

Green Tourism: Fact or Fad

CASE WRITING COMPETITION

DISCOVER YOUR SIBERIA

Green Tourism in an Industrial
and Urbanized Siberian Region

Global Travel and Tourism Program Russia



By GTTP Russia students:

Polina Povaritch

Gleb Starikov

Teachers: Natalia Povaritch and Anna Starikova

Kemerovo, Russia, 2010

Acknowledgements

We owe huge thanks to many people and organizations who helped and supported us in the process of realization of this project.

We wish to thank Junior Achievement Russia and Global Travel & Tourism Partnership for opportunity to have a great experience.

We extend our huge thanks to Global Partners whose support makes possible Case Writing Competition and Global Travel and Tourism International Research Conference, and our attendance at this remarkable event.



Discover Your Siberia

Green Tourism in an Industrialized and Urbanized Siberian Region

Understanding of Green Tourism

Modern society is exhausted by numerous environmental problems. Pollution, greenhouse gas emission, climate change, floods, fires, hurricanes and tornadoes, quality of water- all these and many more are significant features of the environmental crisis.



Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all involved. Tourism as an important and world's fastest growing industry has its part to play here.

There are various approaches and definitions of green tourism. Most of them are based on the principles of sustainability and sustainable development and related to balancing the benefits and costs of development of tourism and its interaction with different aspects of environment. The term environment is understood in the wide sense to incorporate all aspects of human behavior: cultural, economic and social aspects, and physical environment.

Green Tourism Stakeholders

Different groups of stakeholders with a wide range of priorities, interests, beliefs and philosophies are concerned with green tourism at the local, regional, national and international levels: government and non-government organizations and agencies, tourism industry, private and corporate business, consumers and environmentalists.

Governments are taking care of environmental legislation, policies and required standards, eco-friendly infrastructure, monitoring, incentives, education and awareness, support for social projects and community-based initiatives. However many government initiatives are criticized for lack of efficiency.

Environmentally-led travel and tourism adopt sustainable business schemes in such areas, as energy and water efficiency, eco-friendly supply chains and purchasing, waste minimization, sustainable transport options, technology innovations that help introduce and maintain environmentally sound management and marketing and improved environmental performance. However, many experts are uncertain about the extent to which this represents a genuine concern for environment or a business ploy to attract more customers.

The emergence of green consumers in travel and tourism represents a general change in environmental values and behavior. The growth in demand for items like organic food, cosmetics that are free from animal test, fair trade items and ethical investment funds suggests that ethical and environmental concerns are becoming more important for some people, and some of them are really active and persistent in following adopted choice of a green lifestyle.

There is growing demand to use green tourism services and visit environments that are regarded as "natural" or unspoilt. Some reasons include the increasing level of

urbanism and related stresses, which removed people from contact with nature, and in some cases guilt for causes, or fear of consequences of the climate change. Many tourism experts believe that this increase is due to people becoming more knowledgeable about ecosystem values. However the growing demand for nature-based tourism is the source of concern based upon the realization that without strictly planning controls there is a little reason it should be anything more than the 1st step towards the mass tourism. In addition, in some exceptionally sensitive areas tourism should not be permitted at all. Many people also like to be mass tourists. And, as some experts indicate, the extent to which consumer green concern has materialized in the tourism market is limited. A key test of the depth of the environmental ethic will be the extent to which the individuals are willing to forgo the benefits of air travel or high standard accommodation for the greater environment good.

It's obvious there are many debates around green or, as it is also called 'alternative' tourism, but it is also obvious it places environment in a more central position and foster understanding that there is a link between the long-term success of the industry and the impacts of the tourism on the environment.

Talking about the physical environment, green tourism is concerned with the development based upon sustainable principles, which means the use of natural resources within the limits of regeneration and natural growth, long-term environmental well-being of the planet. Other points of environment conservation are economic, social and cultural sustainability – promoting pro-environmental attitudes, behavior and choices that satisfy the needs of all concerned in terms of economic benefits, employment opportunities, positive experiences, cultural awareness and integrity.

For this approach to succeed it should involve all major stakeholders joining forces to help achieve the goal of making the link between the success of tourism industry and conservation, environment and sustainability so obvious to all that stewardship that minimizes the impact on the environment becomes a priority.

The concept of sustainability has been applied in tourism in different ways. In fact, any types of tourism that are reliant upon a high quality environment can be regarded as 'green.' More often green tourism is associated with eco-tourism, rural or community tourism and other types of nature-based tourism, with emphasis on building environmental and cultural awareness, planning the use of resources to manage impact and keep the environment intact as possible.

Our Project Purpose

The purpose of our research project was to explore possible opportunities to foster green tourism development in Kemerovo – the Siberian city and the region we are from.

Kemerovo region also known as Kuzbass is Russia's largest coal mining region, powerful industrial centre which key sectors are the coal, metallurgical, chemical, heavy machinery and engineering industries, and one of Siberia's economic leaders with concentration of nearly one-third of Western Siberia's fixed capital assets.

Kemerovo Region is also one of Russia's most populous regions, as well as one of the most highly urbanized (87% of the population is urban). The facts about industrial power of Kemerovo are well known; while its splendid natural beauty, ethnic and cultural diversity and outstanding historic monuments are waiting to be discovered.

We wanted to understand whether green tourism promotion and development in such area as Kemerovo/Kuzbass are realistic and achievable or it is just a wishful thinking and a “fad.”

As local residents and people interested in tourism, we believe green tourism has a huge potential here, and Kuzbass has every reason to add a well-deserved reputation of the high standard environmentally-led tourist destination to its industrial fame. We wanted to break existing stereotypes and hoped to demonstrate this new dimension of Kemerovo’s development and help people discover the true Siberia.

Siberia

*Those who have never been to Siberia do not imagine the bright colours
of taiga White snow is blazing, in Spring everything flourishes.
Generous and mighty Nature makes the heart leap with joy.
Cold makes you strong and kind like an endless river.
Someone grumbles at severe winters and swarm of insects,
But we are not afraid of it, taiga has suddenly tempered justice with mercy
And disclosed its treasures: berries, nuts, and mushrooms,
Fish, fowl, and other viands, and animals trails as well.
Someone calls Siberia dark and think there are only snowstorms and
blizzards, But it is not dark in people souls...*

A. Demko

In order to better understand our native region’ potential as a green tourism destination we needed to learn more about Siberia as well.

General Information

Siberia, or as we call it in Russian, Sibir, is a vast, cold and rather mysterious land constituting almost all of the Northern Asia. Some sources say that the name is derived from the Turkic for "sleeping land." Another version is that this name was the tribal name of the Sibilla, ancient Turkic nomads later assimilated to Siberian Tatars.

