




Kemerovo,
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Discover Your Siberia Green Tourism in an Industrialized and Urbanized Siberian Region

By GTTP Russia students: Polina Povaritch, Gleb Starikov
Teachers: Natalia Povaritch and Anna Starikova





Understanding of Green Tourism – Concept

- Environmental crisis – pollution, greenhouse gas emission, climate change, quality of water...
- Sustainability and Green issues – very much mainstream, with governments, businesses and individuals all involved.
- Definition of Green Tourism:
 - principles of sustainability and sustainable development;
 - balancing the benefits and costs of development of tourism;
 - interaction with different aspects of environment – nature, cultural, economic, social aspects.




Understanding of Green Tourism

Green Tourism Stakeholders

- Governments- legislation, policies and required standards, infrastructure, monitoring, control, education...
- Business and Industry – pro-environmental business schemes (energy, water, waste, transportation, accommodation, supply chains and purchasing)
- Consumers – pro-environmental attitudes and values, ‘green lifestyle’
- Pro-environmental non-government organizations and individual environmentalists – awareness, monitoring...

Types of Green Tourism

- Any pro-environmental tourism
- Ecotourism
- Rural / Community tourism

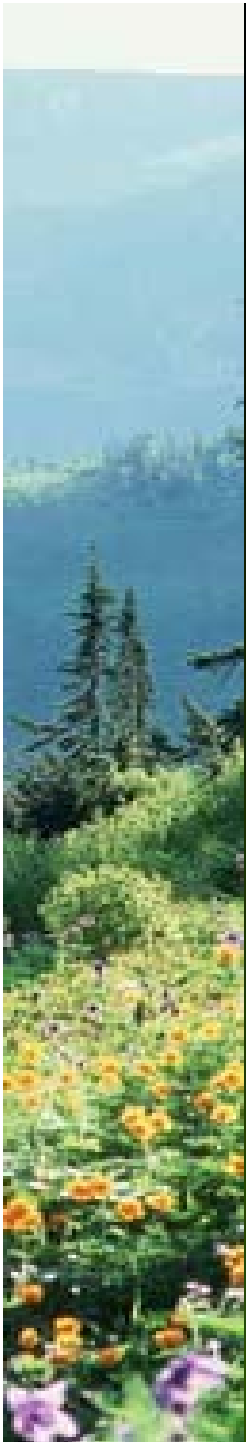


Discover Your Siberia Project - Purpose

- To explore possible opportunities to foster green tourism development in Kemerovo / Kuzbass region
 - Russia's largest coal mining region;
 - Industrial centre (coal, metallurgical, chemical, heavy machinery and engineering industries);
 - one of Siberia's economic leaders;
 - one of Russia's most populous regions;
 - one of the most highly urbanized (87% of the population is urban);
 - one of Siberian regions of splendid natural beauty, ethnic and cultural diversity and outstanding historic monuments.
- To understand if the Green Tourism in Kemerovo is realistic and manageable (FACT) or it is just a wishful thinking and a fashionable trend (FAD)
- To break existing stereotypes
- To demonstrate a new dimension of Kemerovo's development
- To help people discover the true Siberia

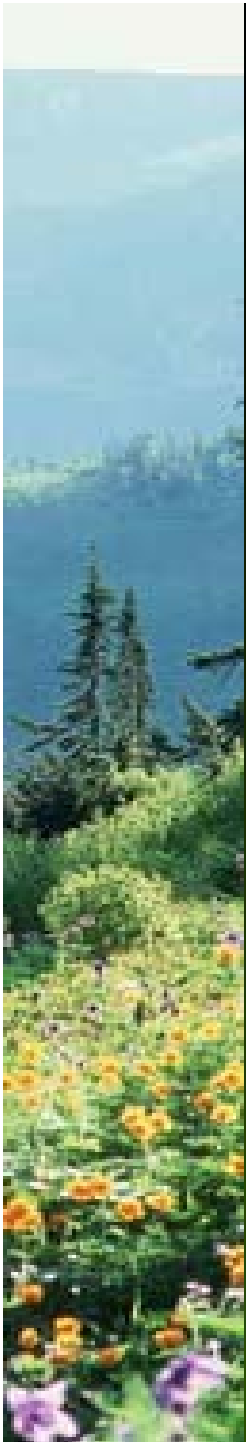
Siberia (SIBIR) - General Information

- Vast, cold and rather mysterious ('sleeping') land constituting almost all of the Northern Asia
- The central and eastern portion of the Russian Federation (earlier the Soviet Union, earlier the Russian Empire)
- Area of 13.1 million square kilometers
- Roughly 77% of the total area of modern Russia and only 15% of its population
- Almost 10% of Earth's land surface (14,894,000 km²)
- Approximately equal to Europe
- Almost a quarter of the whole Asia



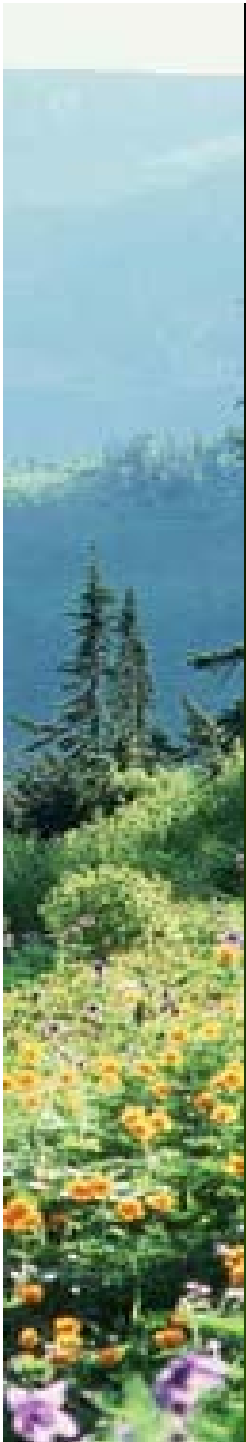
Siberia - History

- The native population - different groups of Turkic nomads
- First groups of Russian traders and Cossacks and then the Russian army – since the 16th century
- By mid-17th century, the Russian-controlled areas had been extended to the Pacific
- Few following centuries - exploratory missions, traders, industrialization of the sparsely populated area
- Prisoners exiled from western Russia - around 1.2 million prisoners were deported to Siberia in the 19th century
- Trans-Siberian railway, the longest rail line in the world constructed in 1891–1916
- Between 1891 and 1914 an estimated 7 million settlers moved from European Russia to Siberia
- The times of the Soviet Union – new exile system of Stalin's GULAG and rapid industrialization, major industrial cities, scientific centres.
- Today Siberia is much more open to the world its numerous resources, and achievements



