetings on the territory of the Russian northern regions undoubtedly allows demonstrating the level and potential of the Russian presence in the Arctic.

In the course of the meetings, special attention is paid to the revival of navigation along the NSR and ensuring international transit traffic. Discussions include the issues of building new icebreakers, modernising existing ones, creating new and updating existing ports, strengthening the

⁵ Source: Press Service of the Security Council of the Russian Federation.

search and rescue system in Arctic waters, emergency medicine, improving navigation and communication systems, including auroral zone during magnetic storms.

In the context of intensive development of tourism in the Arctic regions of Russia, the issues of sustainable, safe and environment-oriented tourism are discussed, the routes of which pass through the places of residence and traditional economic activities of the indigenous peoples of the North. One of the important issues is the conduct of tourist and recreational activities in specially protected natural areas (SPNA) of the Russian Arctic, as well as the assessment and forecast of possible risks from the mass development of tourism. The Arctic today is a territory of low political tension and successful development of multilateral international cooperation [6, Grinyaev S.N., Zhuravel V.P.]. In these circumstances, international activities development aimed at enhancing international cooperation in tourism and mutual tourist exchanges with northern tourist destinations, as well as promoting the potential of Arctic tourism in the domestic tourist market, remain relevant. The NSR development, the simplification of tourist logistics and visa formalities, the development of tourist infrastructure, the solution of personnel shortage in tourism in the Arctic regions, environmental issues, security, as well as the provision of search and rescue operations are the factors that determine medium and long-term branding of tourism in the Russian Arctic.

The above-mentioned issues and challenges cannot and should not be solved only by the tourist business community and public associations, without state participation. This is primarily due to the peculiarities of the geopolitical situation development in the AZRF, which is changing as a result of the intensification of world international relations.

Development of tourism in the Russian Arctic. Tourism potential

Organised tourism in the Russian Arctic is not mass scale. Arctic tourism is a niche and expensive tourism product. At the same time, it is technically and organisationally complex. A comparative analysis of the market for offers of Arctic tourism makes it possible to conclude that the number of tour operator companies that conduct the entire cycle of production, promotion and sale of a tourist product in the Arctic regions of Russia is small. The Arctic tourist industry is characterised by a complexity of the tourist offer, compound logistics and a high level of security and protection of tourists themselves, biodiversity and ecosystems involved in the production and sale of a tourist product, as well as strategic facilities and the state borders. All of these things should be reflected in the branding of tourist destinations in the Russian Arctic [7, Timosheko D.S.].

One of the successful examples of branding technology and promotion of tourism and recreational potential is the participation of the Arctic regions of Russia in the All-Russian competition for the creation of tourism and recreation clusters and the development of ecotourism in Russia (16.06–15.11.2020), organised by ANCO "ASI". Sixty-eight constituent entities of the Russian Fed-

eration participated in the competition, 231 specially protected areas were presented within the framework of projects, 63 of which are federal, and 168 are regional ⁶.

The northern regions took an active part in the competition project. Yamalo-Nenets Autonomous Okrug introduced the project "Natural Park "Polyarno-Uralskiy"; NAO presented the projects "Natural Monument "Pym-Va-Shor" and "Integrated Natural Park of Regional Significance "Northern Ti-Man". The Murmansk region has applied for support of the TRC uniting the Khibiny National Park, the Polar-Alpine Botanical Garden-Institute named after N. A. Avrorin, "Astrophylites of Mount Eveslogchorr", "Eutrophic bog of the southern Khibinya", "Yuxporrlak", "Cryptogram gorge", "Aikuayvenchorr gorge", as well as to support the state integrated nature reserve "Kaita". Arkhangelsk Region presented a project of the "Golubino" Park TRC. Krasnoyarsk Territory announced the project "TRC "Arctic. Putorana Plateau", etc. Republic of Sakha (Yakutia) presented "Tourist cluster "Lena", Chukotka Autonomous Okrug — the "Arctic Riviera" TRC, which combines the Vostochnyy SPNR (Uelenskie hot springs), the Lorinskie SPNR (Kukunskie hot springs) and the Klyuchevoy (Senyavinskie thermal mineral springs). The Komi Republic presented the "Virgin Komi Forests" TRC, which included the "Yugyd Va" National Park and the "Pechora-Ilych" State Biosphere Reserve. The purpose of the competition is to identify territories for the development of ecotourism, create a TRC within the framework of the integrated development of protected areas and stimulate the development of small and medium-sized businesses. It is obvious that such targeted work carried out by the regions to identify, form and promote TRC will contribute to the growth of employment and local population incomes, the development of vacant or underutilized territories, the environmental protection of SPNR resources, environmental and tourism education, as well as development of communication and interaction at various levels of government, business and local residents. As a result of active work with the target audience, the regions have been able to reach out to broad sectors of population that were not previously informed about the tourist and recreational potential, including the Russian North.

