

Russian Arctic emerging as exciting tourism destination

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Dhaka: Russia plans to develop tourism in the Russian Arctic, a polar region located at the northernmost part of Earth—unique among Earth's ecosystems. Land within the Arctic region has seasonally varying snow and ice cover, while Arctic seas contain seasonal sea ice in many places.

Anna Zhigulskaya, Director of the Project Office for Internal Communications and CSR at Rosatom, revealed Russia's plan to develop tourism in the region, while speaking at a session titled "Delightful North: Tourism Opportunities Beyond the Arctic Circle" held recently during the VI Arctic International Forum in Murmansk, Russia.

The Russian region of the Arctic is defined in the "Russian Arctic Policy" as all Russian possessions located north of the Arctic Circle. Approximately one-fifth of Russia's landmass is north of the Arctic Circle.

“There are three “nuclear” cities in the Arctic: Polyarnye Zori in Murmansk Oblast, Pevek, and Bilibino in the Chukotka Autonomous Okrug. These are pilot cities for the new industry program “Hospitable Cities of Rosatom”, which aims to develop leisure and tourism infrastructure in “nuclear” cities,” said Anna Zhigulskaya.

“Rosatom is actively involved in developing healthcare, education, and community initiatives. In the past year, we also included leisure, hospitality, and support for local businesses in the area of our efforts. Along with their unique industrial facilities and cutting-edge technology, “nuclear” cities boast their cultural and historical delights, as well as breathtaking natural beauty,” added Zhigulskaya.

“We plan to make these cities appealing places to live and visit. We also show them to young professionals from various fields so that they come, fall in love with, and stay in our cities,” concluded Zhigulskaya.

In 2018, the Russian Government appointed Rosatom the NSR (Northern Sea Route) infrastructure operator. The corporation oversees the federal project “Development of the Northern Sea Route” until 2035 and the initiative for the socio-economic development of the Russian Federation until 2030.

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