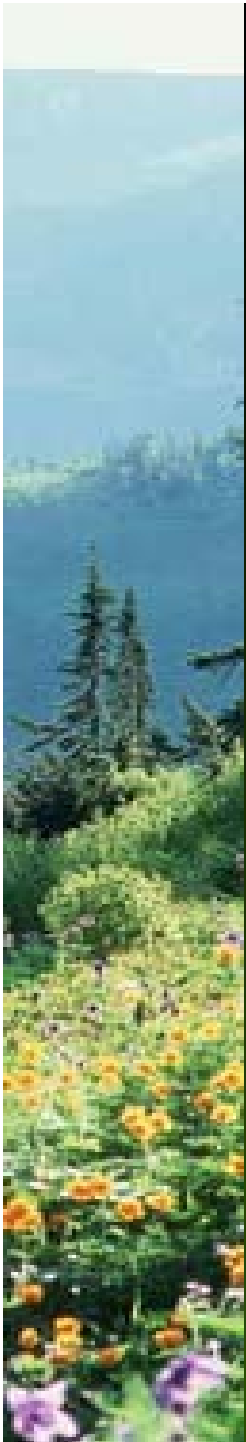
Siberia - Geography and Natural Resources

- From the Ural Mountains to the Pacific and from the Arctic ocean to the hills of Kazakhstan and the national borders of both Mongolia and China
- Major geographical zones of Siberia include the Western Siberian Plain (vast, low-lying, extremely flat and very swampy) and the Central Siberian Plateau (exceptionally rich in minerals, oil and natural gas), entirely mountainous Eastern Siberia
- Large full-flowing rivers – three giants: Ob, Yenisei and Lena and a huge number of other rivers and lakes, including the deepest lake in the world Lake Baikal
- Continental climate, areas considered the coldest on the Earth (lowest record temperature of -71.2°C), famous with snowfalls, snowstorms and enormous amounts of snow, long, cold winters seven to eight months, short summers (the highest record temperature of $+38^{\circ}\text{C}$)



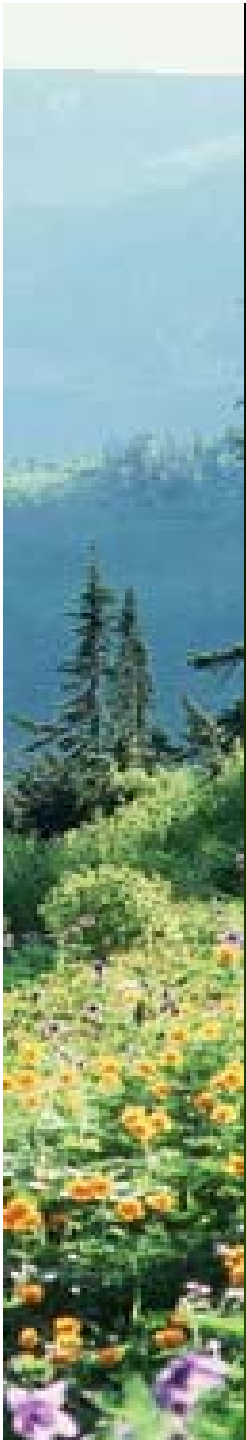
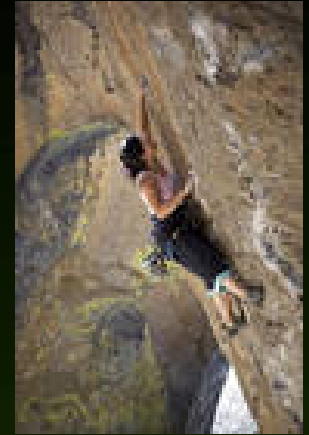
Economy

- Famously rich with natural resources
- Extensive and diversified industrial infrastructure developed during the 20th century
- The largest cities and population along the Trans-Siberian Railway and in the South
- Agriculture restricted by the short growing season of most of the region
- The world's largest forests



Siberian Tourism

- Forests - taiga and tundra, extensive plains and mountain ranges, amazingly powerful rivers, fantastic natural sights and aboriginal cultures of local nationalities and ethnic groups
- Far more open for tourism - nature, active recreation and eco-tourism fans from other regions of Russia and increasing number of foreign tourists
- Tours by a Trans-Siberian express
- Popular Trends:
 - active and extreme kinds of sport
 - rafting, kayaking, windsurfing and diving
 - rock climbing, mountaineering and speleological tourism in summer
 - snowboarding and alpine and downhill skiing in winter
 - hiking, horse riding and cycling
- Developed transport and communications system and developing accommodation infrastructure





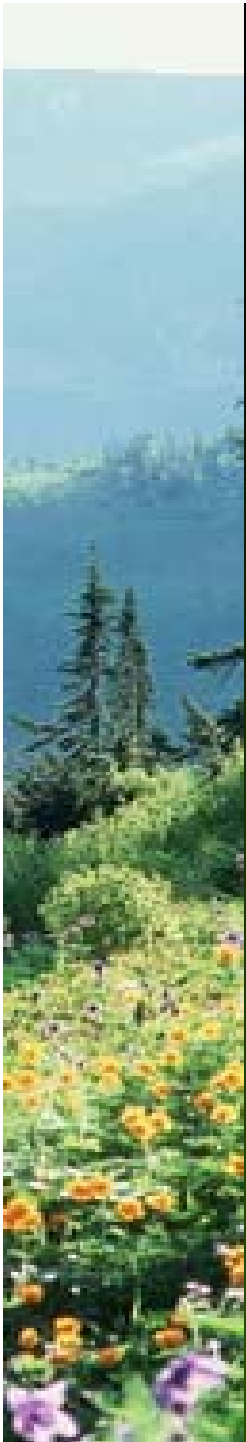
Kemerovo / Kuzbass Region – General Information

- Southeastern part of Western Siberia where the West Siberian Plain meets the mountains of Southern Siberia
- Borders with Tomsk, Novosibirsk, Altai, Krasnoyarsk, and Khakassia regions
- An area of 95 700 km².
- "Kuznetsk basin" - the largest coal deposit on Earth, which is located here
- Four hours from Moscow by plane
- Continental climate:
 - Long winters (5 mths.) with average temperature -20 °C, steady and thick snowcover, which can be 2 meter in valleys
 - Short summers with average summer temperature is +20 °C and long-term sunshine (2118 hours a year)
 - Temperatures can range from -45 C to +45 °C
- Abundant natural resources
- Well-developed road network
- Developed and diversified economy and strong export and investment potential
- Foreign economic connections with 60 countries
- Export 1200 industrial products
- 5% of the region's population is engaged in agriculture



