Tourism as a factor of restructuring the economy of resource-producing regions of the Arctic (on the example of the Yamalo-Nenets Autonomous District)

L V Larchenko¹, Yu N Gladkiy¹ and R A Kolesnikov²

¹Herzen University, , Saint Petersburg, Russia
²Arctic Scientific Research Center, Salekhard, Russia

lubalar@mail.ru

Abstract. Article is devoted to the justification of the possibility of the tourism industry to become one of the leading sectors of the territorial specialization of resource regions of the North and the Arctic. The article analyzed the tourist and recreational potential of YaNAD and studied the problem of formation of the tourism industry in the region. The result of the study was the development of organizational, managerial and economic activities, the implementation of which opens up new possibilities for the development of the northern tourism as well as recommendations for the management of the tourist industry were made. We studied the spatial differentiation of tourist resources and tourist attendance Yamalo-Nenets Autonomous District and proposed forming of a single tourist and recreational space, based on the cluster approach and the principles of integration. We made conclusions according to which the main prerequisite for the development of tourism in the Yamalo-Nenets Autonomous District is a long-felt need for an integrated development of the area through the expansion of the economic base, the transition from single-industry raw material economy to a more sustainable diversified one. The formation of high-grade, high-yield tourism industry will help increase the income of the region and will allow considering tourism as one of the leading budget-forming sectors of territorial specialization. The results of the study can be used by the state and municipal authorities in developing programs for the socio-economic development of both the region and municipalities, as well as programs for the development of tourism and investment projects.

1. Introduction
Most researchers of the problems of the development of single-industry economies see a way out of the current situation in the integrated development of territories by expanding the economic base [1,2,3,4]. One of the main directions of creating a diversified economy is the diversification of primary industries and the restructuring of the regional economy. Diversification implies the expansion of the scope of activities in the extractive sector through the creation of industries for the deep processing of raw materials, as well as servicing and auxiliary production. Restructuring of the regional economy is, first of all, the emergence of new branches of specialization within the existing resource base, the development of knowledge-intensive and high-tech production, the expansion of the service sector, including tourism, transport, IT, communications, etc. [5]. In the modern economy, one of such industries is tourism, because it allows to solve the problem of balanced region development, being the least cost direction of economic restructuring. This industry stimulates the creation of jobs, the
development of small business, transport, communications, services, trade, construction, production of consumer goods [6].

Currently, Arctic tourism is classified as one of the most expensive and highly profitable areas of world tourism activities due to its predominantly exclusive nature [7, 8]. At the same time, starting the implementation of programs related to the development of Arctic tourism, the state and municipal authorities, representatives of the business community do not fully assess all the risks associated with the development of tourism in a particular territory, do not have sufficient information about tourist and recreational resources and their potential, do not take into account its high cost. Therefore, often the invested funds do not provide the effect that was expected.

2. Tourist and recreational potential of the Yamalo-Nenets Autonomous District

The Yamalo-Nenets Autonomous District (YaNAD) lies fully in the Arctic zone of Russian Federation. The district specializes in the extraction of fuel and energy resources, so that it plays a key role in the country's economy. At the same time, despite the significant level of industrial production, there is a crucial problem of the high degree of dependence of the economy on the oil and gas industry, which determined its mono-industry character [9]. For example, the gross regional product of the Yamalo-Nenets Autonomous District is formed by 52.6% due to mining, and the share of the oil and gas industry in the total industrial production reaches 85%. The narrow-resource structure of the economy makes the development of the region unstable, leads to an imbalance in the development of the region, to a fluctuation in the ups and downs in the economy, which was especially evident in terms of world oil prices plummeting. In addition, there is an acute problem of further development of old resource centers with falling hydrocarbon production [10,11].

In this regard, we consider the tourist-recreational potential as one of the alternative "levers" of balanced development of resource-extracting regions of the Arctic.

The heart of the tourist-recreational potential of YaNAD is the natural resource potential and historical and cultural heritage, including ethno-cultural component. The district combines unique natural landscapes, preserved traditional way of living of the indigenous population, rich cultural and historical heritage. Such unity creates a solid foundation for the development of various forms of tourism.

The territory of the Yamalo-Nenets Autonomous District located within three climatic zones (Arctic, subarctic and moderate) combines flat landscapes of the West Siberian lowland and mountain landscapes of the Polar Urals [12]. The uniqueness of the nature of the region lies in the fact that mountain landscapes, landscapes of polar deserts, tundra and forest-tundra, Northern taiga coexist here at a small distance from each other.

Natural and geographical factors predetermined the unique and diverse Northern wildlife of the District; there are about 300 species of vertebrates. Main hunting resources represented by such species as the sable, squirrel, ermine, Arctic fox, moose, bear, reindeer, Arctic wolf, etc. Area of hunting grounds of common use is 684 939 sq. km.