In addition to the abovementioned, it should be noted that despite the absence of a unified strategy of branding and development of Arctic tourism in Russia, the national park "Russian Arctic", which is one of the most famous brands of the AZRF abroad, was visited by more than 6.5 thousand people from 70 countries for the period 2011–2018, while 1079 tourist arrivals were recorded in the tourist season of 2018 ⁷. In the anniversary year for "Russian Arctic", in 2019, the number of Russian visitors was on top for the first time in ten years of the park's existence. In 2019 the park was visited 1306 times, of which 262 were committed by Russians [8, Sevastyanov D.V.]. These figures indicate a high tourist interest in visiting facilities of the Russian North.

The high role of the indigenous peoples in the branding of tourism destinations in the North and the formation of the tourism identity of the Arctic territories is not in doubt. Currently,

⁶ All-Russian competition for the creation of tourism and recreation clusters and the development of ecotourism in Russia. URL: <https://priroda.life/> (accessed 28 July 2020).

⁷ National Park "Russian Arctic". Statistics. URL: <http://www.rus-arc.ru/ru/Tourism/Statistics> (accessed 27 July 2020).

41 ethnic groups are represented in the 28 northern regions of the country (about 270 thousand representatives of the small indigenous peoples of the North). UNWTO emphasizes that indigenous peoples should be the decision makers⁸ and beneficiaries of tourism development⁹, that affects them in one way or another. It is obvious that tourism organised in the territories of the indigenous peoples of the North and connected to the traditions, culture and life of the indigenous peoples, should bring them benefits. The development of this type of tourism is possible only in the conditions of interaction and the development of a reliable partnership of indigenous peoples of the North, government at different levels, tourist regions, as well as business sector of the tourism industry, related supporting spheres and industries, investors, and civil society. In addition, research institutes should also cooperate with all the listed stakeholders in order to be able to conduct research on the basis of valid data, that will be used in the future to develop tourism, to determine the so-called “points of attraction” of Arctic tourism, to analyse seasonality of tourist demand, anthropogenic pressure on tourist destinations and individual objects of tourist interest, to plan and to forecast tourist arrivals and tourism development in the short-term and long-term perspectives.

The most attractive objects of tourist interest that should be included in the branding of the AZRF are:

- Arctic Lights;
- crossing the Polar Circle;
- Franz Josef Land archipelago;
- passage along the Northern Sea Route;
- North Pole;
- nuclear icebreaker fleet, cruises on “Rosatomflot” ships;
- National Park “Russian Arctic”;
- “Barneo” — Ice Base ASPOL named after A.V. Orlov;
- observation of arctic birds, polar bears, whales, walruses, deer, arctic flora;
- Barentsburg settlement and Piramida settlement at Svalbard;
- “Arctic Floating University” of NArFU named after M.V. Lomonosov and other projects of Arctic universities;
- events, competitions, expeditions of the Russian Geographical Society and other associations;
- route “Silver Necklace of Russia”;
- Arctic regional and local cuisine;
- shamanism;

⁸ UNWTO Recommendations on Sustainable Development of Indigenous Tourism. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284421299> (accessed 26 July 2020).

⁹ UNWTO Regional Conference on Sustainable Development through Tourism. URL: <https://www.e-unwto.org/doi/pdf/10.18111/9789284421312> (accessed 26 July 2020).

- folklore;
- ethnographic expeditions, etc.

We believe that the highest development potential and solution to the issue of competitiveness of the domestic tourist product in the Arctic can be found in the promotion of combined tourism, which combines the most promising types of tourism in the Russian North: industrial, business, MICE, sports, ecotourism, photo tourism; extreme (racing, skydiving, ATV trips, helicopter flights, hot air balloon flights, ice diving, snowkiting, etc.), eventful, cultural, historical, archaeological, ethnographic with indigenous people's sites visiting, educational, ornithological, cruise tourism, reindeer running and racing, dog sledging; licensed fishing; military-patriotic tourism, passes along the routes of reindeer transport echelons; acquaintance with traditions and folk crafts, trips to reindeer breeders' camps, scientific expedition tourism, etc. [7, Timoshenko D.S.]. Tourists are attracted by thematic tours (Soviet heritage, gastronomy, musical culture, berry picking, etc.), snow and ice installations, national holidays of the peoples of the North. The listed objects should be combined into the umbrella tourism brand "Russian Arctic", promoted and positioned in the global and local tourism market in accordance with the principles of sustainability and provisions set out in the Fundamentals and Strategy-2035.

Features of the Russian Arctic tourist destinations branding

Exogenous factors of the economy, along with socio-economic and industrial sectors, affect the definition of a tourist destination identity, the formation of the region image and the choice of a scenario for further branding of tourism.

