

# Tourism Development: MONCHEGORSK



**BART**  
**PUBLIC-PRIVATE PARTNERSHIP IN**  
**BARENTS TOURISM**  
**KICK-OFF MEETING IN ROVANIEMI**  
**16th-17th March 2011**

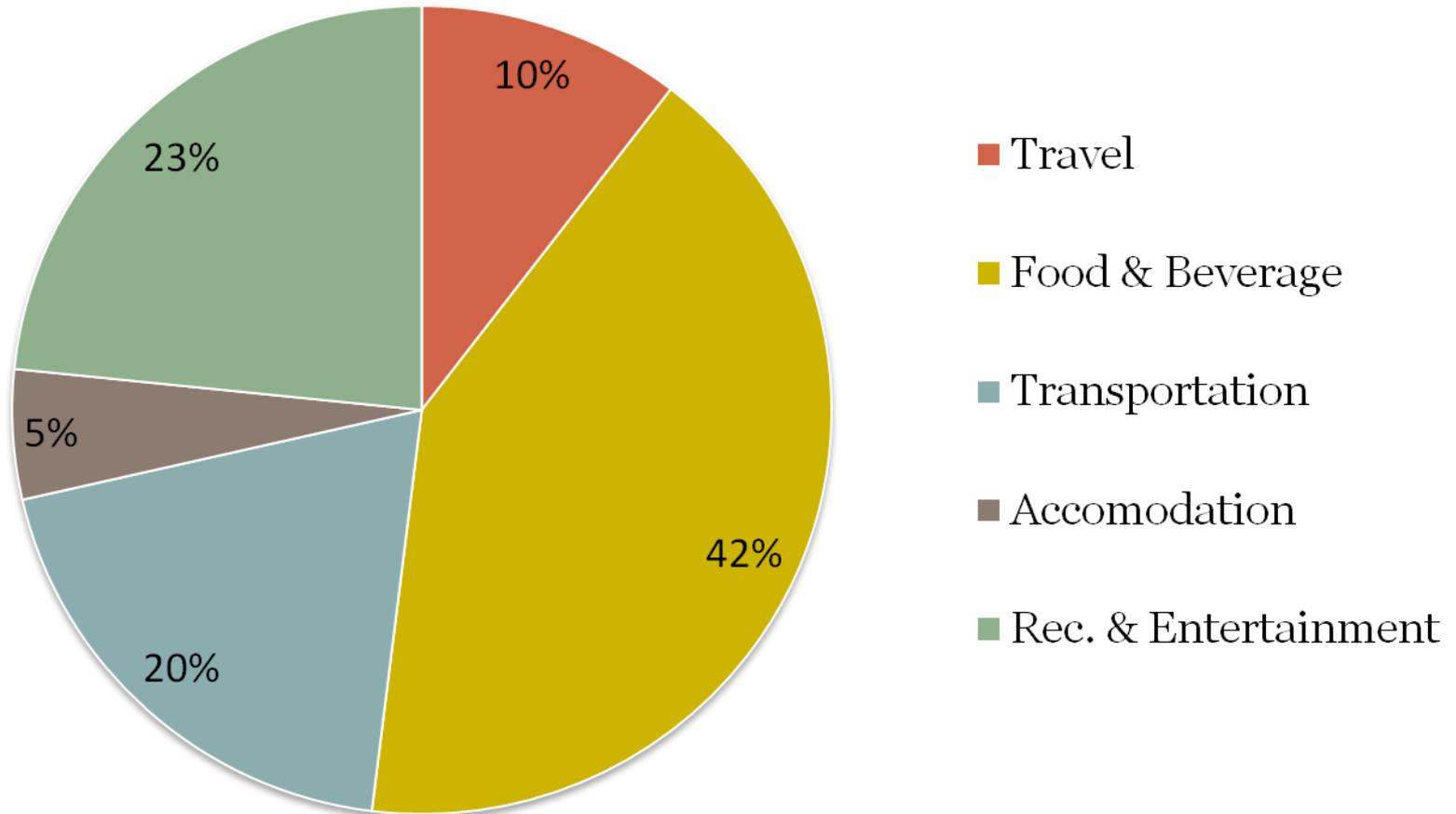
# Current Economic Facts & Figures



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

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

# Monchegorsk Tourism Industry



# Tourism Strategies



## Federal / Regional

- Russian Federal Tourism Strategy 2015
- Russian Federal Program of Domestic & Inbound Tourism 2011 – 2016
- 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".

Item	Expected key result	Duration	Responsible organization
Modernization of the Loparstan Ski Resort.	Modernization of the sport complex for the ski tourism development: competitiveness, service quality improvement & diversity of providing services.	2010 - 2012	ANO "SK "Golfstrim"
Santa Claus in Lapland Biosphere Reserve	Competitive sightseeing and tourist activities of the Lapland Reserve: equipping of the Information Center and ecological trails, café and guest houses construction.	2011 - 2016	Lapland Biosphere Reserve

# Most Important Ongoing Tourism Projects (continues)



Item	Expected key result	Duration	Responsible organization
Monchegorsk TIC	Creating a united tourism information network & expansion of the tourism information accessibility to domestic and inbound tourists about Monchegorsk town and Murmansk region & tourist traffic growth.	2010-2013	Monchegorsk Town Administration
Boating & Aquatics Center	Creation of the multicenter for boating & aquatics on the sailing club basis: windsurfing, kayaking, rafting, canoeing, water skiing.	2011 - 2016	Sport Committee of the Monchegorsk Town Administration
Multipurpose Sport Centre	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.	2011 - 2016	Sport Committee of the Monchegorsk Town Administration

# 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



## Monchegorsk

- Developed transport and waterways system, the center of the Kola Peninsula.
- Present ability of the activity holidays, recreation and sport.
- Climate and aesthetic features of the landscape.

## The rest

- Environmental conditions.
- Developed tourist infrastructure.
- Historical and cultural facilities.

# 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!**