Comprising the central and eastern portion of the Russian Federation it was part of the Soviet Union (USSR) and earlier of the Russian Empire. With an area of 13.1 million square kilometers, Siberia makes up roughly 77% of the total area of modern Russia, but has only 15% of its population. Siberia covers almost 10% of Earth's land surface (14,894,000 km²); it is approximately equal to Europe and totals almost a quarter of the whole Asia.



History

Siberia used to be occupied by different groups of nomads. The growing power of Russia to the west began to influence local population in the 16th century. First, groups of traders and Cossacks began to enter the area, and then the Russian army began to set up forts further and further east. By mid-17th century, the Russian-controlled areas had been extended to the Pacific.

During the following few centuries, only a few exploratory missions and traders entered Siberia, and it remained a sparsely populated area. The other group that was sent to Siberia consisted of prisoners exiled from western Russia or Russian-held territories. In the 19th century, around 1.2 million prisoners were deported to Siberia.



The first technology change to Siberia was the Trans-Siberian railway, the longest rail line in the world constructed in 1891–1916. It linked Siberia more closely to the rapidly-industrializing Russia of Tsar Nickolas II. Between 1891 and 1914 an estimated 7 million settlers moved from European Russia to Siberia, 85% during the quarter-century before the World War I.

In the times of the Soviet Union the earlier exile system was replaced by the new one, administered by the GULAG. According to official Soviet estimates, more than 14 million people passed through the Gulag penal labor camps from 1929 to 1953, with a further 7 to 8 million being deported and exiled to remote areas of the Soviet Union (including the entire nationalities in several cases). Major industrial cities of the Northern Siberia, such as Norilsk and Magadan, were camps originally built by prisoners and run by ex-prisoners. The time of the Soviet Union also meant a rapid industrialization, development of numerous industrial and scientific centres.



Geography and Natural Resources



Siberia extends eastward from the Ural Mountains to the watershed between Pacific and Arctic oceans and southward 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 and the Central Siberian Plateau.

The West Siberian Plain is a vast, low-lying, extremely flat and very swampy area. To the south are scattered uplands and the Altai Mountains. The Central Siberian Plateau is exceptionally rich in minerals, containing large deposits of gold, diamonds, and ores of manganese, lead, zinc, nickel, cobalt and some other, as well as extensive resources of oil and natural gas. Eastern Siberia—the land between the Lena River and the Pacific Ocean—is almost entirely mountainous.

Siberia is famous with its largest 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.



The most common climate in Siberia is continental, although it varies considerably. Some areas are



considered the coldest on the Earth with a lowest record temperature of -71.2°C , and generally Siberia is famous with snowfalls, snowstorms and enormous amounts of snow during the long, cold winters that last for seven to eight months in most parts of the region and even longer in the far northeast. Summers are short and generally moderate, although summer temperatures in some regions may reach $+38^{\circ}\text{C}$.

Economy

Siberia is famously rich with natural resources and during the 20th century extensive and diversified industrial infrastructure was developed throughout the region. The largest cities mainly concentrate along the Trans-Siberian Railway and in the South, and almost all population lives in this area. Agriculture is severely restricted by the short growing season of most of the region. Siberia has the world's largest forests. Timber remains an important source of revenue despite the fact that many forests in the east have been logged much more rapidly than they are able to recover. The Sea of Okhotsk is one of the richest fisheries in the world.

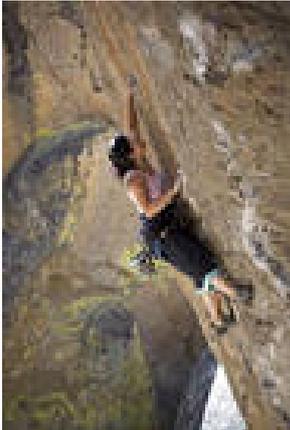


Siberian Tourism

Siberia means thousands of kilometers of majestic forests - taiga and tundra, extensive plains and mountain ranges, amazingly powerful rivers, fantastic natural sights and aboriginal cultures of local nationalities and ethnic groups. Today Siberia has become far more open for tourism. Different regions of this vast land are visited by nature, active recreation and eco-tourism fans from other regions of Russia and increasing number of foreign tourists.

Tours by a Trans-Siberian express are very popular now. Trans-Siberian Railway passes through two continents connecting European Russia with Siberia and the Far East. A tourist will cross almost the whole country from Moscow to Vladivostok. The train stops at historical Siberian towns enabling to get acquainted with their places of interest.

Siberian tourism also offers opportunities for active and extreme kinds of sport. Siberian rivers and lakes are perfect places for rafting, kayaking, windsurfing and diving. Mountain chains and ranges are of particular interest for tourists in any season. Those who are fond of rock climbing, mountaineering and speleological tourism come here in summer. In winter mountain sides become the place of pilgrimage for snowboarders and downhill skiers. Horse riding and cycling tourism become more and more widely spread. Development of tourism infrastructure makes it possible to raise the level of tourist comfort and satisfaction. Wide coverage of cellular communications, comfortable hotels, restaurants and snack-bars, museums, exhibitions, theatres and art galleries make a visit to Siberia interesting and appealing for many people and more visitors are coming here again and again

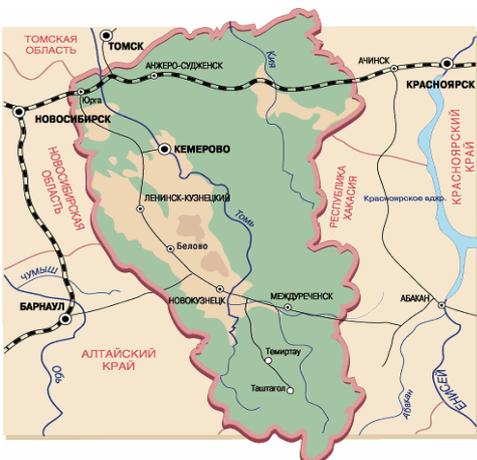


climbing, mountaineering and speleological tourism come here in summer. In winter mountain sides become the place of pilgrimage for snowboarders and downhill skiers. Horse riding and cycling tourism become more and more widely spread. Development of tourism infrastructure makes it possible to raise the level of tourist comfort and satisfaction. Wide coverage of cellular communications, comfortable hotels, restaurants and snack-bars, museums, exhibitions, theatres and art galleries make a visit to Siberia interesting and appealing for many people and more visitors are coming here again and again

Kemerovo Region

General Information

Kemerovo Region is located in the southeastern part of Western Siberia where the West Siberian Plain meets the mountains of Southern Siberia. The region borders on Tomsk and Novosibirsk regions, Altai and Krasnoyarsk territories, the Altai Republic, and the Republic of Khakassia. It has an area of 95 700 km². Kemerovo region is also known as Kuzbass - from "Kuznetsk basin" - the name of the largest coal deposit on Earth, which is located here.



