



Tourism Development in Arkhangelsk Region

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BART KICK-OFF MEETING
16th – 17th of March 2011
Rovaniemi, Finland

13,2%



Arkhangelsk Region Today



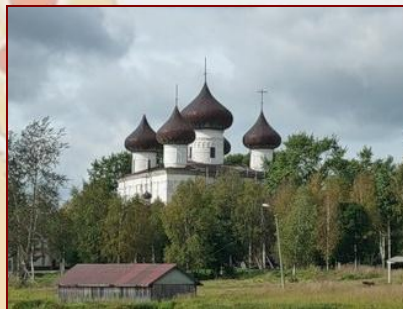
- Arkhangelsk region belongs to the big recreational zone – Russian North with relatively favorable natural resources, rich cultural heritage and stable political condition. The Nenets Autonomous Area is a part of the region too.
- Each district of Arkhangelsk Region has its own natural-geographic, cultural and historical originality.
- The total region area – 411 000 km²
- Population – 1 220 000 people
- Capital – Arkhangelsk (population - 355 000 people)

13,2%



Tourist Potential of Arkhangelsk Region

- ▶ Natural-ecological tourism
- ▶ Cultural tourism
- ▶ Event tourism
- ▶ Pilgrim tourism
- ▶ Educational tourism
- ▶ Active recreation (hunting, fishing)
- ▶ Extreme tourism (speleological tours, ski trips, draught-reindeers riding, rafting, snowmobile safari)
- ▶ Health tourism
- ▶ Rural tourism
- ▶ Business tourism
- ▶ Youth tourism





Tourism Sector Profile

Entry tourism dynamics:

2008 year – 246,7 thousand people

2009 year – 266,4 thousand people

Main foreign visiting countries:

Nordic countries (Norway, Finland, Sweden, Denmark), Germany, Great Britain, Italy.

Visit purposes:

business and event – 53 %;

leisure and recreation – 13,7 %;

health improvement – 8,1 %;

other purposes – 25,2 %.

Duration of stay:

1 - 3 days - 69 % of tourists

8 – 14 days - 5,3 % of tourists





Tourism market structure *(as per 2010 data)*

Travel companies – more than 80, including:

- 14 tour operators,
- 27 travel companies working with entry tourists in the Russian North

Catering companies - 435 units.

Arkhangelsk region is capable to take –

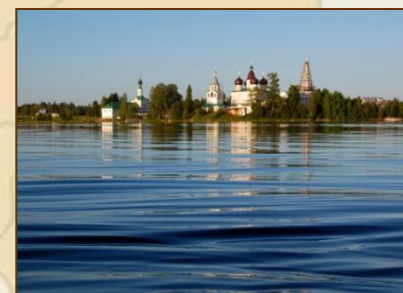
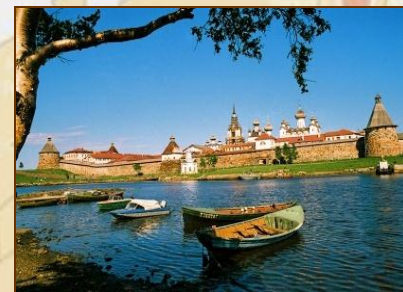
Up to 1 000 000 tourists pro year

Accommodation facilities - 120 units, including:
hotels – 98, sanatoriums and rest homes – 22.

The average package tour price within Arkhangelsk region -
approx. 19 000 rub. per week.

Tourist product turn-over - 1046,7 mln. rub.

Investment share in the travel industry - about 186 mln. rub.





Tourism development concept in Arkhangelsk region

Goal:

The organization of competitive cooperation between entry and internal tourism in Arkhangelsk region and definition of the main orienting points for executive authorities, local government institutions in municipal districts and travel companies in Arkhangelsk region.