National and Cultural Diversity

- 117 different nationalities: Russians, Turkic nationalities -Tatars, Chuvashes,Mordvins
- Small native groups - Teleuts and Shors - 0.5% of the total population.
- Half of the native people live in cities and towns.
- 90 villages where Teleuts or Shors are the majority
- Preserved customs, cultures, folklore and languages
- Ethnographic museums with exhibits in Tashtagol, Bekovo in Belovsky district



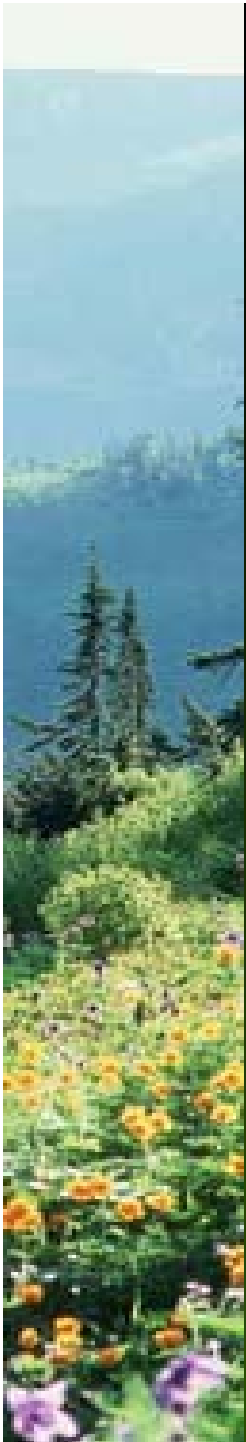


History

- The territory of the Kemerovo region is occupied since the Neolithic period and Bronze Age, III-II millennium B.C. – the scientists attribute the petroglyphs on the vertical cliffs hanging over the Tom river to this period
- Indigenous population Shor and Teleut tribes
- First Russian settlers began arriving in the 16th and 17th centuries
- The Russian Tsar Peter the Great's associates explored the region
- Natural resources exploration started in the 17th century
- 1721 - discovery of the first local coal deposits by Cossack Mikhailov
- Early 18th century first country's first iron-and-steel plants built by Demidovs
- Late 19th century the Trans-Siberian Railway – a local industrial boom
- 1907 – first coal mines
- After the Revolution of 1917 - the Soviet Government's period of industrialization
- The city of Kemerovo founded in 1918
- Coal mining and construction of coke and chemical plants in the 1930s
- 1922 – 1927 International Autonomous Industrial Colony (AIK) Kuzbass - engineers and workers of 33 nationalities
- The Second World War - coal and metal for the home front, 50,000 tanks and 45,000 aircraft, industrial potential doubled (71 evacuated enterprises remained in the region)
- January 26, 1943 - the date of birth of the Kemerovo Region (previously part of the Novosibirsk)
- Postwar industrial growth - new plants
- The Soviet Union collapse in early 1990s - restructuring of coal industry, shutdown of plants, dismissal of the labor force and miners' strikes
- 21st century... a “coal heart of Russia” – hundreds billions tons of black gold which constitutes the main wealth of the region...

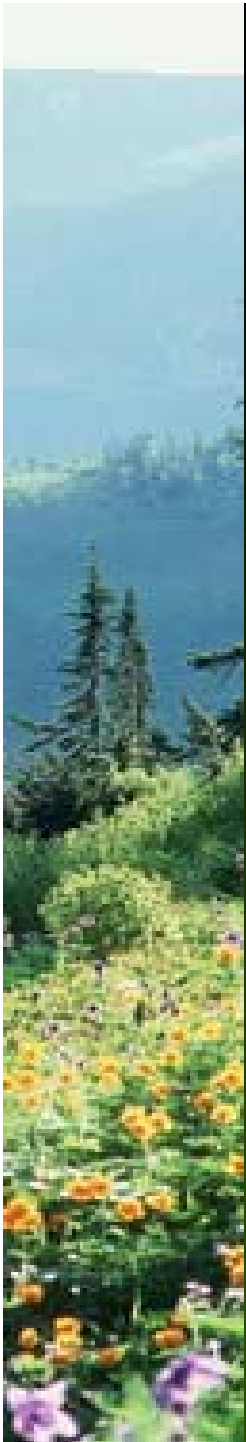
Natural Resources

- Endless fields, meadows and taiga...Mountain and lowland rivers full of fish...Snowy peaks and up-to-date ski resorts... Shor settlements lost in the mist of woods like hundred years ago... and wildlife areas... Magic Neolithic pictures on the cliffs...



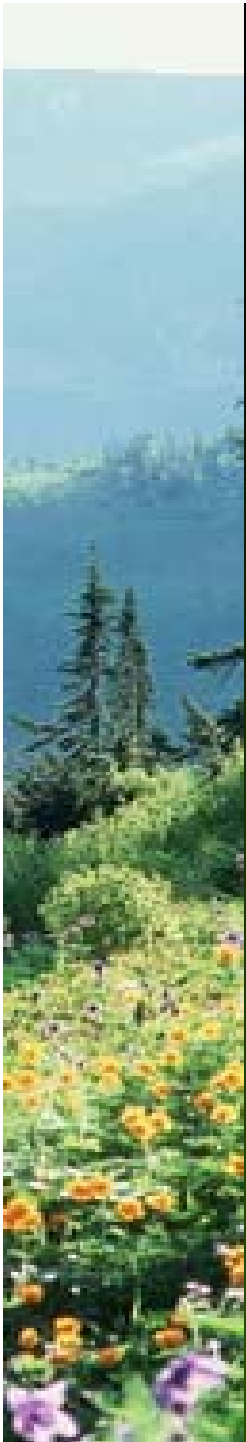
Water

- 900 rivers total length is 26,000 km. all flow into the Ob river, the longest are: the Tom – 863 km. long and the Kia
- Several hundreds of lakes, some of them unique
- Glaciers and waterfalls
- Springs and underground waters
- Therapeutic muds and mineral waters
- Water resources amazingly clear and well-maintained