Kemerovo is situated in the latitude of Moscow. It takes only 4 hours from Moscow by plane to reach the coal heart of the country. The climate is continental with long winters (5 months) and short summers. The average January temperature is -20 °C, and the average summer temperature is +20 °C, although temperatures can range from -45 C to +45 °C, but such extremes only last for about a week each! Summers are warm with long-term sunshine 2118 hours a year – not less than in the Sochi city. Winters are characterized with clear, not too frosty weather, steady and thick snowcover, which can be 2 meter in valleys.

The region is divided administratively into 19 districts, 20 cities, 46 towns, 235 rural administrations, and 1066 rural communities. The city of Kemerovo is situated on the Tom River is the centre of the region.

Although it is one of the smallest regions of Siberia, Kemerovo Region has abundant natural resources, a well-developed road network, developed and diversified economy and strong export and investment potential. Foreign economic activity is crucial for successful development of the regional economy; and today, the Kuzbass has foreign trade connections with 60 countries. The region exports 1200 industrial products, including coal, coke, rolled metal, cast iron, aluminum, zinc, ferroalloys, roofing slate, cement, glass, nitrogen fertilizer, plastics, synthetic fibers and resins, electrical products, and heavy machinery.

The soils of the Kubass are extremely fertile black earths (chernozems), but the long cold winters, short dry summers, and early frosts make harvests unpredictable. Only 5% of the region's population is engaged in agriculture.

The largest cities in Kemerovo Region are Novokuznetsk and Kemerovo. The region is served by Kemerovo International Airport.

National and Cultural Diversity

People of 117 different nationalities live in the region. Russians make up the majority of the population. Other groups are various Turkic nationalities - the largest are Tatars, Chuvashes, and Mordvins. Small native groups like the

Teleuts and Shors (just several thousands each) make up 0.5% of the total population. Slightly more than half of these native people live in cities and towns. There are no purely Teleut or Shor villages in the region, although there are 90 villages where people of these nationalities are the majority. The Teleuts and Shors have preserved their customs, cultures, and languages; and several members of these ethnic groups are well known as writers in their native languages or specialists in folklore and linguistics. Ethnographic museums with exhibits portraying the life and culture of the Teleuts and Shors have been established in the city of Tashtagol and the village of Bekovo in Belovsky district.



HISTORY

... on the vertical cliffs hanging over the 840 kilometers long and mighty picturesque Tom River, a well-known tributary of Ob, the petroglyphs depict the sun, hunters with the prey, and animals running away from the arrows... Rock art by the river Tom includes several locations, separated from each other by many kilometers: Pisanyi Kamen, Novoromanovo, Visiashchi Kamen, Nikolskaia and Tutalskaia. Total 596 ancient figures are found on the cliffs of the Tom.

The region was first settled by Shors and Teleut tribes who were primarily engaged in hunting and fishing. The first Russian settlers began arriving into this region in the 16th and 17th centuries.

Natural resource development began in the early 17th century, when the cities of Tomsk (1604) and Kuznetsk (1618) were founded.

In 1698 the Russian Tsar Peter the Great was told that silver-ore deposits were located in the territory and ordered the Tomsk Voivoda (Governor) to begin ore-prospecting and smelting operations along the tributaries of the Kiya River. This decision led to the discovery of the Salair silver-ore deposits, iron-ore deposits in Gornaya (Mountain) Shoriya and gold-ore deposits in the Kuznetsky Alatau range.

In 1716 a native German who devoted his life and talents to Russia was delegated by Tsar Peter the Great to explore the vast spaces of Siberia and look for a fire-breathing stone that could heat houses, melt metals, give people warmth and hope for the future in endless taiga... Daniel Gottlieb Messerschmidt, a German doctor and botanist at the Russian court, "one of Peter the Great's associates in exploring Russia," the head of the first scientific expedition in Siberia and the forefather of Russian Archeology, described the mysterious Neolithic pictures on the Tom cliffs,— hunters with prey, strange animals with human heads, the sun...

In 1721 Cossack Mikhailo Volkov found a "burnt mountain" on the banks of the Tom River, discovering there the first local coal deposits.

In the early 18th century, the Demidovs, a family of prominent Russian industrialists who lived and worked in the Urals region, built the country's first iron-and-steel plants, which were later taken over by the state. Throughout the 18th century, state-owned companies, namely, the Tomsk iron-smelting plant, the Gavrilovsky and Guryevsky silver-smelting plants and others, were built in the region, which became part of the Altai mining district.

In 1890 the Tsar's Cabinet Council gave 15 permissions to exploration of the coal deposits.

In the late 19th century the Trans-Siberian Railway provided an impetus for a local industrial boom.

20th century - a century of great achievements, contradictions and economic development...

The first coal mines in the region were constructed in 1907. After the Revolution of 1917, the Kuznetsk Coal Basin (Kuzbass) was incorporated into the West Siberian Territory. Kuzbass developed actively during the New Economic Policy (NEP) and the Soviet Government's period of industrialization.

The city of Kemerovo founded in 1918 as a successor to older villages of Shcheglovo (founded in 1720) and Kemerovo (founded in 1863). The city's growth was connected with coal mining and the construction of coke and chemical plants in the 1930s.

1922 to 1927, the local, incomplete coking-coal plant and mine were incorporated into the major international company Autonomous Industrial Colony (AIK) Kuzbass, employing engineers and workers of 33 nationalities. It was organized by American workers, who took on the obligation of inviting from the United States and Western Europe some eight thousand skilled workers and specialists to industrialize the Kuzbas. To recruit volunteers to work in Siberia, a "Kuzbass Bureau" was opened in the middle

of New York City, and an information bulletin began to be published in the United States. Between January 1922 and December 1923, however, only 566 persons arrived to work in Kuzbass. The colonists of the "Siberian International" included emigrants from America, Canada, the Netherlands, France, Australia, Jamaica, Indonesia, and other countries.

1930 ...The first "five-year plans" and the motto "here will be a garden city"...Repressions, underground prisons and trains carrying prisoners...

The Second World War: "Everything for the Front, everything for the Victory"! Kuzbass supplied the bulk of coal and metal for the home front. Local steel was used to make 50,000 tanks and 45,000 aircraft. In 1941, 71 industrial enterprises were evacuated from the European USSR to Kuzbass. Most of them eventually remained permanently in the region, whose industrial potential doubled during the war...

January 26, 1943 is the date of birth of the Kemerovo region, which was previously part of the Novosibirsk

Postwar industrial growth was almost entirely due to the construction of new chemical plants, especially nitrogen plants. Several plants for producing synthetic materials were also built.

After the Soviet Union collapse in early 1990s the region has survived the structural change-over of the Russian economy and the restructuring of coal industry, including the shutdown of plants accompanied by the dismissal of the labor force and miners' strikes.