Seven challenging touristic recreational centers (areas) in Arkhangelsk region:

- 1) Onega and Primorskiy municipal districts and Solovetsky Islands;
- 2) Ustianskiy and Velsk municipal districts;
- 3) Kargopol municipal district considering the territory of the National park
- 4) «Kenozerskiy National park» in Kargopol and Plesetskiy municipal districts;
- 5) Kotlas and Krasnoborsk municipal districts;
- 6) Pinega, Mezenskiy and Leshukonskiy municipal districts;
- 7) Kholmogory municipal district.

13,2%



Project proposals:

1. «Creation of the touristic village in Krasnaya Gorka, Pinega district, Arkhangelsk Region»

Goals:

1. To increase the entry tourism volume and to develop the internal tourism in Arkhangelsk region
2. To create necessary conditions for recreation and to make a contribution to the promotion of Northern culture and the maintenance of local folklore
3. To create additional working places
4. To show the beauty of northern nature, with its caves and virgin forests, to show the inside life in the northern village



Project Initiators:

➤ Pinega municipal district,
Arkhangelsk region:

➤ Tourist complex «Golubino»

Project terms: 2010-2015

Project payback term: 4 years

Project costs: 88, 5 mln. Rub.



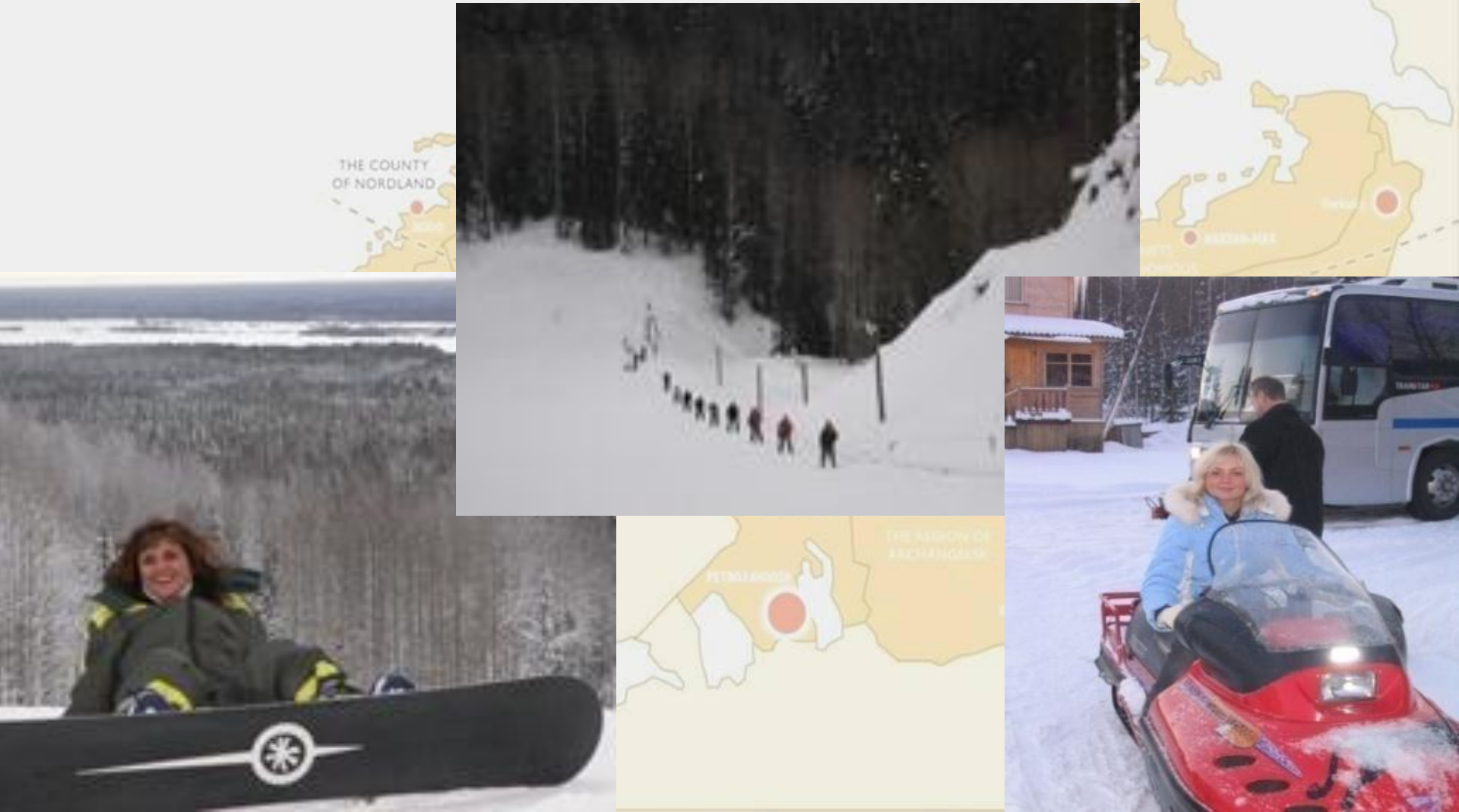


Forest Hotel «Golubino»





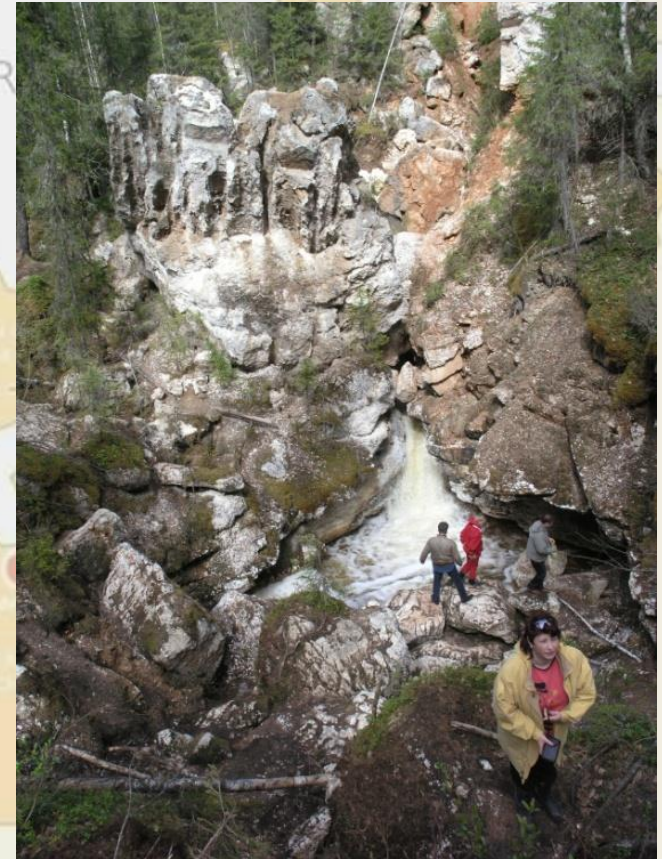
Winter sport center «Krasnaya Gorka»





Expected results of the project

- Creation of competitive mountain skiing center
- Creation of friendly conditions for country life exploring
- Creation of additional working places
- Creation of friendly conditions for tourist business and free enterprises development





Project

«Construction of the skiing-biathlon center In Ustianskiy district , Arkhangelsk region»

Goals:

- Sport attraction and promotion among children, youth and wide sections of the population;
- Organization of the specialized youth school for Olympic training in winter sports;
- Organization and carrying of sport events on the regional, trans-regional and international levels;
- Sport tourism popularization