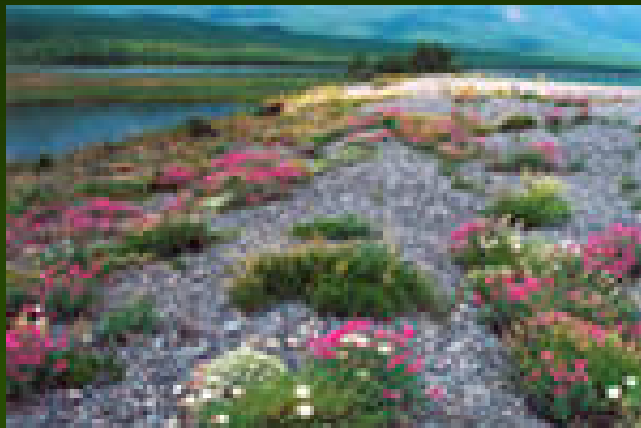
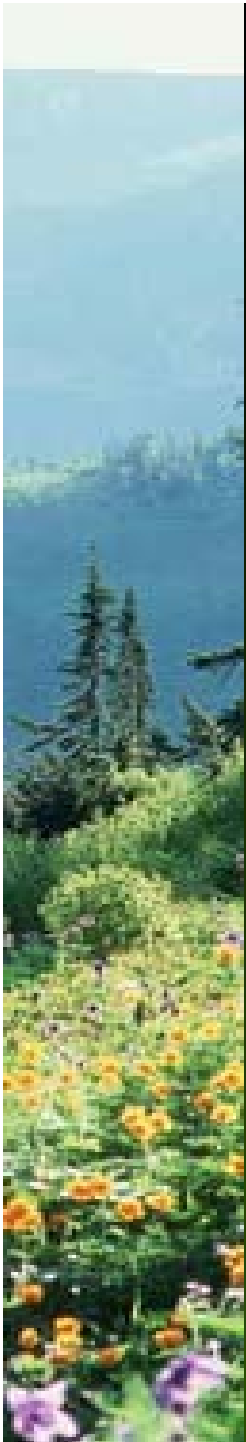
Mountains

- Picturesque hilly relief and unique natural monuments
- Mountains surround the Kuznets Basin like a horseshoe
- The permanently snow-covered Upper Tooth - the highest point of Kuzbass
- Geological nature sanctuaries of major scientific, historical, cultural importance, in need of human care and protection



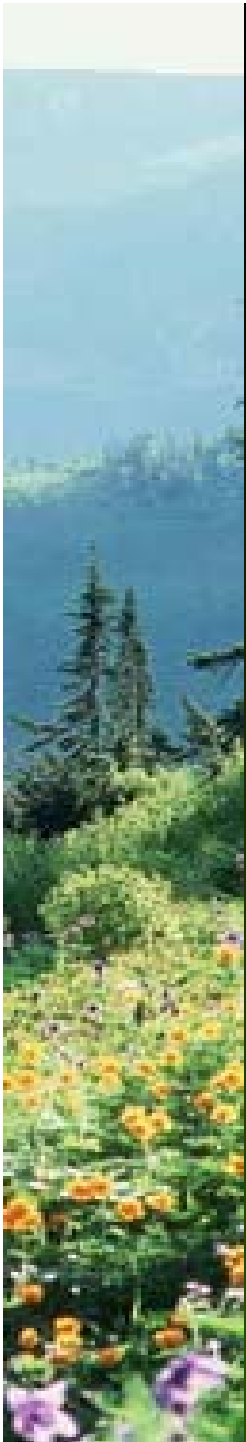
Flora & Fauna

- Forests occupy about 40% region's territory. The total volume of trees - 1.5 billion cubic meters, average age - 70 years
- Shorsky National Park and Kuznetsky Alatau Nature Reserve
- Rare grasses included in the Red Book of Russia
- Berries - about 45,000 tons annually, and mushrooms
- Animal life as varied as the natural landscapes., wild animals, different types of deer



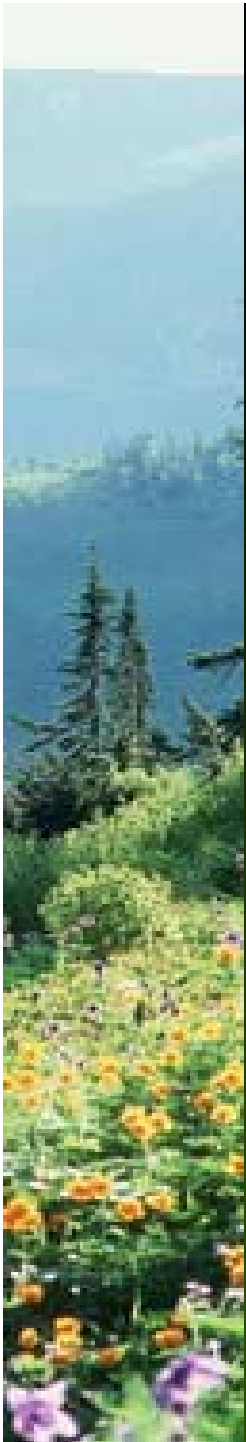
Historical and Cultural Monuments

- Over 1500 historical and cultural monuments
27 of federal significance (14 archeological, 6 historical, 5 architectural, and 2 artistic monuments)
- Ancient rock painting Tomskaya pysanitsa
- 18th- and 19th-century historical and architectural museum at Kuznetsk Fortress
- Group of monuments and historic sites on the former Siberian Highway (Moscow-Irkutsk)
- Shestakovsky historical and cultural complex of archeological monuments and paleontological sites
- Historical town Mariinsk
- Krasnaya Gorka
- 42 museums, 7 theaters, a philharmonic society, 4 exhibition centers, 2 circuses, 3 popular craft centers



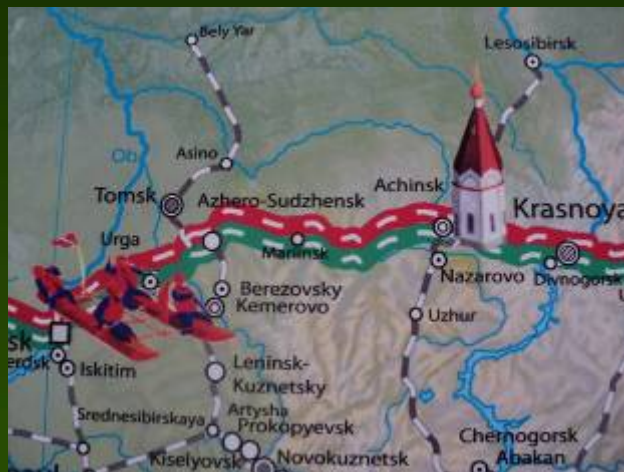
Potential of Tourism Development

- Kemerovo Region has not yet become a popular tourism destination
- Natural, historic and cultural potential
- Many types and kinds of tourism: business, ecological, extreme sports, historical, adventure and others.
- Relevant infrastructure
- Program of development



Potential of Tourism Development Transport System

- Trans-Siberian railroad, South-Siberian railroad, and general use rail network - 1,700 kilometers long
- Federal road M-53 "Baikal" and 9,000 kilometers long automobile roads
- 500 kilometers long internal water navigational routes
- 3 airports: Kemerovo International Airport, Novokuznetsk Spichenkovo Airport (federal), and Tashtagol Airport (local)