21st century... Kemerovo is still regarded as a "coal heart of Russia" – huge surface mines and hundreds billions tons of black gold which constitutes the main wealth of the region... In some places, the coal seams even crop out on the surface... 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 are celebrating holidays and weddings all together like hundred years ago... and wildlife areas...

And from the cliffs magic Neolithic pictures are looking thoughtfully as ever...OUT OF TIME, OUT OF SPACE, MESSENGERS OF ANOTHER ERA.

The region's history is obviously connected with its industrial development. However, there is more to Kemerovo Region than industrial landscapes of coal mines and pits and the buildings of chemical, metallurgical, and engineering plants. There are also many areas that have preserved strikingly beautiful natural landscapes combining high, snow-covered mountains, river-laced taiga, and open steppe.

Natural Resources

Water

Water is one of the most important natural resources of Kuzbass. There are over 900 rivers in Kemerovo region, each more than 10 km long. The rivers in the region belong to the Kara Sea basin. Their total length is 26,000 km. All rivers flow into the main water artery of Siberia - the Ob. The rivers in Kuzbass are fed by seasonal water from melted snow, mountain snowfields and glaciers, as well as precipitation and underground

waters.

The longest and deepest river in Kemerovo region is the Tom - the Ob's right tributary. It is quite rough in the mountains, where it starts, becoming calmer when running through the Kuznetsk Basin, and is peaceful when flowing into the Ob, its 'elder sister'. The Tom is 863 km long. It has 115 tributaries and carries over 1200 cubic metres of water at a speed of half a metre a second.



The second largest river in Kuzbass is the Kia. It starts on the eastern flank of the Kuznetsk Alatau Mountains. After the first 500 km, it turns from a typically mountain river into calm, typically lowland river with incredibly clear water. The Kia's surroundings are very picturesque. There are no industrial enterprises on its banks and it remains clear up to its lower reaches. White salmon ('nelma') spawns on the bottom of its wide reaches, and sturgeon and sterlet - in its lower reaches.

There are a few hundreds of lakes in Kemerovo region. Bolshoy Berchikul ('Big Berchikul'), the largest of all, occupies a vast valley in the northeastern part of the Kuznetsk Alatau, being 8 km long and about 4 km wide. It has a peculiar water regime for it hardly drains. Another interesting feature of this lake is that its level remains almost the same even in hot summer months.

Another unique natural resource of Kuzbass is Skalistoye Lake ('Rocky Lake'), located in the area of Mezhdurechensk (in the south), whose shape is a regular oval. There is a snowfield west of the lake, and its water, therefore, is soft and transparent and smells melting snow.

Not far from Skalistoye Lake is Chernoye Lake ('Black Lake -if translated) located in the central part of the rocky mountains near a glacier. A strong stream flowing out of this glacier gives rise to the Silver Ribbon waterfall. In a basin 1,100 metres above the sea level lies Chudnoye Lake ('Wonderful Lake') surrounded by a pine forest and violet meadows.

The Saga Waterfall is a unique attraction of the national park of Shoria. There are even cascades of waterfalls fed by the karst lakes.

Kemerovo region has wonderful springs and underground waters. The glaciers of the Kuznetsk Alatau and Gornaya Shoria contain enormous reserves of sweet water.

Besides, there are therapeutic muds and mineral waters in Kuzbass whose medicinal properties are similar to famous 'Borzhomi' mineral water from the Caucasus.

Potential water resources are 24.9 billion kWh per year, or 12.5% of the total resources of Western Siberia. Given the industrial power of Kemerovo region, its water resources are amazingly clear. The marshland of the West Siberian Plain serves as filter to clean the water. The region pays great attention to maintaining its hydrological system in its stable condition and preserving its water reserves in their primeval state.

Mountains

Picturesque hilly relief with unique natural monuments is located in the south, west and east. Mountains surround the Kuznets Basin on three sides like a horseshoe. On the west is the low Salair Ridge; on the south, the Abakan Range; and on the east, the Kuznetsky Alatau Mountains, the territory's largest and highest system. The highest point of the Kuzbass, the permanently snow-covered Upper Tooth (Verkhny Zub), is located here in the austere range known as the Sky Teeth (Podnebesnye Zubya). In



summer, the range is a fantastic jumble of wild cliffs with alpine meadows ablaze with flowers; round transparent lakes; scree; and multitudes of snowfields, mountain bogs, springs, and streams.

Kuzbass possesses a whole set of unique geological nature sanctuaries. Water, wind, heat and frost have been creating them for centuries so that we could fully appreciate these monuments today. Among them are Spasskie palaces, Algujskie thermolites, Rocky mountains canyon, Red Stone, Stony Gates, Eagles Mountain, beautiful waterfalls, Usinsk sinkhole region with a famous cave Memorable, underground river, lake and other monuments

Tsarsky Gate – are rocks of amazing beauty on the right bank of the Mrassu River. Ten meters high, they steeply break into the river and, depending on weather and lighting, change their color from pinkish-white to gloomy-gray with a shade of violet. More close to top there is a drop-like hole in the rocks. According to the Shor legend a young man punished the mountain for excessive curiosity, and using his bow he shot through the mountain with his arrow making a hole in its top as large as a house.

Potyn Mount rising by 1,630 meters to the sky. This mountain range is interesting from the point of view of geology. It is made of titanite and magnetite ores, which reserves are estimated to be few billion tons. East of Mezhdurechensk are Altay thermolytes. There are few ostanty(stone pillars) rising 10-15 meters above the taiga tree tops . A picturesque stone, named Finger, is made of porphyritic granites. Its surface reminds a skin of a dinosaur, rough and spotty from yellow and green black lichens, spangled with large light crystals of feldspar.

South of Novokuznetsk, on the right bank of Kondoma River, lie Mundybash effusives, a rocky outcrop of volcanic material. This place was chosen for wintering by ladybirds. In autumn millions of pretty bugs fly in here from all over the place, hiding in various niches and cracks of rocks, forming numerous colonies.

Strelny Stone is a rock of 150 meters high. This is one of the few places where the Altay rhubarb grows in abundance. Old timers say that the slopes of the stone still keep traces of Dzhungar cavalry, since the time when nomads came to attack Kuznetsk Ostrog. Not very far from Kuzedeyevo stretch Katunsky rocks. Their name originates from the Shor word katyn which means 'wife'. According to a legend a loving woman could not endure separation following her husband death and jumped to the river from the steep. Even now before the storm, they say, rocks mourn the woman letting out a noise reminding howls and groans.

In Falcon Mountains there is another interesting sanctuary - the Red Hill. It is probable that its perimeter area contains the site of the first Kuznetsk Ostrog (stockade). Falcon Mountains also have many places of interest. One of them is the ant city, a colony comprising 162 anthills in the area less than 1 hectare. In the same place there is a well known dancing forest. Trunks of birches and aspens in this grove have intricate shapes: bent as arch, shaped as lyre, the letter "C" and so forth. What was it caused by is not known. But clearly - all natural sanctuaries of Kuzbass are of major scientific, historical, cultural importance in need of human care and protection of the state.