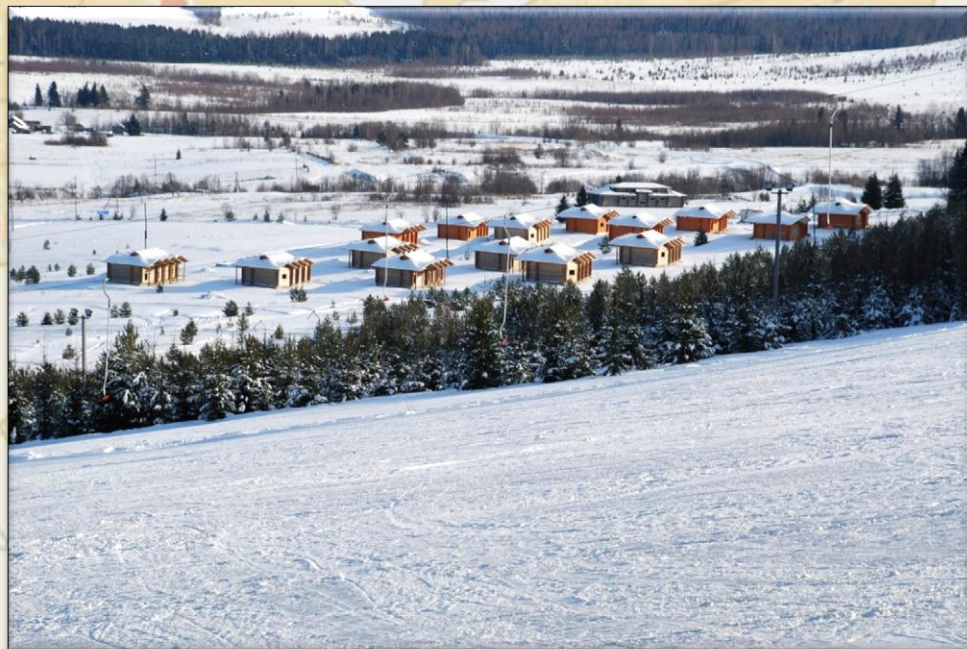


Project Initiators:

- Municipal unit «Ustianskiy municipal district», Arkhangelsk region
- «Sport-recreational complex «Malinovka»

Project costs: 758,3 mln. Rub.

Project payback term: 7 years





Expected project results:

- Holding attractive sport events on different levels
- Comfortable rest and recreation based on modern sport facilities
- Estimated profit in 2018 – 223,5 mln. rub.
- Creation of 93 new working places





Short-term target financial program «Internal and entry tourism development In Arkhangelsk region in 2011-2013»

Goal:

Organization and development of an efficient and competitive tourist cluster, ensuring the increase of the travel industry share in the social-economic development in Arkhangelsk region considering the proficient use and maintenance of the tourist and recreational resources of the region

Total program budget – over 1 billion rub.





Main program principles

- 1) Support of the tourist infrastructure development based on the private-state partnership
- 2) Working out the system of effective promotion of tourist-recreational potential in Arkhangelsk region
- 3) Improvement of the intersectoral cooperation in tourism sphere
- 4) Application of the scientifically proven innovations to tourism development process in Arkhangelsk region





Expected results

Name of program targets and indicators	Unit	2008	2009	2010	Look-ahead indexes		
		(base)	(estimation)	(estimation)	2011	2012	2013
1. Rooms quantity in accommodation facilities	unit	4737	4740	4750	4750	4892	5038
2. Fixed capital investments in accommodation facilities and restaurants	Mln. rub.	25,5	80,0	100,0	110,0	150,0	200,0
3. Beds quantity in the accommodation facilities	unit	9289	9290	9300	9568	9855	10150
4. Accommodation facilities staff quantity	Thousand people	1,19	1,19	1,21	1,24	1,30	1,36
5. Travel companies staff quantity	people	250	250	260	262	275	289
6. Chargeable travel service volume, provided to the population	Mln. rub.	746,3	745,0	760,0	798,5	854,3	914,1
7. Chargeable accommodation service volume	Mln. rub.	841,8	840,0	850,0	900,7	963,7	1031,1
8. Total number of Russian citizens, residing in accommodation facilities	Thousand people	376,8	375,0	380,0	399,4	423,3	448,6
9. Total number of foreign citizens, coming to Arkhangelsk region and residing in accommodation facilities	Thousand people	9,7	9,7	9,8	10,1	10,6	11,1