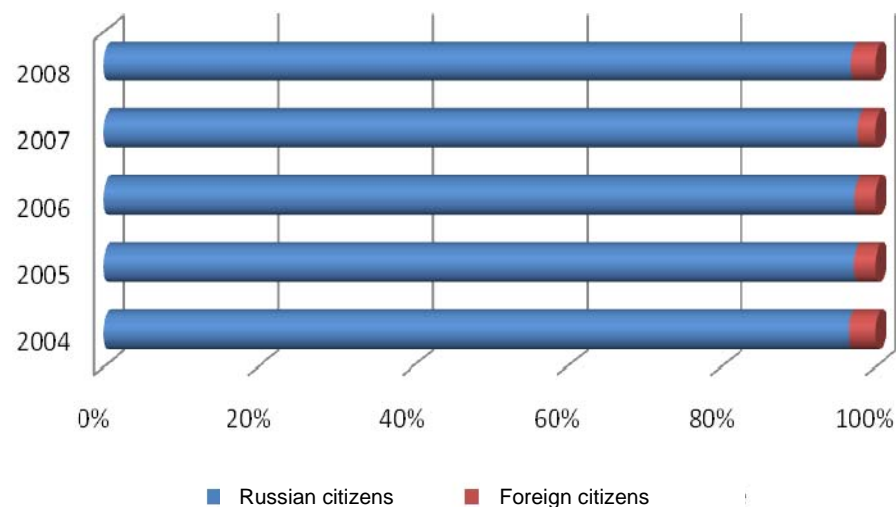


Potential of Tourism Development

Hotel Infrastructure

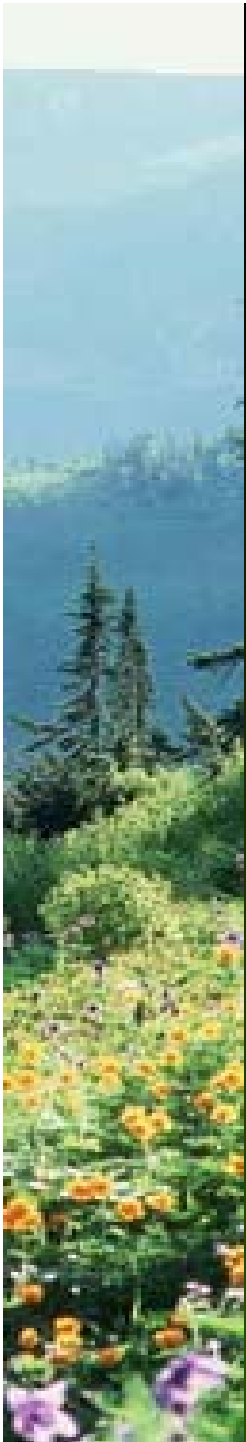
- In 2008 188 accommodation facilities: including hotels, resorts, motels, and hostels, most opened in 2006
- Stable growth of business, professional, leisure and rest visitors
- The majority of visitors are Russian citizens

Ratio of Russian and foreign citizens staying in accommodation facilities of Kemerovo Region



Plans for further development

- Tourism development – a priority of Regional Administration long-term development program
- Sheregesh Alpine ski resort and Meshdurechensk tourism-sport complex
- Ambitious investment projects
- Public-Private partnerships



Environment

Threats

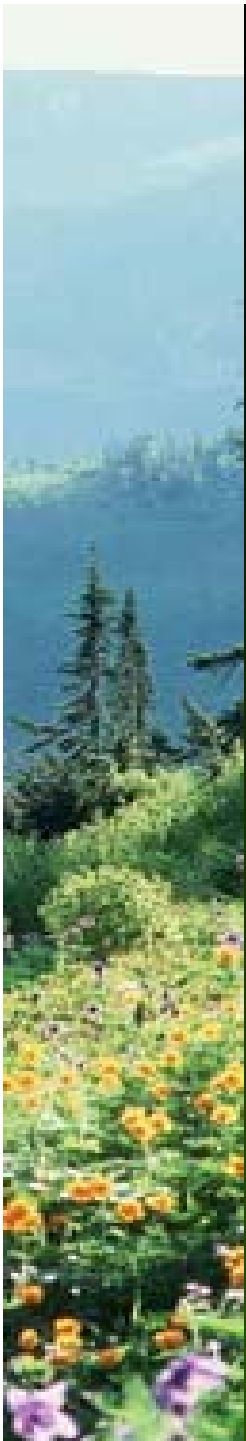
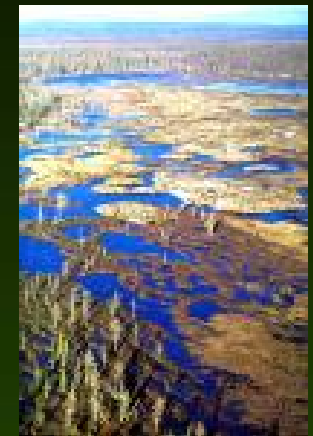
- Atmospheric pollution
- Industrial waste
- Acid rain
- Destruction caused by exploration of deposits and industrial production
- Frozen peat bogs thaw because of the climate change – the danger of methane release

Protection and conservation

- Nature reserves and national parks
- Register of Kuzbass plants
- Major environment projects – waste processing complexes, energy efficiency schemes, rehabilitation of technogenically contaminated territories

