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Development of tourism in the Arkhangelsk area

This article is devoted to the development and functioning of the regional tourism industry. The main problem of inbound and domestic tourism, the tourism infrastructure state, supply and demand in the tourist market of the Arkhangelsk region are considered in the article. The assessment of historical and cultural factors in the development of regional tourism and regional promotion of tourist products is also given in the article.

The tourism branch, regional tourism.



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Modern tourism is actively growing sector of many economies of the world. Despite its high tourist potential, Russia is far from advanced positions on the global tourism market, creating mostly visiting flows. As a percentage of gross national product of tourism is less than one percent. The main constraint to the development of both domestic and inbound tourism remained steady appreciation the value of travel packages. The ratio of price and quality, and variety of overseas tourism services induced many Russians, to the choice of foreign travel. At the same time, the price of a week-long tour of Russia for foreign tourists has grown by an average of almost three times compared with 2001. There is an urgent need, finally, solve the basic problems of incoming and domestic tourism. For leisure and travel in our country have

become comfortable, interesting attracted not only Russians, but also flows of tourists from other countries.

Available in the Arkhangelsk region of unique natural complexes and picturesque landscapes with a rich and endemic flora and fauna, historical monuments and architecture, as well as the culture heritage of the Russian North can become the basis for the development of tourism industry region. But, in spite of the existing tourism potential, favorable geographical and political situation, the Arkhangelsk region occupies a very modest place in the tourist market. The main directions of tourism flows – the Solovki, Arkhangelsk, Severodvinsk, Onega, Kargopol, Kenozero and Pinezha. But while half the incoming flow is in Arkhangelsk.

There are near 60 companies working on the tourist market of Arkhangelsk region today, 6 of them are tour operators, others are engaged in travel agency activities. In recent years, the number of travel companies in the Arkhangelsk region greatly increased (fig. 1). This reduces the number of tour operators and a growing number of travel agencies. The number of workers in this area does not exceed 250 people, including workers and employees of an unscheduled. And although for the period nearly doubled the number of tickets sold populations, but it happened due to increase in sales of tours to foreign countries (fig. 2). The total cost of the public tourist tours in 2007 amounted to 570 million rubles.

One of the traditional holiday in Russia has been and remains a health resort. In many regions, just medical institutions based on the curative properties of natural therapeutic factors become holiday place for a considerable part of tourists. In the Arkhangelsk region for many years, there are 7 sanatorium (including guest houses with medical treatment), 11 sanatorium-preventorium (up to 2007 – 13) and a holiday center, in general, calculated to 2,5 thousand places, and 9 recreation center on the 730 seats.

Designed and implemented social and economic program «Development of tourism in the Arkhangelsk Region (2007 – 2009 years)»¹, tourist complex, providing ample opportu-

Figure 1. The number of travel companies in the Arkhangelsk region, including those which are engaged in travel agency activities

