**Project title:** Attractiveness of national park “Russian Arctic” as a perspective territory for tourism development

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**Introduction**

National Park “Russian Arctic” is one of the youngest national parks in Russia. It covers a large area of the Arctic Ocean, the northern part of Novaya Zemlya, and Franz Josef Land. The territory is known for its rich bird cliffs, large populations of walrus, and polar bears and characterized by the richness and diversity of the abiotic nature: glaciers, hydrological objects, rock formations, and landscapes. A common feature of ecosystems in the region is their high natural preservation; only relatively small local areas of land and water areas are affected by human impacts.

The history of exploration of the islands and their indigenous culture is a draw in and of itself. There are monuments and landmarks pertaining to the history and the culture of different countries, which make the historical and cultural heritage of Russian Arctic National Park unparalleled among other protected areas and the Arctic region as a whole, as they highlight its status and international importance.

All these natural and historical attractions illustrate a huge potential for tourism development. The most perspective types of tourism are scientific, ecological, educational, and sports tourism. The national park plans to develop the infrastructure that will be able to receive tourist groups, and visit centers, which will be located in places of historical and cultural significance with the unique landscape and natural objects.

In 2015 1225 tourists from 41 countries visited the National Park “Russian Arctic” and the archipelago “Franz Josef Land”. The tourist flow increased approximately by 70% compared to 2014 (738 people visited the territory in 2014).

In order to develop tourism in the national park it’s important to know current tourism infrastructure, nature and historical heritages and to examine its value for indicating the level of attractiveness. The concept of destination attractiveness does not represent a new topic in scientific literature. On the contrary, a significant attention has been paid to this concept since the 1960s, however, a relatively long period of its research and examination did not result in a synthesizing evaluation platform but rather led to the fragmentation of researchers’ views. Up to date, many authors try to identify the destination attractiveness and the factors influencing the decision-making process of visitors when evaluating a particular territory as a possible tourism destination.

**Aim and objectives of the project**

The aim of the study is to determine and evaluate the attractiveness of national park in order to develop tourism sustainably and successfully.

The main objectives of the study are:

1) to study the attractiveness essence of the area in terms of tourism development;

2) to review and systemize existing methodologies of territories attractiveness;

3) to analyze the current situation of the Arctic tourism;

4) to examine the National Park “Russian Arctic” attractiveness and the degree of tourists satisfaction;

5) to develop recommendations or project for tourism development.

**Methodology and data**

Following methods will be used in this study:

- analysis and synthesis;

- comparison (often the methodologies of evaluating the attractiveness are targeted for tourist destinations in general, the national parks don’t have all the characteristics which impairs the final result of the analysis; therefore, other national parks located in the Arctic region should be analyzed, and then it’s necessary to compare the data);

- synthesis;

- formalization;

- analysis of scientific knowledge systems;

- analysis of documents;

- survey (survey which will be published in social media and questionnaire for tourists who will visit the territory of the national park);

- expert evaluations;

- object tracking methods (inspection, monitoring, study and generalization of experience);

- graphical method;

- value analysis, etc.

**Expected Results**

 The expected result is recommendations for the national park “Russian Arctic” which will be based on comprehensive research.

**References**

1) http://www.rus-arc.ru/

2) http://www.arctic.ru/

3) http://www.ekonomie-management.cz/download/1411803185\_e4f8/06\_DESTINATION+ATTRACTIVENESS+OF+SLOVAKIA.pdf