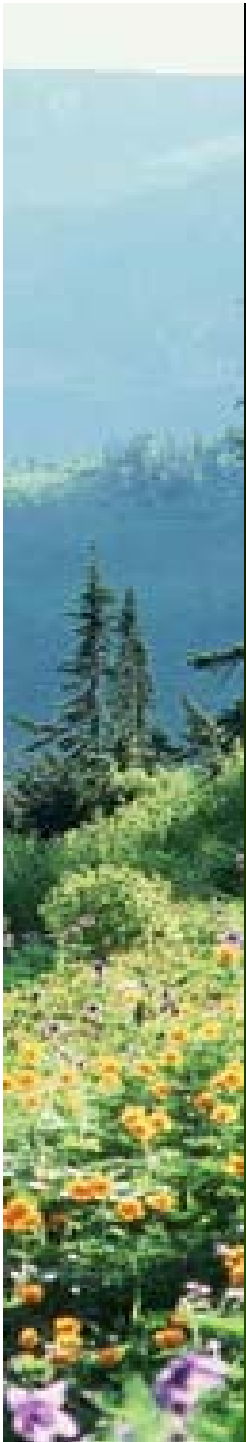
Natural Filter

- Sphagnum swamps act as natural filter for water system



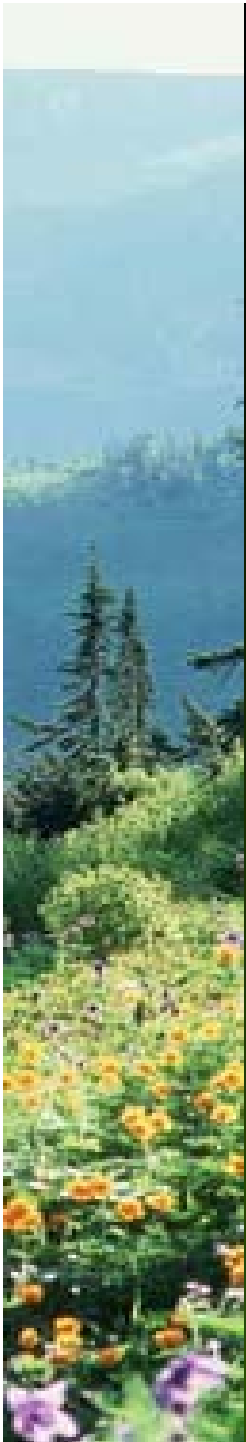
Major Trends – Mountain Ski

- Leader of Alpine Ski Tourism
- Sheregesh Mountain Ski Resort - the longest ski season in the region, 20 tracks of different level of complexity and 17 lifts
- A new Alpine Ski Center – the 9th most visited resort in Russia - 50 km tracks, five cable ways, several thousand room hotels, restaurants and cafes
- Mezhdurechensk ski resort - the first hang-glider port with a lift, and 4 springboards near the piste.
- Solgor Mountain - 3 pistes of different complexity levels



Major Trends – Water Tourism

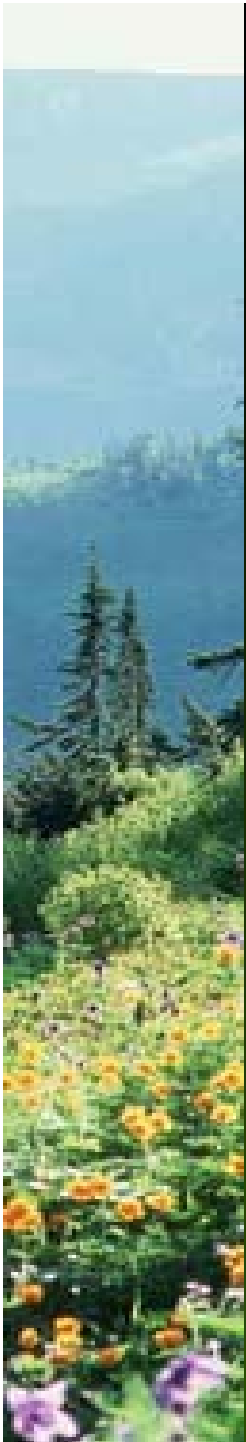
- A variety of water-related tourism
- River cruises
- Sport fishing
- Underwater diving
- Whitewater rafting
- Canoeing and Kayaking



Ecotourism

- "Tomskaya Pisanitsa"

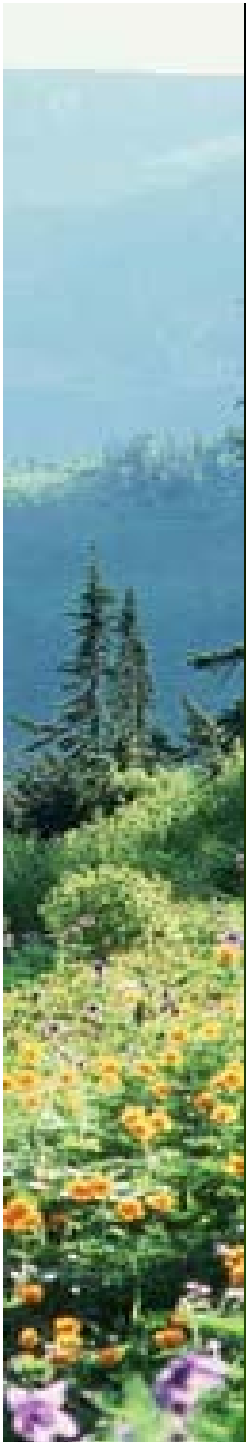
- Historical cultural and natural museum-preserve on the list of the UNESCO
- Rock art monuments from the Neolithic period and Bronze Age
- Rare pine forest - 90% of the preserve territory, 400 species of higher plants, 39 species of trees and bushes, about 40 rare plants
- A varied fauna
- Open air ethnographical expositions, fairy tale characters, and home of the Father Frost
- Numerous ecotourism programs



Ecotourism

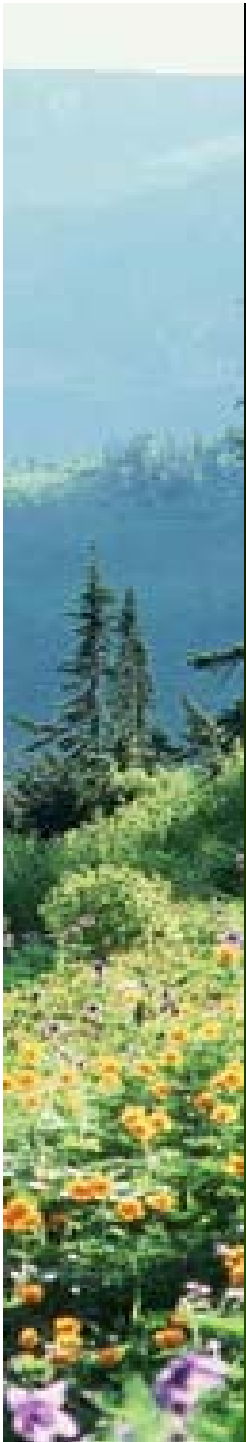
- Kuznetsky Alatau Preserve

- The highest peaks of Kuznetsky Alatau Range
- Taiga forests of Siberian fir and pine on slopes, meadows and tundra over mountain ridges
- Cold streams, glacier-fed lakes, massive snowfields to tributaries of the Ob River
- Varied wildlife
- Helps buffer pristine mountain habitat from the pressures of industrial development and geological exploration
- Ecotourism program as a means to raise funds for conservation measures