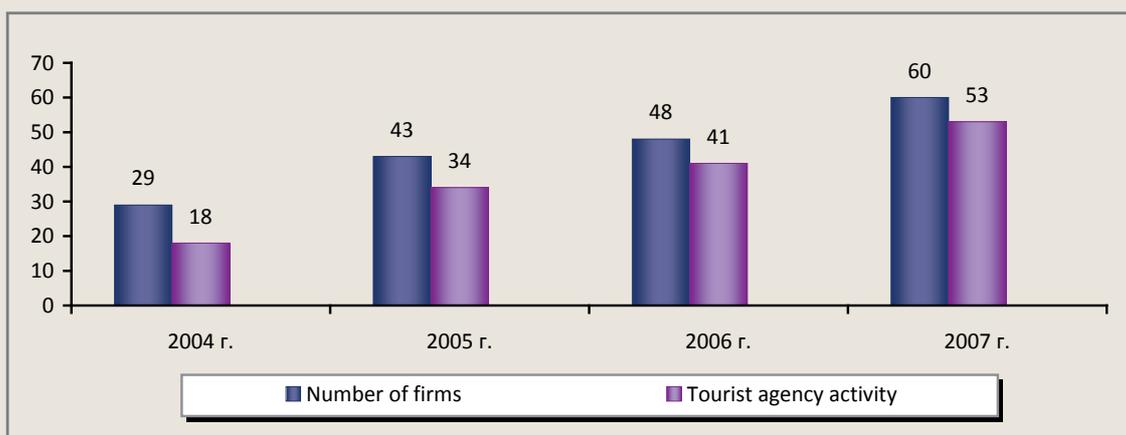
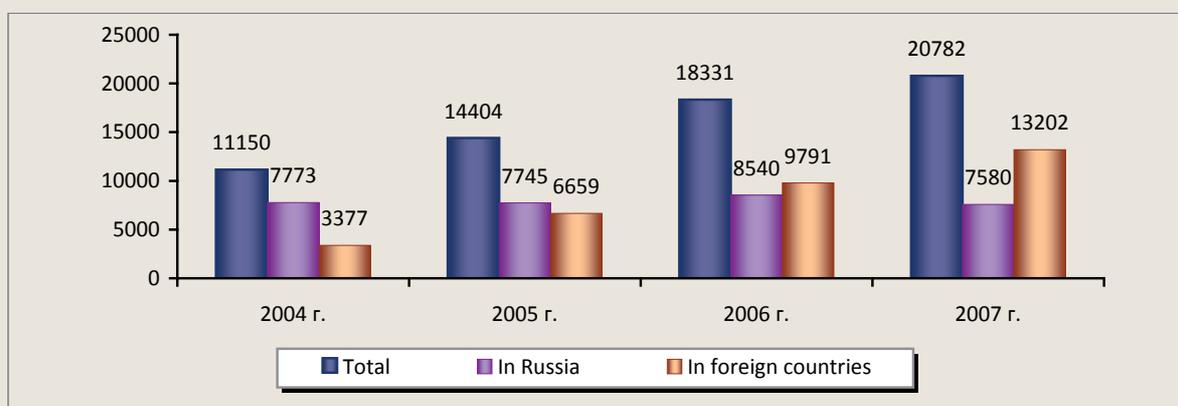


Figure 2. Quantity of sold tourist vouchers



nity to meet the needs of Russian and foreign citizens in a variety of tourism, promoting the conservation and efficient use of tourist and recreational resources. Program includes:

- ▶ improving information security management system of tourist-recreation complex;
- ▶ formation of the modern marketing strategies to support and promote regional tourist products in the domestic and international markets;
- ▶ improvements in the management of development of tourist-recreation complex and structure of the tourism market of the region;
- ▶ creation of new tourism network;
- ▶ encourage the development of tourism infrastructure by attracting domestic and foreign investment for reconstruction of the existing material and technical basis, creation of new tourist facilities and accommodation;
- ▶ staffing industry, improving the quality of services in the tourism and hospitality.

Among the main activities of the Program:

- ⇒ information support the tourism industry;
- ⇒ promoting tourism in the municipalities of the region;
- ⇒ development human resource capacity of the tourism industry;

- ⇒ development of tourism infrastructure;
- ⇒ web-site maintenance.

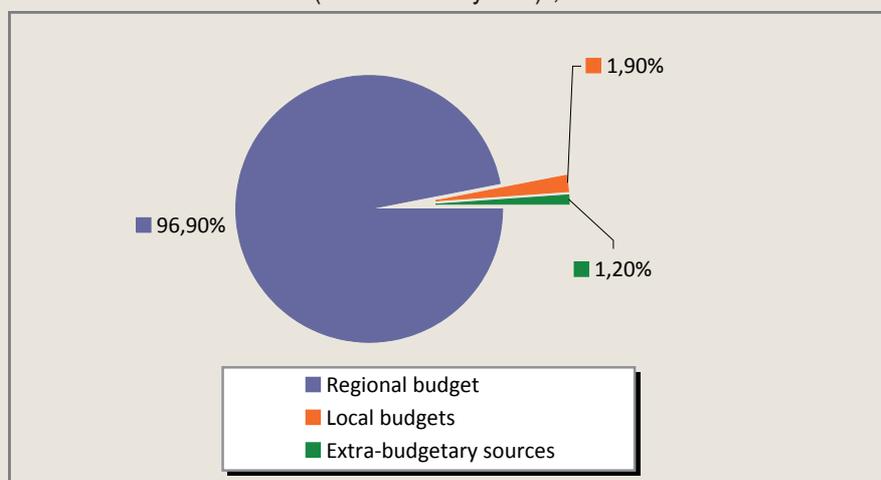
Expected outcomes of the Program:

