

DEVELOPMENT AND PROSPECTS OF ARCTIC TOURISM IN THE MURMANSK REGION. RESEARCH SAMPLE: TERIBERKA VILLAGE

Yulia Kudryakova

Master Program Polar and Marine Science POMOR / 050406 Ecology and environmental management

Supervisors:

Prof. Dr. Konstantin Klokov, Saint Petersburg State University

Prof. Dr. Eva-Maria Pfeiffer, Hamburg University

Recently, the study of the Arctic regions has become quite an urgent topic in different countries, mainly in research and socio-economic spheres. The tourism industry is particularly in demand since the combination of natural landscapes, climate and possible transport accessibility forms the interest of many tourists. Russia has significant Arctic territories, which include the Murmansk region. This area has a large recreational potential, affordable infrastructure and tourist destinations. Having carried out statistical processing of the tourist flow in the region for 2015-2020, annually growing indicators of the territory's tourist attractiveness were found. Therefore, taking into account this factor, the development of tourism in the region has become a priority. The main development strategies aim at the construction and reconstruction of infrastructure, namely roads and the hotel business. Also, much attention is paid to the organization of tourist routes, the expansion of travel companies and active promotion in the mass media. A significant place in the development is occupied by state support, which has monetary and resource potential and contributes to the holding of tourist competitions and programs. Thus, the program for the development of tourist-promising settlements is of interest. The current study aims to obtain up-to-date information about the state of tourism in Teriberka village via interviewing method during a research trip there. Based on the results obtained, conclusions were drawn about the prospects for the development of tourism, bringing economic growth to the region.