

Management of the Quality of Services in the Field of Domestic and Incoming Tourism in the Arctic

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Abstract— The article is devoted to the issues of management of the quality of services in the field of domestic and incoming tourism in the Arctic. The comprehensive use of the potential of the Arctic implies not only the extraction of mineral and raw materials resources, but also the tourist development of this region, which is unique from the point of view of the natural and climatic conditions. The authors study standardization as one of the methods of state influence on the development of tourism in the Arctic. The article draws attention to the fact that existing international and national standards for quality management of tourism services are aimed primarily at ensuring the interests and safety of consumers of tourism services. Meanwhile, when carrying out tourist activities, the increased vulnerability of the ecosystem of this region must be taken into account. The authors come to the conclusion that it is necessary to develop and adopt a special national standard that establishes requirements for the quality of provided services in the field of domestic and incoming tourism in the Arctic in terms of balancing the use of natural resources and restoring the potential of the environment.

Keywords— Arctic, Arctic region, environmental protection, domestic and inbound tourism, quality management of tourism services, international and national standards.

1. INTRODUCTION

In the 21st century, the Arctic becomes one of the main drivers of the development of the world economy and a non-alternative resource center of Russia. For the last hundred years, Russia begins for the third time a large-scale industrial advancement to the Arctic. More than 11% of the country's gross domestic product is already created in the Arctic zone of the Russian Federation and about a quarter of its exports is provided there. Meanwhile, the comprehensive use of the potential of the Arctic implies not only the extraction of mineral resources, but also the tourist development of this region, which is unique from the point of view of the natural and climatic conditions. Legislatively tourist activity in the Russian Federation has been proclaimed as one of the priority branches of the economy, and priority directions of state regulation of tourist activities are the support and development

of domestic and inbound tourism, which is explained by the important role of tourism in the system of economic relations of Russia. Tourism has a stimulating effect on such sectors of the economy as the production of consumer goods, transport, communications, trade, the provision of hotel and domestic services and can contribute to the development of other industries.

In the face of increasing economic activity and global climate changes, preserving and protecting of the Arctic environment, eliminating of the environmental consequences of economic activities, are becoming the goals of the Russian Federation State Policy Framework for the Arctic until 2020 and beyond. When carrying out tourism activities in the Arctic, it is necessary to take into account the increased fragility and extreme vulnerability of its ecosystems, including determining the biological equilibrium and climate of the Earth, and their dependence, even on minor anthropogenic influences.

In the light of this the improvement of the mechanism of the services quality management in the sphere of tourism is of great importance.

II. MATERIALS AND METHODS

An attempt to define the mechanism for managing the quality of services in the field of tourism inevitably leads to the need to address the legal concept of services. The separation of the services as an independent object of civil law regulation became possible with the adoption of Part I of the Civil Code of the Russian Federation, where in Article 128 services are classified as the civil law objects. However, the Civil Code of the Russian Federation lacks a clear definition of the concept of "services", in paragraph 1 of Article 779 of the Civil Code of the Russian Federation, the subject of a contract for provision of paid services is defined as the provision of services, that is, the commission of actions or the performance of certain activities.

The current redaction of the law "About the basics of tourist activities in the Russian Federation" does not disclose the concept of services, this term is used only in the context of the transportation

and accommodation services that make up the tourist product, as well as the activities of the tour operator and / or third parties in providing services as a type of implementation activity tourist product. At the same time, a tourist product means a set of transportation and accommodation services provided for the total price (regardless of the inclusion in the total price of the cost of excursion services and (or) other services) under a contract for the sale of a tourist product.

For consideration of the category "services quality management in the field of tourism", it is necessary to refer to the international standard ISO STANDARD 9000: 2015 Quality management systems - Fundamentals and vocabulary, according to which the quality of products and services produced by the organization is determined by the ability to satisfy consumers, as well as the expected or unintended influence on other stakeholders.

III. RESULTS

The quality of products and services includes not only the functions and parameters inherent in them, but also the perception of their value and utility by the consumer. The inclusion of the "Stakeholders" category in this standard is beyond the scope of the customer-only orientation. At the same time, "stakeholders" should be understood by a wide range of actors, ranging from indigenous small peoples to the global community, directly or indirectly affected by the services produced by the organization. It is important to take into account the needs of all stakeholders, while the previous standards define the quality of services as a set of service characteristics that give it the ability to meet the conditioned or proposed requests of consumers.

It can be concluded, that the improvement of the services quality management system in the field of tourism in the Arctic can be achieved only if the natural ecosystem of the region is preserved. In this regard, it is necessary to develop and adopt a special national standard (hereinafter referred to as the Standard), which establishes requirements for the quality of provided services in the field of domestic and incoming tourism in the Arctic from the point of view of balancing of the use of natural resources and restoring of the environment potential.

The objectives of the Standard may be:

- assistance in improving of the system of state management of social and economic development of the Arctic zone of the Russian Federation, which provides the development of Arctic tourism and the expansion of ecologically safe types of tourist activities in the Arctic;

- improving of the services quality management in the field of domestic and incoming tourism in the Arctic, which allows rational use of natural resources in the organization of travel and sales of tourist products.

The standard, which provides the nature use of the Arctic as a tourist resource for the purpose of selling a tourist product for all tourist industry organizations, should be of a complex nature, ensuring the interrelation and interdependence of the relations, arising in the field of protection and rational use of natural resources, their conservation and restoration, and relations in rendering tourist services. An integrated approach will allow:

- to manage the state of the natural environment of the Arctic. It is necessary to establish the requirement of prohibition or restriction of the provision of certain types of tourist services in accordance with established environmental requirements;

- to ensure the environmental safety of the Arctic by implementing of a set of organizational, technical, diplomatic, financial and other measures, aimed at reducing of the risks of damage to the fragile and sensitive natural environment of the Arctic.

These measures could dampen the negative effects of the tourist industry on the Arctic ecology;

- to provide the necessary level of training of personnel of tourist organizations.

IV. CONCLUSION

Thus, this Standard should be based on principles that ensure the environmental safety of the Arctic, and will allow to manage the services quality in the field of domestic and incoming tourism in the Arctic, taking into account the needs of all stakeholders, affected by the services produced by the organization.

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