- creating the conditions for a modern and competitive tourist market, the conservation and efficient use of tourist and recreational potential of the region;
- development of tourism as an industry specialization, have a stimulating effect on the economy of the region and improving the quality of life;
- broadening the tax base through the entry of new tourist facilities and accommodation, creating more jobs, increase tax revenues from tourism in the budgets of all levels;
- promote the development adjacent to the sphere of tourism industries.

Although the program states that "major constraints of development of tourism in the Arkhangelsk region is the lack of public support for the development of the sector budget allocations" (Section 1 "Contents of the problem and rationale for its decision software techniques"), the structure of financing of the Program does not reflect the declared financial sentiments (*fig. 3*).

The total amount of funding for the Program is 366 370 thousand rubles, including: the

Figure 3. The structure of financing of the Program "Development of tourism in the Arkhangelsk Region (2007 – 2009 years)", %



regional budget – 7 000 thousand rub.; Funds from local budgets – 4 320 thousand rubles; Extra-budgetary sources – 355 050 thousand rubles.

On the question of financing: The Government of the Vologda region has adopted a long-term targeted program "Veliky Ustyug – the birthplace of Father Frost" in 2009 – 2010, which allocated about 90 million rubles infrastructure development fiefdom of Father Frost in the Veliky Ustyug Municipal District. At the same time from the district budget in two years is planned to allocate almost 11 million rubles, from the budget of the Vologda region – more than 78 million rubles. The funds will be spent on design and construction of infrastructure facilities at the fiefdom of Father Frost in the town of Veliky Ustyug, as well as the various activities under the project.

In recent years, some positive developments in the formation of regional infrastructure of the tourism industry have been in the Arkhangelsk region. There are good hotels to accommodate visitors of the city, a lot of food service companies of high-level in Arkhangelsk. There are some positive changes in the field of tourism areas of the region.

Opened timber hotel «Golubino» provides a range of tourist services. Pinega develops, the guest house with rooms of high class was opened there. Recently, the programs of the museum of wooden architecture "Malye Korely" are very different, tourists go there with pleasure. The ski tourism is developed in Onega.

In general, the tourism infrastructure in the region developed very poorly and does not fully conform to the revitalization and tourism development. Inadequate transport infrastructure development, poor quality of roads and roadside services, the poor state of airports, road and railway stations, lack of modern tourist buses, etc. do not contribute to the revitalization of the regional tourism industry.

The development of a river and sea tourism may become a very promising direction. At present, the air transport is used to transport tourists to the unique island complex – the

Solovky. By sea you can get to the Solovki only through Karelia. In Arkhangelsk, as already noted, there are good hotels to accommodate visitors to the city, but modern tourist class hotels need for the development of the tourism industry. All this requires considerable resources. Consequently, if we want to make this industry one of the main strategic directions of the socio-economic development of the region, you must create an enabling environment for investment in it.

To ensure that tourism has become one of the leading industries of region's specialization, should make great efforts, including organizational, promotional and financial. But only advertisement is not enough.

Industry's operating schedule is not directed at optimizing the work with the client and does not take into account the specifics of the travel business, and politics increasing price leads to a reorientation of the tourist flow to other regions. During holidays the service is trying to arrange a weekend, on the eve of New Year holidays, many trains are canceled, the museums are closed. Observed that in countries where tourist industry actively grows the majority of travel agencies are dealing with internal and entrance tourism, we have the same picture of the reverse: the majority of travel agencies send tourists abroad.

It is necessary to the formation and promotion of tourist products. The analysis shows that in Russia there are tourist offices of different countries, they cooperate closely with the national tourism business, to promote its tourist products, organizing familiarization tours. It can only dream of this kind of tourism business' infrastructure in the region. And it is her absence makes it difficult to promote and sell the regional tourist products. In order to integrate the region in Russian and foreign tourist market it is necessary to form an attractive tourist image of the Arkhangelsk region.