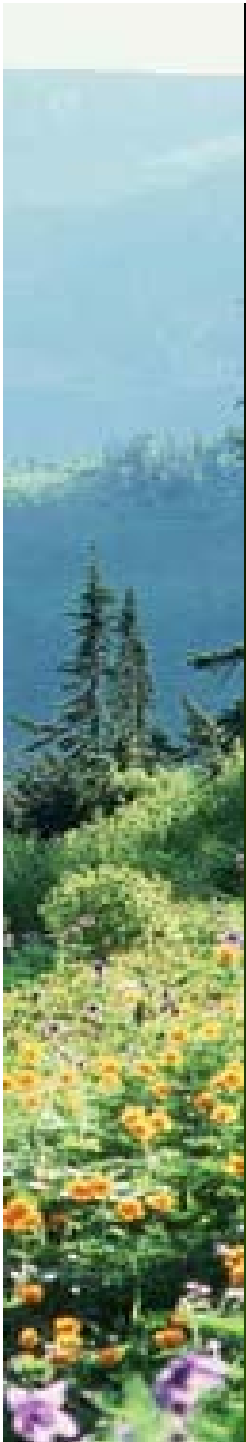
Ecotourism - Gornaya Shoria

- Siberian Switzerland - a mountain-taiga area
- A considerable mining area and a famous national park with unique flora and fauna
- An open air ethnographical museum Tazgol
- Outstanding quantity and quality of tourism resources - far richer here than in any other Russian region
- Cedar forests, relic lime tree groves, hilly taiga, cold desert tundra, stony rivers, copper cliffs, caves crystal clear rivers and lakes, waterfalls
- Mountain ski, hiking, horse riding and water tourism, exploring caves, rafting and canoeing, helicopter routes, excursions on chair-lift and to the various landmarks, visiting Shor Natural Park to observe the lifestyle of the ancient Shor people, and many more



Adventure Tourism


- Yetis dwell in Gornaya Shoria area the tourist's stream in this region of Siberia has already grown on 10-15 %
- Tisul 'Sleeping Beauty' mystery
- Cemeteries of ancient dinosaurs at Shestakovo village near the Mariinsk town
- Treasure hunting for Kolchak's gold



Ethnography Tourism

- Virgin nature, adventure and traditional lifestyle
- Shors - indigenous population of the Kemerovo region
- Shamanic people – preserved beliefs and lifestyles
- Ecological and cultural diversity
- Shors national park – a reconstruction of a burial complex





“Discover Your Siberia” Project

The idea - to introduce new options and more choice to green tourism customers

- Rural / Community tourism
- Lower environmental impact
- Interaction with the culture of the Siberian native people and virgin Siberian Nature.

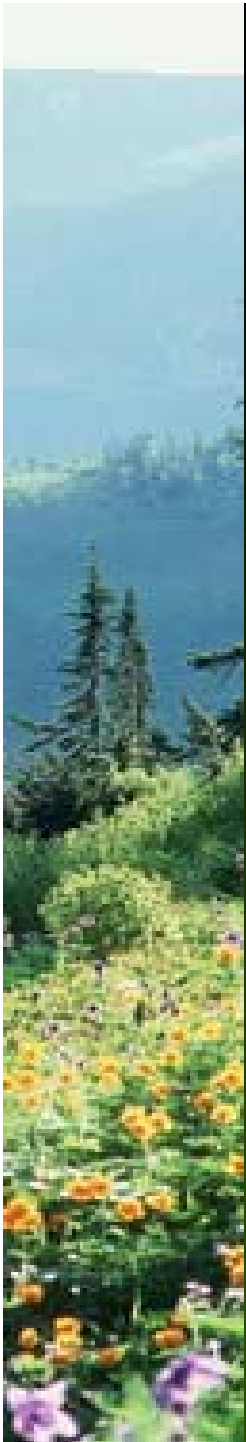
The aim - to provide an opportunity to experience the real Siberia on a customized community-based tour in traditional villages

An example of how tourism can:

- provide a more meaningful interchange between local people and tourists
- diminish the differentiation between touristic and local facilities
- minimize the impact of visitors on the area
- be used as a tool to promote the values of the green tourism
- help conserve natural resources
- enrich well-being of rural people without intrusion in their lifestyle and traditions
- contribute to conservation and economic reconstruction of the rural areas in an authentic and non-intrusive way

Major points

- To invite visitors go back in time, feel the past and true human relations
- To integrate rural tourism as a realistic green tourism model
- To create and promote new business with possible replication and expansion
- To attract foreign and Russian tourists
- To protect natural resources and people who live in the communities





Customized services

- Cultural trails winding through small traditional villages
- Hiking through virgin forest and mountains
- Outstanding river journeys with opportunities of rafting and kayaking experience
- Fishing trips
- Traditional home-style kitchen and family style dishes
- Traditional crafts, cookery and folklore
- Coach tours to attractions outside Gornaya Shoria (national parks and preserves, historic towns etc.)
- Training (as applicable to various kinds of services) and safety for tourists
- Short excursion and several days expeditions
- Transfer and village homestay accommodation, meals
- Locally grown products following traditional recipes
- Moderate average cost to meet different preferences and budgets

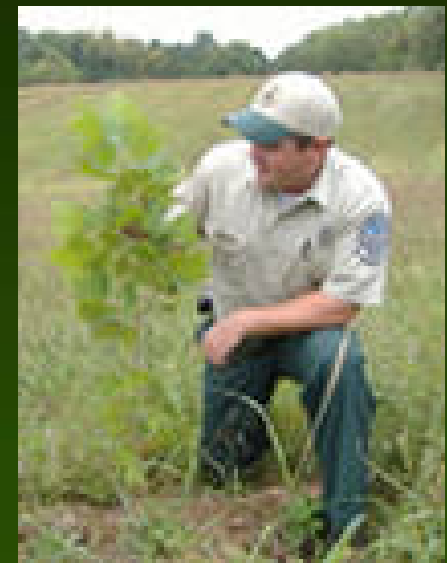
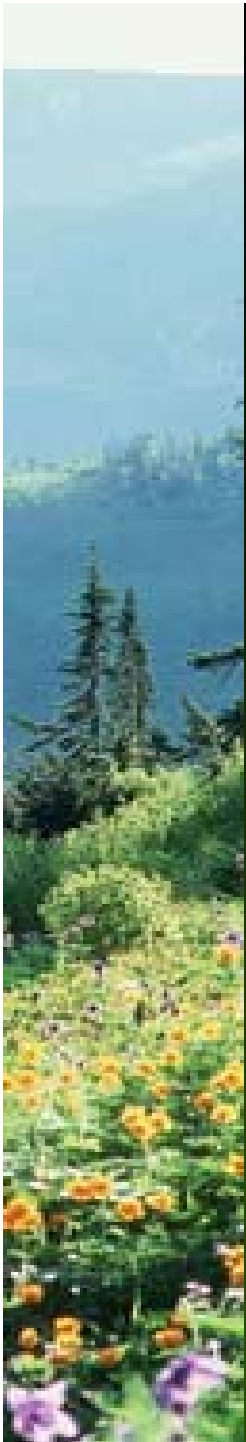