Flora & Fauna

Forests occupy about 40% of Kemerovo Region. The total volume of trees in our region is about 1.5 billion cubic meters, their average age being 70 years. Birch forest steppe covers the northern and central parts of the Kuznets Basin, and birch forests with stands of larch and pine are common in the foothill regions. Alpine fir and aspen forests grow on the mountain slopes, forming a large tract of dark taiga in Gornaya Shoriya. Pine, cedar, and spruce are found along with fir in the extreme northeast. The northern forest-steppe stretches along the Trans-Siberian railway and is rich in birch and pine groves and motley grass. About three quarters of the forests in Kuzbass are concentrated in the Kuznetsk Alatau Mountains and Gornaya Shoria. There are two parks in the region: Shorsky National Park and Kuznetsky Alatau Nature Reserve.



Among hundreds of grasses growing in Kuzbass are some rare species included in the Red Book of Russia, such as the lady's slipper, the rhubarb of Altai, 'yadryshnik, 'gnezdotsvetka and others. The most valuable are levezeya and the rose-root or the golden root. Their medicinal properties are similar to the famous 'root of life', ginseng.

There are a lot of berry bushes in Kuzbass. Every year they yield about 45,000 tons of currants, ash berries, guelder-roses, hips and bilberries, red bilberries and raspberries. Kuzbass is also rich in mushrooms. People preserve ceps, milk agaric mushrooms, honey funguses, chanterelles (shanterels), and others.

The animal life of the Kuzbass is as varied as the natural landscapes. Bears, sable, lynx, badgers, wolverines, weasels, squirrels, chipmunks, hares, and otters have lived here since ancient times. Foxes inhabit the forest steppe, and moose and roe deer are found in the northern part of the region and the Salair foothills.

On the territory of Kuzbass one can meet elks, the biggest specimens of the deer family. They are 2 meters high at the shoulder. Siberian stags, other specimens of the deer family, live in the woods of Salair mountain chain and in Mariinsk taiga. In the south of the region and along the Upper Tom river and its tributaries live Siberian reindeer. In deciduous forests and grasslands live roe deer, and in the cedar woods growing on the cliffs run musk-deer.

Historical and Cultural Monuments

Kemerovo region is splendid in monuments of far historical past. Archeologists discovered a variety of burial mounds, dwelling sites, fortresses, settlements, cave drawings. By museums quantity Kuzbass is among the first dozen of Russian regions. There are more than 1500 historical and cultural monuments in Kemerovo Region, 27 of which are of federal significance (14 archeological, 6 historical, 5 architectural, and 2 artistic monuments). These monuments are the part of our heritage.

The most unique and important monument of ancient rock painting called Tomskaya pysanitsa (Tomskaya Trivia or painted rocks) in the village of Pisanaya is ranked among most important heritage places in the Russian Federation.

Other important monuments of the Kuzbass include the 18th- and 19th-century historical and architectural museum at Kuznetsk Fortress in Novokuznetsk, a group of monuments and historic sites on the former Siberian Highway (Moscow-Irkutsk), and the Shestakovsky historical and cultural complex of archeological monuments and paleontological sites in Chebulinsky District

Historical town of Mariinsk founded in the 18th century as a village Kiyskoye was granted the town status in 1856, renamed one year later to Mariinsk after Empress Maria, consort of Alexander II of Russia and, surprisingly, and has never been renamed in Soviet times. Mariinsk stands at the intersection of the Kiya River and Trans-Siberian Railway and represents Siberian baroque architecture style buildings in astonishing number of monuments. The town-museum has its own stories and legends, its own "haunted house" where people are afraid to live for years. The Mariinsk region is located in the hilly-plain forest-steppe area that gives place to horizontal taiga in the north. The town history has many woeful pages: underground prisons, special trains carrying prisoners to prison camps in 1930s.



Another famous local historical site is the Krasnaya Gorka (Red Hill) open air historical-architectural monument dedicated to the Autonomous Industrial Colony Kuzbass. The red colour of the hill gave the name to the area and the museum.

Kemerovo Regional Museum possess real wonders – a fossil rhinoceros tooth and a fossil giant stag horn, as well as a set of weapons and outfit of an Indo-Iranian warrior (17-18th century), and a collection of Siberian coins, bone carving and arts and crafts (birch bark and wooden things, embroidery). Well-known birch bark wares have become an original symbol of Kemerovo.

Overall Kemerovo region boasts of 42 museums, 7 theaters, a philharmonic society, 4 exhibition centers, 2 circuses, 3 popular craft centers. The region is committed to the preservation and revival its historical-cultural heritage.

Potential of Tourism Development

Despite the availability of all the necessary resources natural, historical, cultural and others, Kemerovo Region has not yet become a popular tourism destination. However, as we tried to demonstrate, Kemerovo Region holds significant historic and cultural potential, which can be used for the development of tourism of many types and kinds: business, ecological, extreme sports, historical, adventure and others. Some relevant infrastructure already exists and there are plans for further development.



Tourism Development Program

The Regional Administration is now actively promoting several tourism projects. In accordance with the long-term strategy on socio-economic development of Kuzbass approved by the Administration of the Kemerovo region, tourism is one of the major priorities.

For the moment the region has accumulated a good experience of public private partnership as a part of tourist infrastructure development. Holding company "Siberian Business Union" takes part in development of "Tanai" multi-purpose tourist resort in Promyshlennovskiy District and some tourism infrastructure projects of "Sheregesh", "Golden Mount" (Guriyevsk District), "Gornaya Salanga". Main investors to tourist resort sector in Tashtagol District are Kuzbassrazrezugol Coal Company, OJSC (a promoter of Snow Sports Development Foundation that makes investments), Kuzbass Fuel Company, OJSC. Companies from Moscow, Tomsk and some other regions of Russia Investments are also involved in the investment projects aimed at advancing the regional tourism infrastructure development.