Another problem of a regional tourism business is high prices and the disparity between the price and quality services. The cost of seven days' travel by the river from Arkhangelsk

to Veliky Ustyug is 17 thousand rubles. For the same price Arkhangelsk travel agencies offer a similar length trip to Turkey. The high cost of tours combines on a number of cases with low quality of services; it leads to a decrease in the competitiveness of the regional tourist products. To improve the quality of service the tourists it needs to change the professional and educational standards.

Multiplicative effect on the development of tourism is affecting many sectors of the economy. In addressing the development of regional tourist complex, it is possible to achieve positive results in various segments of the socio-economic system of the region. This is not only filling the budget, but also the development of services and social infrastructure, the problem of employment (eg., development of tourism in the areas can provide employment for many people who lost it due to the closure of logging enterprises and industries), etc.

For the sustainable development of regional tourism industry needs to develop a general scheme of the territorial organization of tourism and recreation in the Arkhangelsk region, highlighting the regional centers of tourist-recreational system that must be provided for the concentration of tourist services (accommodation, meals, medical centers and services, transport services, recreational facilities and attractions, museum and exhibition). There are the majority of companies and enterprises involved in the implementation of tourist products and conducting excursions here. Major and minor tourist routes connect tourist centers among themselves and with major regional tourist areas, and have outputs to other regions and foreign countries.

The project work is of particular interest in the development of regional tourism, supported by foreign partners and aimed at the mainstream of historical and cultural factors in this area.

One example of this is a small project in the field of culture, which we do not see how

a department exclusively. An important component of it is related to the opportunities for tourism development and the role of cultural institutions in this process.

Before you begin this kind of action it should be formulated, that a project could give the territory that will follow him and how it will help to improve the situation. We see the tourist development of Southern countries, seeing their rapid development from those who are looking for temporary "holiday happiness" in the conjunction of favorable climate, availability of service, active recreation. And, in general, it receives.

North could not boast of climate, the infrastructure is not always lucky, and the service leaves much to be desired.

There are, however, a certain category of tourists, do not expect a five-star hotel on the outskirts of a small provincial town, understanding that good roads are the future of business, but what to see, feel, hear about the nature and weather, culture and history, local residents and traditional cuisine, etc., that there are many, stratify each other experiences, which they seek.

It is important such a thing as a standard, i.e., conditions suitable for the tourist in terms of cleanliness, comfort, safety and quality of service activities. And it is occasion to understand the territory, where the tourists came, in terms of its culture and history, because these components are the most attractive points for the educated Russian people, having the means and desire to travel to their native country.

For example, what could be exciting in the town of Onega, and how cultural and historical factor of the typical northern town can be important for the development of tourism and for the future prosperity?

These questions we ask ourselves, when the project idea worked. Is there a "local standard"? What is unique Onega? How will the project be able to contribute to socio-economic development of the territory and what is the role of cultural institutions and the local population in the project?

Some of these questions have an answer in the title of the proposed project: "The history of the northern shipping as a resource for the development of historical and cultural tourism in the Arkhangelsk region: I stage". We understand the northern sailing in the broadest sense. These are polar expeditions to the shores of the Arctic and the fishing, the development of the islands of the Arctic Ocean. These people are Onega's captains constituting the glory of Russia. Variety of questions "local people – the creation and promotion of the image area – tourism development – the quality of life" has become inseparable from projects in the field of cultural policy, which affect socio-economic development of territories.

In September 2008, the realization of the first project has initiated. It is based on the history of Alexander Kuchin, a young oceanographer and captain from Onega, who missed with Rusanov's expedition which sent to explore the Arctic islands and to study the Northern Sea Route. "History of the Northern Sailing..." was supported by the Norwegian Barents Secretariat, the Committee on International Relations and Tourism Development and the Committee on Culture of the Arkhangelsk region became the coordinators of the project. The aim of the project was to determine the role the marine culture potential could play in the image of the Onega district, to determine the role of museums and how to use international partnerships for the development of our northern territories. Logically, the project is divided into such components as:

- ➔ original Museum audit of Northern Norway and Archangelsk region, dedicated to maritime themes at the installation meeting in Arkhangelsk;

- ➔ scientific and Practical Conference "Pomeranian culture and northern sailing" (in Onega) and showing a documentary film "Alexander Kuchin is a Polar captain" within it;

- ➔ presentation of cultural and tourist potential of the Onega district, including the Kiy Island located in the White Sea;

- ➔ round Table on the analysis of the identified needs and existing resources for the continuation of the project.

