

ABSTRACT

The research theme: Arctic cruises as an effective resource for the socio-economic development of the Russian North (with the creation of the Arctic tour)

Author: Albegova Angelika Aslanbekovna.

Research advisor: Candidate of Philosophical Science, Associate Professor of the Tourism and Hotel Service Department Kolchugina T.A.

The relevance of the research theme. Cruise tourism is a rather labor-intensive and capital-intensive type of tourism, so it is classified as a special type of tourism. It combines several types of tourism: recreational, educational, sport, health and wellness. The development of cruise tourism contributes to the strengthening of cultural, political and economic ties between states. It is worth noting that in recent years, the interest of tourists in exotic cruises, including expedition cruises, has significantly increased.

The Arctic attracts with its mystery and tourist novelty. In addition, tourists admire the wildlife, the environmentally friendly environment and the uniqueness of the animals. Unlike traditional types of cruises with an extensive entertainment program and sightseeing, Arctic cruises are exclusively educational in nature. However, their uniqueness makes this type of cruise especially attractive and every year attracts the interest of more and more people. All these factors allow us to say that this topic is relevant for the thesis research.

The aim of research is to identify the prospects for the development of cruise tourism in the Arkhangelsk region and to create a program for an Arctic cruise tour based on the obtained data.

Research problem logically follow from the aim of research and are formulated as follows:

1. Consider the geography, types and features of the organization of Arctic expedition cruises;
2. Identify target market preferences for Arctic expedition tourism;
3. Identify the problems and prospects for the development of Arctic cruise tourism in the Arkhangelsk region;
4. Analyze the thematic resources of the Arkhangelsk region for the formation of Arctic expedition tours;
5. Develop a tour promotion program;
6. Make project documentation and calculate the cost of the tour.

The theoretical and practical significance of the research of the final qualification work allows us to study the current state and prospects for the development of cruise tourism in the Arctic, and on the basis of this data, we can develop a strategy for promoting this direction.

From the point of view of practical significance, this tour is, in our opinion, ready for implementation and can help in attracting attention to the Arkhangelsk region as a modern center of Arctic cruise tourism. Also, the implementation of this tour will introduce tourists to the history and culture of the region, attracting various social and age groups of the population to these events, both from the subjects of the Russian Federation and from abroad.

The results of the study. The result of the final qualification work is an extensive material on the organization of cruise tours, in particular in the Arkhangelsk region, and the prospects for the development of this direction. In the applied aspect of the work, an Arctic tour with documentation and other related materials was developed. We have also developed a program to promote this tour, which will help in its successful implementation.

1. For the further development of this direction in the Russian Federation, it is necessary to rely on a non-standard target audience for Arctic cruises – families with children. To do this, it is necessary to develop new interesting programs from specialists and lecturers on board the ship.

2. In modern conditions, it is necessary to direct resources to promote this direction, improve advertising materials and use various directions to reach a wide audience.

3. It is necessary to develop new directions and explore the Arctic territories in order to form new tourist products that will attract not only residents of the constituent entities of the Russian Federation, but also from abroad.