Transport Infrastructure

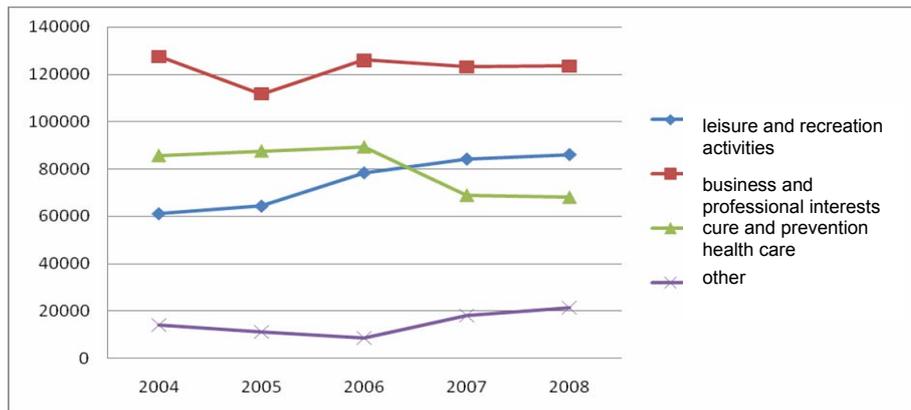
Road and rail network is well developed in Kuzbass. There are 1,700 kilometers long general use railways, 9,000 kilometers long automobile roads, and 500 kilometers long internal water navigational routes. The Trans-Siberian railroad crosses the region in the north and the South Siberian Railroad - in the south. The region has railroad through connections with all regions of Russia. 20 cities of the region are connected by roads. Federal road M-53 "Baikal" from Novosibirsk to Irkutsk goes through



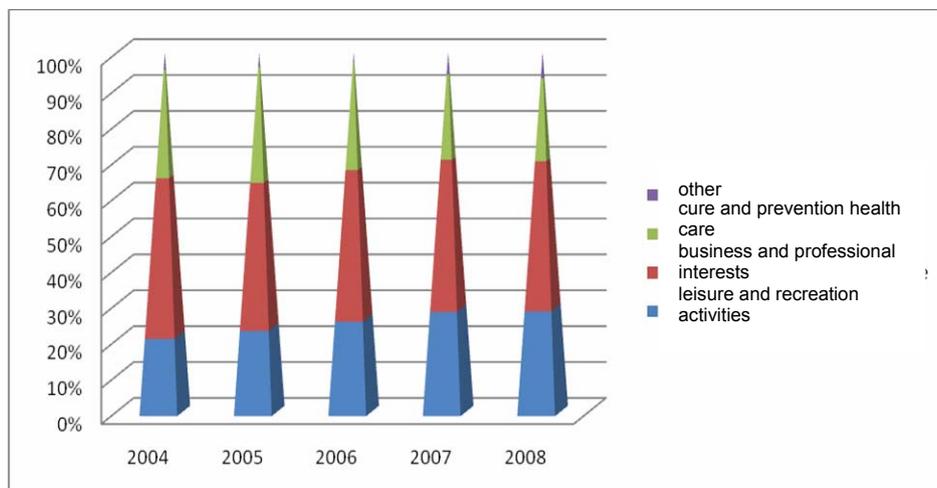
Kemerovo Region. In Kemerovo Region there are 3 airports: Kemerovo International Airport, Novokuznetsk Spichenkovo Airport (federal), and Tashtagol Airport (local).

Hotel Infrastructure

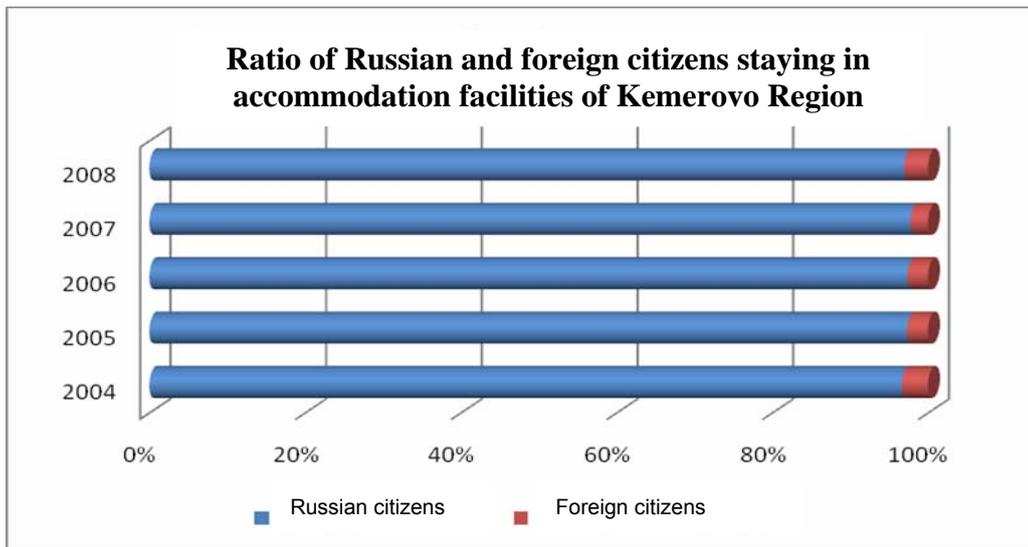
In 2008 in the Kemerovo Region there were 188 accommodation facilities, including hotels, resorts, motels, and hostels. Most of the hotels were opened in 2006 and the share of accommodation facilities increased by 23%. During the next years this trend was going down. Hotel infrastructure development accounts for a number of small hotels in the region that have been opened recently. On the trend diagram of service range offered in accommodation facilities the segment of business and professional interest has a stable trend. A steady demand is observed for services in the leisure and recreation activities segment.



Different types of tourists are using accommodation facilities. The diagram below demonstrates the split of visitors types in %



Ratio of Russian and foreign citizens staying at accommodation facilities of Kemerovo Region for the period of 2004-2008, %



The majority of visitors are staying in hotels and other accommodation facilities for 1-3 days. This means that the hotel services are mainly used by those visitors who come for business or holiday.

Environment

One of the most critical threats to the ecosystems of Kemerovo is atmospheric pollution by industrial waste from enterprises and, in particular, acid rain. At least 68 sources of large-scale industrial pollution, mostly metallurgical, and primarily aluminum, factories are located in the plains of Kuzbass. Each year, hundreds of tons of harmful chemicals rain down on the mountain ecosystems. Despite the dangers of acid rain, water in the rivers and lakes of Kemerovo is relatively clear. Sphagnum swamps at high altitudes act as a natural filter for rainwater before it reaches streams and rivers.

Another serious threat to the integrity of ecosystems comes from the exploration of deposits and industrial production causing destruction of pristine wild nature.



Yet another threat is related to the climate change. Russian researchers warn that due to the global warming the frozen peat bogs in this Western Siberia has begun to melt. The region may hold billions of tons of methane gas, which may be released into the atmosphere. Methane is a greenhouse gas 22 times more powerful than carbon dioxide. In 2008, a research expedition for the American Geophysical Union detected levels of methane up to 100 times above normal in the Siberian Arctic, likely being released by methane clathrates being released by holes in a frozen 'lid' of seabed permafrost. In view of this dangerous change, that may directly affect Kemerovo as well as other Siberian regions, research is undertaken in order to find out possible solutions of this situation.