In addition, the program included a meeting of heads of Sister municipalities Gamvik commune and municipality "The Onega Municipal District", the municipality "Onezhskoe", on which agreement was achieved on projects in the social sphere (youth initiatives, children's camp "Shores"), on promotion of Tourism and Sports, as well as the development of the fishing industry in the Onega district.

The development of tourism through cultural, scientific, research context, through the mention of Onega in the mass media (while not denying, however, other ways of development) is important for local cultural institutions, and local residents who are interested in themselves and with willingness to become participants and events co-organizer.

We are confident that the development of tourism through the promotion of the image of Onega, its history of navigation and the northern polar expeditions is successful implementation of local specificity and the potential of the territory.

Further development of the approach was in the formation of another joint project "Cold shore – close relations: Russian and Norwegian polar expedition and navigation". Of course, this is not "pure Tourist" project. But it includes Onega, Arkhangelsk, Troms, and Andoy, introducing a joint international cultural product, and thereby acquires new meaning and scope.

The purpose of the new project is the creation of a modern museum media method of the joint museum exhibitions on polar history of both countries, as well as Internet-exhibitions digitization of full-scale exhibits, combined text and graphic images. We understand the project as part of a process aimed at developing the museum's cooperation between the Arkhangelsk region and Northern Norway, and we see socially important role of this cooperation in promoting maritime culture, which is necessary, including for tourism development.

More than 15 organizations of Northern Norway and Russia have expressed their consent to participate in the development and implementation of the project. First of all, these are the University's Museum in Troms, Polar Museum in Troms, Arkhangelsk Regional Museum, Historical and Memorial Museum of A. Kuchin in Onega, the North Sea Museum and the Museum of Art development of the Arctic of A. Borisov, Arkhangelsk Regional Center for Advanced Studies in Culture, the Museum of Wooden Architecture and Folk Culture "Malye Korely" etc. The Department of Culture Provincial province of Troms and the Committee on Culture of the Arkhangelsk region are the coordinators of the project. Negotiations are under way with representatives of other museums and universities. The project period will be 3 years. It began in November 2008 and is scheduled to finish in December 2011.

Feature of the exhibition is in the broad use of information technology through the creation of electronic resources and their demonstration on flat screens and presentation of spatial data. To a lesser extent, the exhibition will be based on the artifacts, and, if used, they should be represented in every museum collection in each country separately. Through extensive use of text, photos, and technologies, data storage and processing exhibition can be easily transformed into a Internet-exhibition on the last stage of

the project. Internet-exhibition will be open December 14, 2011 with the deployment on a Web server, one Russian and one Norwegian museum. This approach can be seen as a good image and marketing approach to promote regional tourist products.

Duration of the project is to find financial support, as the Norwegian or the Russian side and the time for the preparation of digital materials for exhibitions. It is necessary to organize meetings and detailed agreement, and at least two training workshops for museum professionals, which will create electronic resources for the exhibition.

The second pipeline projects are also international (Russian-Dutch), – "Education and hospitality standards" – for the local population in the Onega begins parallel to the "cold shores ...".

Thus, we have presented the importance of cultural factors in shaping and advancing the image of the territory, which is impossible without the development of tourism in two projects, the second of which is under construction.

We understand that some projects do not develop tourism. Much remains to be done, and we want to believe that our efforts are not lost. We, the inhabitants of the Barents Euro-region, have opportunities for development, and this resource should be used.

Notes

¹Socio-economic program "Development of tourism in the Arkhangelsk Region (2007 – 2009)" [Electronic resource]. – Access mode: http://www.pomorland.info/doc/normativ_act/regional_programs