The unique diversity of the fauna of the Northern region allows the organizers of tourist activities to form photo tours, scientific tours aimed to study and observe rare or endangered species and subspecies of animals and birds. The flora of the District is another valuable resource for the organization of scientific and ecological types of tourism. There are five landscape zones: Arctic, Moss-lichen Tundra, Artisanal Tundra, Forest-tundra and Northern Taiga [13]. At the same time, many species of plants, mosses, lichens still remain unexplored or poorly studied. In this regard, the diverse flora arouses interest not only for wild plants collectors, but also for scientists, people who are fond of botany.

The value of the development of educational, ecological and scientific tourism is represented by specially protected natural areas (SPNA). In the registry of YaNAD tourism industry there are 13 protected areas with 86075 sq km in total (11% of the total area of the District). Despite the developed network of protected areas, its tourist-recreational potential is not implemented, tourist attendance is low.
One of the most beautiful natural phenomena is the Northern Lights. Currently tourists from different parts of the world show particular interest to this miracle of nature. Therefore, it is necessary to make full use of this natural phenomenon in order to attract tourists to the region.

In addition to the natural potential, the District has a great historical and cultural heritage, which has developed as a result of the interaction of different ethnic groups and cultures. On the territory of the Yamalo-Nenets Autonomous District there are 556 objects of cultural heritage on the state account: 17 monuments, 16 places of interest, 2 ensembles, 497 archaeological sites and 24 objects of ethnic culture. Objects associated with various stages of the Arctic exploration also arouse a great interest. These are objects of Russian North exploration, objects of economic development in the Soviet period, and objects of modern industrial development.

Of particular interest to tourists is usually the culture and way of life of the indigenous peoples of the North, leading a nomadic lifestyle. This is due to the fact that in modern conditions, the indigenous peoples of the North continue to conduct traditional economic activities in the places of their historical settlement, preserving their worldview, respect for the environment, culture and traditions. Their material and spiritual culture reflects the specifics of the Northern region and is the main driver for the development of ethno-cognitive types of tourism.

In addition, tourists are interested in the culture and life of the Russian old-timers, as well as the old-timers of other peoples (Germans, Tatars, etc.). However, this tourist destination in the Yamalo-Nenets Autonomous District is not developed at all.

In addition to traditional types of tourism, scientific tourism, conference tourism, business tourism, VIP tourism, medical and industrial tourism have been actively developing in the world recently. Due to intensive development of gas and oil fields, development and implementation of major investment projects, business tourism and VIP-tourism are being developed, i.e. visiting the region by representatives of the Federal and regional authorities, heads of major enterprises, representatives of the business community, heads of international funds and programs, politicians, etc.

As a result of the increased interest of domestic and international scientific and public organizations to the district, Congress tourism associated with the preparation and holding of various international, national and regional conferences, symposiums, forums, etc. on the territory of the District is developing.

The development of industrial tourism is facilitated by the presence on the territory of the District of a large number of unique industrial, technical facilities (oil and gas wells, gas fields built in special natural conditions; unique bridge crossings located in the Arctic, etc.)

3. The current state of the tourism industry in the Yamalo-Nenets Autonomous District:
The strategy of the socio-economic development of the Yamalo-Nenets Autonomous District (planned until 2020) states that tourism is a priority project of the region’s investment development, implemented to ensure the formation of new industries. However, despite the measures taken, there is no significant breakthrough in the development of the tourism industry in the YaNAD. An analysis of the current state of tourism industry in the region shows that it has not actually been formed, the contribution of tourism to the gross regional product is insignificant.

The study showed that domestic and inbound tourism are mostly spontaneous, unregulated, often semi-legal, which is why it is able to meet the needs of a small proportion of potential tourists.

Currently, the tourism sector in the YaNAD is represented by the following types: ethnographic, event, ski, water, fishing, sports, extreme, hunting, ecological, historical and educational, social (youth), business tourism, conference tourism.

Despite the fact that consumers of northern tourism (especially foreign tourists) are interested in complex tours, when it is possible to visit the maximum number of destinations within one trip, there is no unified tourist space in the region. The current state of the tourist sphere in the YaNAD is characterized by uneven development of tourism throughout the territory, the absence of intra-regional integration interaction. The situation is similar in other northern regions of Russia[14].
4. Factors constraining the formation of the tourism industry in the Yamalo-Nenets Autonomous District

An analysis of tourism and recreation activities shows that the following are among the main factors hindering the development of tourism in the YaNAD.

1. The system of management of tourist and recreational activities based on effective economic, legal and managerial and organizational mechanisms is not developed.

2. Expensive fares for domestic air travel and rail transportation make tours to the YaNAD high-cost, which reduces the attractiveness of the region for inbound tourism and reduces the possibilities for developing domestic tourism. For example, a standard 8-day tour to the Gorno-Khadatinsky natural park costs 25,000 rubles. per person, not including transportation costs, which double the cost.