Kemerovo Oblast invests actively in projects targeted on nature protection and conservation. Several preserves and national parks, including the Kuznetsk Alatau, the national park of Shoria, the Lime Island, and numerous special nature reserves are functioning on the territory of Kemerovo. The scientists in Kemerovo and Novokuznetsk in co-operation with their colleagues from the Siberian Department of the Russian

Academy of Sciences have produced a register of Kuzbass plants including about 1,500 species. The rare and endangered species of plants and mushrooms are registered in the Red Book of Kemerovo Oblast. Several major environment investment projects were started in 2006, including waste processing complexes and energy efficiency schemes, as well as rehabilitation of technogenically contaminated territories projects.

The Major Trends of Tourism Development in Kemerovo Region

Mountain Ski Tourism

The landscape, total length of alpine skiing tracks long winter and amazing snowcover make Kemerovo one of the leaders in alpine and mountain ski tourism among the regions of Siberia and the Far East.

Certain places in Kemerovo due to the natural features are especially attractive for mountain ski fans. The most famous are the Sheregesh village near Gornaya Shoriya mountain range.



Tracks in Sheregesh Mountain Ski Resort go along the eastern side of Mount Karitshal (Shor for a horse mane), also named Zelyonaya in Russian. Unique snowfall (a car left outside is covered up to the top with snow for just one night) and snowcover on slopes of Mountain Shoria that reaches four to six meters thickness and lies 7 months of the year, and there is moderately frosty windless weather. The ski season is the longest in the region and lasts from November till May. There are about 20 tracks of different level of complexity and 17 lifts.

A new Alpine Ski Center located on the southern side of the Zelenaya mountain was developed according to the design of Canadian "Ecosign" company. The complex has more than 50 km tracks, five cable ways, several thousand room hotels, restaurants and cafes. The infrastructure of the resort allows serving up to 10 thousand people per hour. Only the modern technologies are used during the design works and construction of the resort.

High quality of tracks was acknowledged by the experts of the International Ski Federation. The Alpine Ski Centre is the ninth most visited resort in Russia and meets the requirements for holding international competitions on Alpine skiing, snowboarding, and freestyle at any level. 22 accommodation facilities, from bed-and-breakfast to four-star hotels, are located at the bottom and on the sides of Mount Zelyonaya.

Another marvelous ski resort is situated in the area of the town Mezhdurechensk sitting at the confluence of the Tom and Usa rivers near the Amzas-taskyl (Upper tooth) mountain. This resort boasts of the first hang-glider port with a lift, and four springboards near the piste. That's why Mezhdurechensk has become a Mecca for mountain skiers. Moreover, the springboards are now covered with artificial snowcover, and the resort now provides year round services.

Three pistes of different complexity levels: easier track, suitable for everyone, a giant-slalom and extra-slalom for professional and experienced skiers are located on the Solgor Mountain in Gurjevsky region of Kuzbass, beautiful with its pine woods, birch forest-steppe and picturesque skerries. In summer hiking and horse rides are available

here. History fans will appreciate visiting of the church of the 19th century in a town Salair famous with a holy spring.

Water tourism

Exceptional water resources in Kemerovo region provide for various types of water-related tourism. Popular water related vacations may involve cruises, ecotourism, sport fishing, underwater diving, and canoeing and kayaking, to name a few

A favorite tourist route is cruising along the main Kemerovo regions' river Tom providing a comfortable and engaging way to explore the hidden treasures of numerous magic landmarks.

The wonderful river Kiya (Rocky) runs in the east of Kuzbass. Mouthing in the slopes of the main crest Altai, it rushes in a deep gorge along the stony plate. The Kiya is famous for beautiful and at the same time dangerous places: rifts, river reach and dens and is extremely popular among the whitewater rafting fans.

Another area for wonderful whitewater rafting, kayaking and canoeing is the Gornaya Shoriya, spectacular with its wildlife and fast-moving rivers.



Ecotourism

Ecotourism is a popular way to enjoy nature resources while still conserving the integrity of nature, often threatened, natural environments, especially in order to support conservation efforts and to observe wildlife. Kemerovo region is remarkable for its rich diversity of ecotourism opportunities. In Kuzbass the beauties of Nature are known and valued: biological diversity, picturesque well preserved landscapes, clean upper reaches of rivers, and a large number of natural, historic and cultural sights. Among the natural resources the best known and well preserved Tomskaya Pisanitsa, Kuznetsky Alatau and Gornaya (Mountain) Shoria.

"Tomskaya Pisanitsa"

Historical cultural and natural museum-preserve "Tomskaya Pisanitsa" founded in 1988 represents a variety of the rock art monuments. The majority of the images of Tomskaya pisanitsa date from the Neolithic period and Bronze Age, III-II millennium B.C. Nowadays museum is on the list of the UNESCO and consists of the several open air archaeological and ethnographical expositions.

The territory of the museum-preserve includes pine forests rare for the Kemerovo region which extend along the right



bank of the Tom in a narrow strip, and small areas of meadows and birch forests too. Along the river Pisanaya one can see brushwoods of flood plain willow beds. Stony southern slopes of the native bank of the Tom are covered with steppe plants. The flora of the "Tomskaya Pisanitsa" is abundant and varied. A pine forest occupies about 90% of the preserve territory. There are about 400 species of higher plants among them — 39 species of trees and bushes, the rest are herbaceous plants. About 40 species of the plants are rare for Kuzbass and need protection, 5 species are tertiary relics, 1 species — *Stipa pennata* — is included into the Red Book.

The fauna of the museum-preserve is also varied. It is possible to see a roe deer here. An ancient moose path crosses the preserve leading to a ford over the Tom and mooses frequently go along it. In winter one can meet wolves and lynxes here. Foxes, minks, kolinskies, ermines, weasels, badgers, hares, squirrels, chipmunks are constant inhabitants of the museum-preserve. The fauna of birds is broadly represented, it consists of about 150 species. Over 50 species of butterflies adorn the nature here. Among them are the swallowtail and the Apollo, registered in the Red Book. On flowers one can see over 10 species of bumblebees, 4 species of bumblecuckoos, plenty of flies, bugs and beetles. Also there is minizoo on the territory of "Tomskaya Pisanitsa," here you can see bears, wolves, foxes and other representatives of Siberian flora.

This place is an ideal option for those who dream of joining with nature, walking through silent woods, breathing pure mountain air, listening to singing birds.

Part of the museum is dedicated to exposition the popular characters of Russian fairy tales. It is a place of folklore festivals. In the winter the museum becomes the "Residence of the Grandfather of a Frost" (The Russian Santa Klaus).