Expected results

- Increased internal and entry touristic flow in Arkhangelsk region up to 16%;
- Attraction of additional investments to the tourism sphere;
- Increased chargeable touristic service volume up to 21%;
- Increased rooms quantity in the accommodation facilities (288 new rooms);
- Increased number of foreign citizens, coming to Arkhangelsk region with touristic purposes and residing in accommodation facilities up to 14 %;
- Increased chargeable travel service volume, provided to the population and chargeable accommodation service volume up to 21 %;
- The increased number of staff, working in travel industry up to 12 %;
- Creation of additional working places;
- Development stimulation of adjoining economic branches;
- Trans-regional and international partnership expansion in the travel industry;



Strategic goal of tourism development:

- Creation and promotion of positive touristic image of Arkhangelsk region as a region with comfortable conditions for rest and recreation of russian and foreign tourists
- Competitive recovery of regional tour products in the travel service market

Key participants:

- Federal, regional and local authorities
- Travel organizations in Arkhangelsk region
- Touristic associations and unions
- Educational institutions, accomplishing the professional training in tourism and hospitality industry
- Scientific and research organizations



Labour resources: Professional staff availability and training

Average staff quantity of travel industry companies (staff of tour operators, travel companies, accommodation facilities, catering companies) - 7800 people

The professional training for the travel and hospitality industry is run by 5 educational institutions:

Higher education:

- Institute of Management within Northern State Medical University
- Non-state educational establishment Institute of Management

Secondary vocational education:

- Arkhangelsk Pedagogical College
- Social-Economic college within Pomor State University (specialty : «Hotel service», qualification «Manager»);
- Arkhangelsk Commercial and Economic College

Re-training and professional qualification:

Northern (Arctic) Federal University

The estimate staff demand for HOT sector by 2015 - 350 certified specialists.



Northern Arctic federal university project «Marketing research for labor market development in travel and hospitality industry»

Goal – elaboration and realization of efficient educational program(s) for tourism and hospitality industry

Activities:

- Creation of the project working group (structure and functions definition);
- Analysis of the current situation in the educational services market (tourism and hospitality sphere);
- Elaboration of the questionnaire;
- Carrying out the market research among travel companies in Arkhangelsk (and, probably, Arkhangelsk region) for the purpose of revelation of labor force demand;
- Research results analysis;
- Including this data in the main project, reporting the results;
- Elaboration of a educational program curriculum, based on the marketing research results in accordance with market demands;
- Realization of this program in NARFU.



Project experience of PSU

- Russian-Sweden project “Local Democracy & Rural Development” (business causes on tourism for entrepreneurs)
- Project “BARENTS SPECIALISTS” (virtual causes in the sphere of tourism for students from Russia, Finland, Sweden, Norway)





Study experience of PSU

- “External guide” (short-time courses for the future guides of Solovky Islands’ museum)
- “Management in the sphere of tourism and hospitality” (additional one-year program)
- Bachelor program “Tourism” (four-years)
- Study-Program “E-learning on Travel and Tourism” (60 ECTS)



Mains tasks of the project «Public-private partnership in Barents tourism» for Arkhangelsk Region

1) Scientific support for the tourism development in Arkhangelsk region settled by the state:

Base scientific research targeted to the analysis of the current situation in the travel industry and compilation of plans, programs and estimation of travel industry's development in Arkhangelsk region for the purpose of efficient use of it's touristic and recreational potential

2) Organization of systematic scientific research in the sphere of recreational zones, exposure of it's tourists attraction, permissible ecological loads and risks

3) Scientific research will serve as the basis for the Strategy of tourism development in Arkhangelsk region

4) Collection of statistics and theoretical evidence concerning the current situation of tourism development in Arkhangelsk and Barents region

5) Elaboration of educational programs for the professional training in the travel and hospitality industry

6) Information and experience exchange between project partners

7) Project partners participation in the International Tourist Forum in Arkhangelsk ITFA, 25th-28th of May 2011

8) Expansion of international cooperation in Barents region between project partners in the tourism sphere



Thank you for your attention!

Regional tourist internet-portal:
www.pomorland.info