3. The underdeveloped transport infrastructure makes tourist facilities difficult to access. In the Yamalo-Nenets Autonomous District there are only 0.63 km of railways and 2.84 km of public roads with hard surface cover on 1,000 km2 of territory.

4. The tourist infrastructure is underdeveloped; the poor quality of the services provided and high prices, the lack of modern competitive tourism products.

5. Tourist facilities of the YaNAD are practically unknown to both Russian and foreign tourists.

Moreover, they are little known to the population of the district. World experience shows that it is marketing support applying efficient organizational and economic mechanisms that contributes to the successful implementation of competitive tourism products [15,16,17].

5. Strategic directions and events for the development of the tourism industry

Solving problems caused by the negative factors mentioned above is associated with the development and implementation of a number of strategic directions, the most significant of which include:

1. The development of a coherent regional policy in the sphere of recreation and tourism, aimed at improving of the controllability/handleability of the processes taking place in the tourism sector, based on effective management, legal and economic mechanisms. It should be aimed at:
   - creating conditions that are attractive for investing in the development of the tourist industry, especially in the objects of the tourism industry through the creation of special tourist and recreational economic zones;
   - stimulation of the development of small (including family) business in the field of tourism and the withdrawal of entities providing tourist services from a semi-legal position to the legal one;
   - creation on the basis of a public-private partnership of large corporations uniting travel agencies, enterprises and organizations providing services which include not only tourist firms, but also enterprises providing various services to tourists;

2. Development of international and interregional cooperation. Integration into interregional and international tourist corridors will allow directing international tourist traffic to the District, as well as attracting Russian tourists from neighboring regions.

3. In order to involve all available tourist and recreational resources and increase the competitiveness of the tourist area of the YaNAD it is necessary to promote the development of various types of tourism, improve traditional at first glance already formed types of tourism, develop new tourism products, create and promote competitive tourism products. Unfortunately, in recent years there has not appeared a single tourist product in the District capable of attracting tourist masses. In most cases, there is a copy of already recognizable brands and tourist products. For example, the well-known brand Yamal is the gate of the Arctic is currently being actively promoted, as well as excursion tours on the icebreakers Archangelsk the gate of the Arctic, Murmansk - the gate of the Arctic are offered in other regions. Moreover Chukotka positions itself as the Gate of the Arctic for a long time aiming at developing tourism too, there is a national park in Alaska called Gates of the Arctic.

4. Promotion of tourism and transport infrastructure. The solution of problems of infrastructure arrangement of the territory remains the most difficult, requiring large investments. Business representatives are ready to invest in this area, but only in terms of state subsidies and guarantees,
lower rates on loans, the introduction of preferential taxation for domestic tourism. World experience shows that the entertainment industry is an important element that increases the efficiency of the use of tourist potential [18]. In this regard one of the priorities for the development of tourist infrastructure should be the growth of entertainment industry, including the creation of unique tourist attraction objects.

5. Assistance in the preparation of highly qualified personnel for the tourism industry.

6. Development and implementation of an appropriate effective model: subsidizing domestic transportation by air and rail transport, indicating the routes, period, frequency of transportation, as well as the planned volume of tourist flow.

7. Assistance in promotion of tourist products (services) of the YaNAD on the international and domestic markets. In order to promote tourist destinations effectively it is necessary to develop a unified marketing strategy for YaNAD with the elaboration of sales markets. In general, the marketing strategy should be aimed at creating a positive image of the Yamalo-Nenets Autonomous District as a safe, favorable and prestigious region for tourists.

6. Conclusion
The main prerequisite for the development of tourism in the YaNAD is the long overdue need for the integrated development of territories through the expansion of the economic base and the transition from a single-industry resource-producing economy to a more sustainable multi-sectoral one.

Among the positive factors for the development of tourism in the District are: a unique combination of extraordinary natural and diverse historical and cultural potentials; interest in environmentally friendly and exclusive landscapes and natural objects; interest in indigenous peoples leading a traditional way of life and living in the original places; opportunity to visit the maximum number of diverse unique objects within one trip.

The conditions constraining the development of the tourism industry include: the underdeveloped tourism and transport industry; the lack of competitive tourism products and destinations in the presence of high competition from Russian and foreign companies representing their travel services in other regions; the uneven development of tourism and the imbalance in the degree of tourist development of the territories of the region; lack of intra-regional integration; weak marketing and advertising support.

An analysis of the tourist and recreational potential of the YaNAD shows that the implementation of the organizational, managerial and economic mechanisms discussed in this article will enable the formation of a full-fledged, highly profitable tourism industry, which will increase the region’s revenues and will make tourism one of the leading budget-forming branches of territorial specialization.

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