Tourism Development: MONCHEGORSK

BART
PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM
KICK-OFF MEETING IN ROVANIEMI
16th-17th March 2011
## Current Economic Facts & Figures

<table>
<thead>
<tr>
<th>Item</th>
<th>Characteristic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism industry business units (amount of companies / amount business units).</td>
<td>63 / 81</td>
</tr>
<tr>
<td>Tourism industry man-years.</td>
<td>508</td>
</tr>
<tr>
<td>Total amount of annual tourist arrivals: 2010 / 2011.</td>
<td>9500 / 1525</td>
</tr>
<tr>
<td>Registered tourist overnights (foreign / domestic / total).</td>
<td>592 / 8906 / 9498</td>
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</table>

There no Monchegorsk statistics of tourism industry turnover / revenue & direct annual tourism industry income & tourist expenditure in the destination.
Monchegorsk Tourism Industry

- Travel: 10%
- Food & Beverage: 42%
- Transportation: 23%
- Accommodation: 5%
- Rec. & Entertainment: 20%
## Tourism Strategies

### Federal / Regional
- Russian Federal Tourism Strategy 2015
- Murmansk Region Economic & Social Development Strategy 2025
- Murmansk Region Marketability Development Program 2011-2013
- Murmansk Region Tourism Development Program 2009-2011
- Murmansk Region SME Development Program 2009-2011

### Local
- Monchegorsk modernization comprehensive investment plan
- Monchegorsk Marketability Development Plan 2010-2012
- Monchegorsk SME Development 2010-2012
Tourism Strategies

Three Most Important Strategic Guidelines

- Tourism training for providing services according to the international standards.
- Development of information & tourism network at all levels.
- Development of natural and recreational resources.
Key organizations and actors in tourism development

- Ministry of Economic Development of Murmansk Region
- Monchegorsk Town Authorities
- Lapland Biosphere Reserve
- Local tour operators
- Tourism sector & travel industry businesses
Most Important Ongoing Tourism Projects

Main objective for all projects: increasing the attractiveness of Monchegorsk as a tourist town, domestic & inbound tourism development, job-creating, "Tourism Multiplier Effect".

<table>
<thead>
<tr>
<th>Item</th>
<th>Expected key result</th>
<th>Duration</th>
<th>Responsible organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modernization of the Loparstan Ski Resort</td>
<td>Modernization of the sport complex for the ski tourism development: competitiveness, service quality improvement &amp; diversity of providing services.</td>
<td>2010 - 2012</td>
<td>ANO “SK &quot;Golfstrim&quot;</td>
</tr>
<tr>
<td>Santa Claus in Lapland Biosphere Reserve</td>
<td>Competitive sightseeing and tourist activities of the Lapland Reserve: equipping of the Information Center and ecological trails, café and guest houses construction.</td>
<td>2011 - 2016</td>
<td>Lapland Biosphere Reserve</td>
</tr>
</tbody>
</table>
## Most Important Ongoing Tourism Projects (continues)

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<tr>
<th>Item</th>
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<tr>
<td>Monchegorsk TIC</td>
<td>Creating a united tourism information network &amp; expansion of the tourism information accessibility to domestic and inbound tourists about Monchegorsk town and Murmansk region &amp; tourist traffic growth.</td>
<td>2010-2013</td>
<td>Monchegorsk Town Administration</td>
</tr>
<tr>
<td>Boating &amp; Aquatics Center</td>
<td>Creation of the multicenter for boating &amp; aquatics on the sailing club basis: windsurfing, kayaking, rafting, canoeing, water skiing.</td>
<td>2011 - 2016</td>
<td>Sport Committee of the Monchegorsk Town Administration</td>
</tr>
<tr>
<td>Multipurpose Sport Centre</td>
<td>Modernization of sport facilities and creation of the ski run and roll track, ski and biathlon stadium, for providing sporting competitions according to the international standards.</td>
<td>2011 - 2016</td>
<td>Sport Committee of the Monchegorsk Town Administration</td>
</tr>
</tbody>
</table>
Tourism Industry: Current State of the Tourism Field

Social and economic analyses & public opinion polls Summary:

- Tourism is a growing complex.
- Underdevelopment of the tourism infrastructure & services: price & quality discrepancy.
- High tourist activity of public organizations & small share of business in the tourism field:
  - for high cost of credit funding and difficult access to funding sources (for lack of collateral security) against the high launch and long-term investments requirements for infrastructure, image & promotion;
  - for lack of expertise managers and specialists about economics and management, as well as lack of experienced personnel for business and industry;
  - for lack of enterprise culture level & the majority population reluctance to perceive entrepreneurship as a way to solve own social and economic challenges, as well as the low efficiency of the tourism market participants common efforts.
Tourism Industry:

Three distinctive characteristics Monchegorsk tourism companies

- The variety of travel offers for the most types of the tourism.
- Leading tour operator has some good tourist facilities (a few holiday camps, private car park, etc.) & providing a full range of the basic and additional services.
- High business activity and the desire to interact with market participants.
## Tourism Industry: three absolute strengths

<table>
<thead>
<tr>
<th>Monchegorsk</th>
<th>The rest</th>
</tr>
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<tbody>
<tr>
<td>• Developed transport and waterways system, the center of the Kola Peninsula.</td>
<td>• Environmental conditions.</td>
</tr>
<tr>
<td>• Present ability of the activity holidays, recreation and sport.</td>
<td>• Developed tourist infrastructure.</td>
</tr>
<tr>
<td>• Climate and aesthetic features of the landscape.</td>
<td>• Historical and cultural facilities.</td>
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Monchegorsk Town Administration
Tourism Industry:
Three Major Future Challenges

- Searching financial resources & fund investment to the town infrastructure and tourism industry.
- Legalization of the tourism shady business.
- Searching ordinary, which can become an original element of consumer sensation.
Tourism Industry: contribute to the work of BART

- Start up of the Tourism Informational Centre in Monchegorsk.
- Monchegorsk Town Administration will supply with necessary information (statistics) for tourism research.
THANK YOU FOR YOUR TIME!