Potential Market

- People of different age and social groups living in Kemerovo region, neighboring regions and Siberia at large, who are interested in extreme sports and in particular in rafting and kayaking
- Urban people exhausted with pollution and stresses and seeking quite and restorative, but active holidays
- Urban families living in Kemerovo region and neighboring regions who are interested in nature-based tours and rest (particularly those, who do not have dachas (summer cottages) or are not keen on gardening)
- Visitors from the European part of Russia, enthusiastic about active tourism, extreme sports, curious about Siberian nature, history, culture and ethnography
- Corporate customers regardless of the region (or country) interested in teambuilding and likewise activities
- Foreign customers interested in discovering the true Siberia
- Tourists' numbers will be restricted – initially no more than 300 customers annually

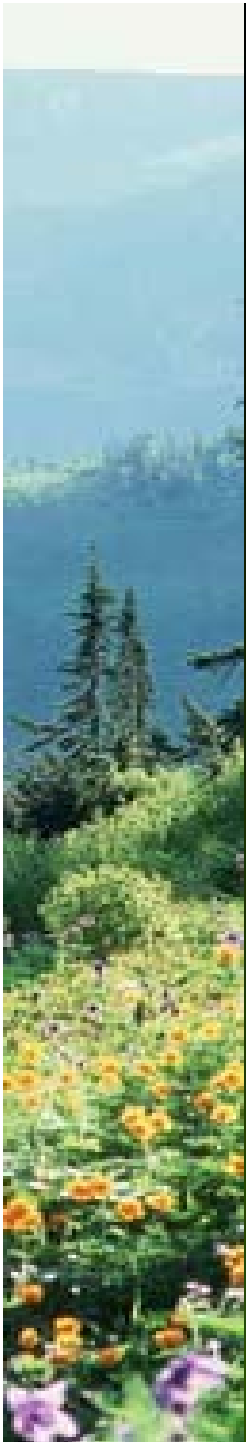
Advantages

- A set of criteria, covering a range of areas, like energy and water efficiency and waste management
- Tangible benefits
- All venues remain intact and attractive
- Relatively low costs
- Conservation of environment, economic development and social stability
- Employment opportunities



SWOT Analysis

Internal	STRENGTHS <ol style="list-style-type: none"> 1.Promotion of principles and values of the green tourism in a realistic, cost-effective and tangible way 2.A winning combination of resources needed for rural tourism development 3.Comparatively low costs of the start-up stage 4. A pioneering project with no serious competitors within the region 	WEAKNESSES <ol style="list-style-type: none"> 1.Intentionally limited tourist flow. 2.Lack of funding and qualified workforce 3.All, even pro-environment activities and interventions in wildlife areas and tourist zones require long bureaucratic procedures
External	<ol style="list-style-type: none"> 1.Precise and clear model for development of rural tourism in Western Siberia; 2.Minimal impact on the physical environment 3. Positive impact on the local communities economy and social well-being 4.Exceptional value experience for customers; 5.Interaction with the culture of the native people 6.Unique opportunity of interaction with virgin Siberian Nature 7.Incentives and support for traditional arts and crafts 8.Affordable prices 9.Regional and local Administrations keen on pro-environmental projects and tourism development. 	<ol style="list-style-type: none"> 1.Reputation of Kemerovo region as an industrial and polluted area, not favorable for visitors 2.Remoteness





SWOT Analysis

Internal	OPPORTUNITIES <ol style="list-style-type: none">1.Increasing income level of the urban and rural population.2.Performing conservation and restoration activities in wildlife areas.3.Creating workplaces in towns (in a sphere of tourist services) and villages4.Diversification of villagers' income5.Potential for small business development in accommodation, catering, transport and extra trade6.Facilities built, restored and maintained with extra income provided by visitors7.Benefits to the area, region and visitors attractions	THREATS <ol style="list-style-type: none">1.Pressure on and degradation of environment2.In the long-term period increasing demand may cause destruction of natural resources and affect community lifestyle3.Tension between tourists and residents of the villages4.Complete change in the local life-style5.Migration of rural population to the cities and towns - disappearance of local villages6.Ultimate decline of visitors' interest;
External	<ol style="list-style-type: none">1.Promoting Kemerovo region, Siberia and Russia as an attractive tourist destination.2.Making contacts with foreign partners.3.Encouraging investments to the region4.Promotion of green lifestyle and values	<ol style="list-style-type: none">1.Competition with neighboring regions.2.Competition among tourist destinations

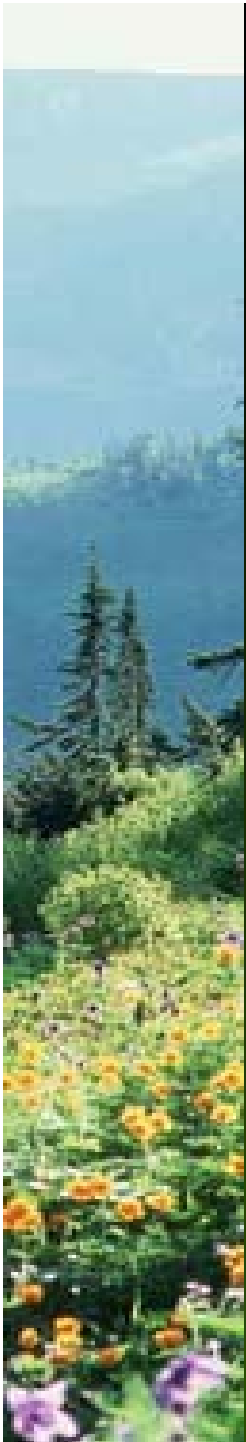
CONCLUSIONS


- Green Tourism in Kemerovo region – a fact or fad?
- Fragile unique natural and cultural treasures
- Responsibility to protect and preserve the environment
- Kemerovo is a great candidate for implementation of the pro-environmental projects and responsible tourism models
- Criteria of the green tourism in an industrialized region
- Effective usage of all resources and diversification of the regional economy
- Development of the competitive tourism and leisure industries in mass scale is a matter of future
- The key challenge for the future - to make tourism more green and sustainable
- The area of concern is degradation of the environment due to the increasing tourist flow
- Rigorous standards for providers of tourism services to help reduce the risks
- Promotion of environmental ABC

A= Attitudes

B = Behavior

C = Choice.





Green tourism in Kuzbass

- Fact, not Fad

Adopt green values and lifestyle
Develop and cultivate a green tourism
industry within the region
Discover True Siberia

Thank you for your attention!

Acknowledgements

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