The Arctic region is perceived as a territory of exceptional resources, unique biodiversity. The Arctic image includes extreme conditions for survival and coexistence with various ecosystems in an uncontrollable environment. The Arctic has an image of a territory of challenge, overcoming, influence, struggle, a territory of natural resources, historical and cultural heritage of Russia and the whole world. A large number of monuments of world importance, outstanding objects of history, archaeology and architecture are presented in the AZRF. The evidence of the historical past of the Arctic inspires potential tourists to make their first trip to the Arctic and empower those who have already visited it to further exploration of the Russian Arctic regions. The image of the Russian Arctic can be described as cold, wild, ferocious, attractive, sedate, silent, rich, pure, rigorous. The identity of the AZRF tourist destinations is determined by both natural objects and the traditions of the peoples inhabiting them, cultural elements, originality, fishing, local cuisine, artistic presentation of the Arctic in rituals, folklore, folk costume, holidays, construction and decoration of houses and traditional dwellings of northerners. Traditional games, entertainment, everyday life, as well as elements of shamanism are of great interest to Russian and foreign tourists. The rich tourism resources of the AZRF are conducive to deep research and exploration of the country's northern territories. The branding of tourist destinations in the Arctic should reflect vast op-

opportunities for meeting the needs of potential visitors in active, environmental, cultural, educational, ethnographic, industrial, business, scientific, educational, sports and extreme tourism.

A number of federal decisions for the NSR development up to 2035 were adopted in 2019. It inspires with hope that improvement of infrastructure, increase in the volume of freight traffic and development of the Arctic territories will be made [9, Zhuravel V.P.]. At the same time, the possibilities of increasing the number of tourist cruises in the seas of the Arctic Ocean along the NSR route are obvious [10, Federov V.P., Zhuravel V.P., Grinyaev S.N., Medvedev D.A.]. The image of the NSR can also become an integral element of the tourist identity of the Arctic regions of Russia.

The branding of Russia's Arctic tourism should correlate with the comprehensive and integrated development of the Russian Arctic. The problem of the lack of professional and highly specialised personnel involved in organised and legal Arctic tourism can be solved by creating conditions for the professional implementation of tourist personnel and the influx of labor resources from urbanised and oversaturated territories [8, Timoshenko D.S.]. The promotion of interregional temporary labor migration can also partially solve the problem of providing professional personnel for the tourism industry in the northern regions.

Tourism branding technologies in the Russian Arctic should correspond to the Fundamentals, the Strategy-2035 and follow the general vector of intensive development of the national economy. From the standpoint of ensuring the effective implementation of the branding strategy for the Russian Arctic tourism destinations, it is necessary to integrate interregional, regional and local brands of the North into a concerted strategy for promoting Arctic tourist destinations in Russia and beyond — the national tourism brand. In this case, the identity of Russia's Arctic tourism destinations will be embedded into the brand and information realm of the country in all its diversity and attractiveness.

Conclusion

When conducting marketing research and branding of tourist destinations in the Arctic, it is necessary to take into account the conditions of the harsh Arctic climate while planning, organising and implementing tourist routes. A well-developed algorithm of crisis communication in tourism, ensuring routes safety should be reflected in the branding strategy of tourist destinations in the Russian North. Well-functioning communication, work with tourists during a state of emergency and minimisation of its consequences are the key to sustainable and stable development of a tourist destination in the future [11, Koehl D.].

Practical solutions to the territorial and environmental problems of the Arctic can be provided using the experience (but not the mechanical transfer of it) and knowledge accumulated in key sectors of the northern economy in different countries [12, Zaikov K.S., Kondratov N.A., Kudryashova E.V., Lipina S.A., Chistobaev A.I.]. The concept of competitive brand identity of the territory of S. Anholt [13] can also be applied in branding and promotion of the Russian Arctic.

Branding of tourist destinations, processes of forming a system of socially responsible tourism business, popularization of the national idea through tourism, formation of the Arctic consciousness of Russian citizens and its projection on the culture of tourist consumption formation should reflect the principles of sustainable development of tourism in the Russian Arctic.

Effective tourism branding of the Russian Arctic cannot be carried out without the participation of tourism professionals — highly specialised tourism personnel who are competent in both branding and specific development of the Russian Arctic. Taking into account the personnel shortage in the tourism sector of the Russian Arctic, it is necessary to introduce innovative vocational training technologies, the primary purpose of which will be to transfer the most valuable and relevant knowledge to future specialists at the time of their graduation from the university [14, Timoshenko D.S.].

Tourism can give a powerful boost to the development of the Russian North, depressed territories, as well as the SPNR system, including significant private investments. Integration of vacant natural and tourist-recreational potential into the regional economy will create favourable conditions for further socio-economic development. However, it should be emphasised that the development, promotion and branding of tourist destinations in the Russian Arctic is impossible without an integrated and systematic approach. These measures have a perspective only in the context of a comprehensive understanding of the multidimensionality of the tourist space of the Russian North, the national, cultural and biological diversity of the northern latitudes of Russia. State policy in the Arctic creates favorable conditions for the development and maintenance of national tourism. Tourism should meet the interests of the indigenous peoples of the North and protect their welfare. At the same time, the increasing “excess tourism” should not be allowed. In this case, both price policy and active education through the formation of a culture of consumption in tourism, education of Russians’ ecological and Arctic consciousness can become the regulator.

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