

**EQUIPMENT OF INFORMATION CENTER  
IN LAPLAND STATE NATURAL BIOSPHERE RESERVE  
IN FRAME OF PROJECT «PUBLIC – PRIVATE PARTNERSHIP IN  
BARENTS TOURISM» 2011 – 2012**

**Foreword**

Lapland State Biosphere reserve is situated in the center of West part of Kola Peninsula. Its square is about 3000 km<sup>2</sup>. **The peculiarity of local situation is that the Lapland reserve was organized on virtually uninhabited territories before the intensive industrial development of the region.** The characteristic feature of the region is the absence of rural and indigenous population. Virtually all the regional population lives in cities that formed around industrial plants and factories. The reserve was established in 1930 before intensive industrial development on the Kola peninsula. **So its major asset is pristine nature.** February 15 1985, UNESCO made the decision to establish the Biosphere Reserve “Lapland Zapovednik” and included it in the World Network of Biosphere Reserves aimed to maintain genetic diversity, monitor the world ecosystems, implement fundamental research on natural ecosystems and use the results of ecological research on natural ecosystems and use its results to solve environmental problems. But large industrial enterprises are the major guarantors for the social and economic well – being of the regional population. For the protected area surrounded by industrial enterprises, the first question in the Seville Strategy: how to harmonize preservation of biodiversity and sustainable use of biological resources? - proved to be fundamental. In such situation the Lapland reserve becomes an initiator for the dialogue as well as an equal partner able to influence the conservation policy in the region. The Seville Strategy provides all necessary recommendations and directions of activities for joint movement on the way to sustainable development.

The reserve is situated near industry towns Monchegorsk, Apatity, Polyarnie Zori and transport ways that lets organize eco tourism along the boundaries of reserve and avoid disturbing the main part «core zone» of reserve. **The office of Lapland reserve is situated in Monchegorsk where some meetings can be organized. The ecological excursions and other activities are carried out by guides at Chuna Manor (settlement).** There are two historical and natural museums, two eco trails there.

The new buildings of visit and inform centers, the tea pavilion for visitors have been built at Chuna settlement for last years to develop eco and educational tourism thanked sponsorship from Kola Mining Metallurgical Company. To open the new building of **inform center** (1221 km of the main road Sankt – Petersburg - Murmansk) for visitors we need to equip it inside. The information center is situated along the main road Sankt – Petersburg – Murmansk which makes the reserve and tourist information more available . (The scheme is attached). Equipment and opening of info center will make Lapland reserve more available for visitors. February 2007 a new department was organized in Lapland reserve responsible for excursion and tourism activity. It consists of deputy director on tourism (English and German speaking), 5 guides – specialists on biology, ecology, history, geographic, pedagogic. The staff is paid by State, Ministry of Natural Resources and Ecology of Russian Federation. The guides will be working in the info center and give information not

only about the Lapland reserve but about tourism infrastructure of Murmansk region as well.

### The 5 years plan of activities in the Lapland reserve info center

№	Name of activities	Who is involved	Period of realization
1.	<b>Equipment of info center and territory nearby</b>	reserve s staff, external services, subcontracting	2011 - 2016
1.1	by furniture and technical means	reserve s staff, external services, subcontracting	2011
1.2	by information about Lapland reserve and the whole tourist infrastructure of Murmansk region	reserves staff	2011 continuously renewed
1.3	to install a new check point behind the info center building	external services, subcontracting	2011
1.4	parking zone	external services, subcontracting	2012
1.5	WC repairing	reserve s staff, external services, subcontracting	2011
1.6	installation of Internet	external services	2011
2.	<b>Info, advertising and souvenir production</b>	reserve s staff, external services, local people	2011 continuously renewed
3.	<b>Carrying out excursions at Chuna settlement</b>	guides of reserve	the whole working period, the whole year round
3.1	Creating new programs for different goals groups of visitors, promotion this information	guides of reserve	the whole working period
3.2	Support and development the project «Grandfather Frost in Lapland reserve»	guides of reserve	the whole working period
4.	<b>Steady contact with tourist enterprises : T-agencies, tour operators, T - associations, clubs, all kind of entrepreneurs</b>	reserve s staff	the whole working period
4.1	Organizing seminars, trainings, working meetings for them	reserve s staff , specialists and experts in tourism and small business, department of consumers market in Monchegorsk administration	the whole working period

4.2	All kind of consultative and info help for them	reserve s staff, administration of Monchegorsk department of consumers market	the whole working period
<b>5.</b>	<b>Serve as a meeting point for specialists in eco and educational tourism</b>	reserve s guides, local teachers in biology, ecology, T-clubs and associations, researchers	the whole working period
5.1	Organizing seminars, conferences, working meetings	reserve s staff, researches, experts of Murmansk Uni-s	the whole working period
5.2	Publishing of educational manuals on eco tourism	reserve s staff, researches, experts of Murmansk Uni-s	the whole working period
5.3	Courses for nature guides	reserves staff, researches, experts of Murmansk Uni-s	the whole working period
<b>6.</b>	<b>Create and equip the natural trails and routs</b>	reserve s staff	the whole working period
6.1	Maintaining of 2 natural trails at Chuna settlement: info stands, rest places, monitoring of impact	reserves staff, researches	the whole working period
6.2	Equipment of long distance routes along the reserves boundaries	reserves staff	till 2016
<b>7.</b>	<b>Help in organizing of scientific expeditions, eco camps, field practicum</b>	reserves staff	the whole working period
<b>8.</b>	<b>Steady interaction with mass media</b>	reserves guides and staff	the whole working period
<b>9.</b>	<b>International activity</b>		
9.1	development of common projects with Metsahallitus, Moysalen Park (Vesterolen, Norway) and other partners of Barents region	reserves guides, Viktoria Frolova as a coordinator international activity	the whole working period
9.2	taking part in international projects on tourism development	reserves guides, Viktoria Frolova as a coordinator international activity	the whole working period
9.3	Experience exchange with tourism info centers in Sweden, Norway, Finland	reserves guides, Viktoria Frolova as a coordinator international activity	the whole working period
<b>10.</b>	<b>Steady monitoring of reserves visitors and tourists in the region</b>	reserves guides	the whole working period

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