The Kuznetsky Alatau Preserve

Kuznetsky Alatau Range runs north from the Altai-Sayan Mountains in Western Siberia. Kuznetsky Alatau Preserve (Zapovednik) protects the highest peaks of this mountain range along the eastern border of the Kemerovo Oblast. Taiga forests of Siberian fir, pine, and spruce conceal steep slopes, while meadows and tundra vegetation hurdle over mountain ridges. Cold streams carry water from glacier-fed lakes and massive snowfields to tributaries of the Ob River.



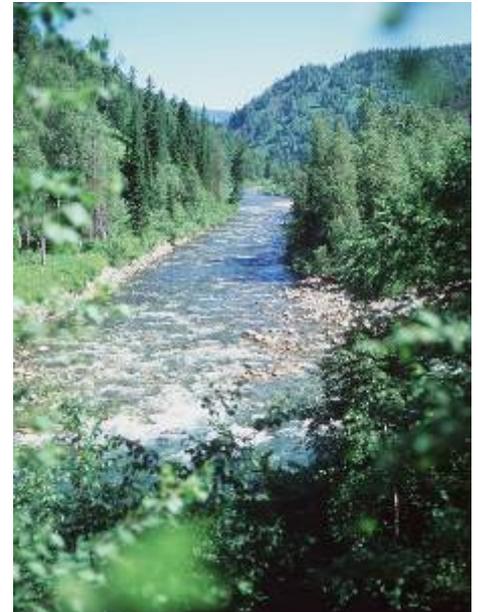
Cold streams carry water from glacier-fed lakes and massive snowfields to tributaries of the Ob River. Mountain ecosystems teem with wildlife including reindeer, musk deer, brown bear,

lynx, hazelhen, rock ptarmigan, and golden eagle. Situated between two of the most developed regions of Russia - the Kuzbass Coal Basin and the Minusinskaya Agricultural Plain - Kuznetsky Alatau Nature Reserve helps buffer pristine mountain habitat from the pressures of industrial development and geological exploration. Kuznetsky Alatau Zapovednik has launched an ecotourism program as a means to raise funds for conservation measures and to allow the general public to share the beauty of the region. The preserve offers trips of any duration with a variety of activities, including

hikes to Kanym Mountain, trail rides, summer skiing on snowfields, and much more. Guests are housed in a rugged cabin at the edge of the crystal clear Fish Lake or in tents quite comfortably and at reasonable cost.

Gornaya Shoria

Of special interest is the area of Gornaya Shoria, called by right Siberian Switzerland for its natural resources and beauty. Gornaya Shoria is a mountain-taiga area lying on the south of Western Siberia between the mountain systems of Altai and Sayan. It is called after the Shors, the ingenious ancient people, very original but small one, still living there. Although Gornaya Shoria is a considerable mining area on the Russian national scale, it is famous with a national park with unique primeval flora and fauna. An open air ethnographical museum Tazgol is established on its territory.



Mountain ski, hiking, horse riding and water tourism are wide developed in Gornaya Shoriya. As a whole, this area has all the background for international tourism development, due to quantity and quality of recreative resources that are far richer here than in any other Russian region.

Advantages of this area are huge. It is both a typical hilly, river Mrassu with untouched beautiful banks, where you can meet maral, bear, otter, and beaver-rat: and caves of sinkhole Mrassinsky region: and a natural mountain monument shaped as camels.

Tourists of Shoria have an exceptional opportunity to visit not only hilly taiga, but also territories of real hilly cold desert (tundra), to see stony rivers-kurumy, a cliff Mednaya (Copper), crystal clear lakes, a marvelous Saginsky waterfall, cliffs called Camels ridge, which look really alike resting camels, grand tops and mountains violets against white snow.

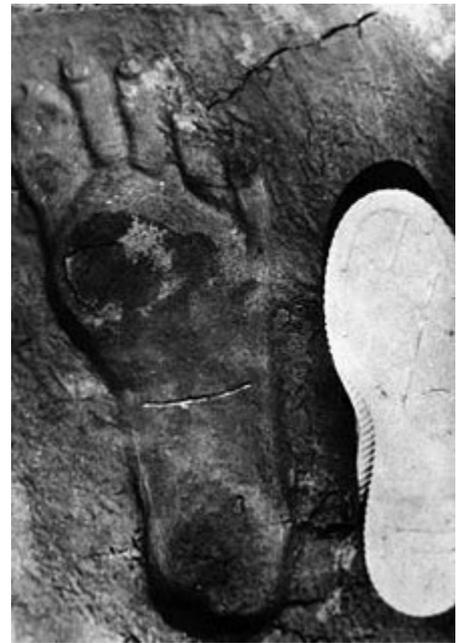
Gornaya Shoriya is interesting both in summer, and in winter: cedar forests, relic lime tree groves, caves of the river picturesque rocks and mountains, rafting and canoeing, brilliant fishing, caves of the river Mras-Su, helicopter routes, excursions on chair-lift, exploring caves and rafting, excursions to the various landmarks visiting Shor Natural Park to observe the lifestyle of the ancient Shor people and many more.

Adventure Tourism

Kemerovo region has a potential to meet the increased worldwide interest in adventure travel as well. There are lots of remote and mysterious places worth visiting and exploring.

For example the Gornaya Shoria area is believed to be the place where one can meet yeti face to face. Searches for this mysterious creature, also known as “bigfoot” or “snowman”, started several decades ago. People look for yetis – or, at least, their traces – elsewhere: in Canada, Europe, Mongolia, Azerbaijan, Tajikistan and Russia. Several times, yetis’ traces have been found – footsteps that resemble that of humans but are

too big for a man, flocks of hair or gigantic branch shelters in forests. In 1967, a certain Roger Patterson even filmed a yeti in northern California, but experts still argue whether this shooting is real or fake. The recent Yeti expedition returned from Gornaya Shoria with some certain proves that yetis dwell in the area. Igor Burtsev, Director of the International Center for Homonology and member of expedition.



Burtsev assures that yetis leave traces of their stay in the taiga and fight with local bears. “They make strange pyramidal constructions of trunks and branches in the wood – sometimes 3 or 4 meters, sometimes only 30 cm high. Sometimes they bend huge trees and twist their trunks like wheels. A human being is just not strong enough for that, and there seems to be no need for bears to do this. At first, we thought that yetis do this to make shelters, but then we came to the conclusion that this is a sort of landmark for them. Or, maybe, this is a way for a yeti to say something.”

Local residents also claim that they have seen yetis with their own eyes. The local head of government Vladimir Tashtagol has received 14 written reports by residents of remote villages around the area of the Azass caves and the nearby Mrassu river claiming to have seen these creatures in recent years. The yetis are described as being two meters tall, with reddish black hair that resembles that of a brown bear. The Azass cave is several kilometers deep and it is believed the Yeti or Yeti's dwell deep in its interior. Some believe that the creature is a lone Neanderthal survivor or part of a small colony that represents the world's last Neanderthals.

Sometimes, farmers take them for wood goblins. “Folk beliefs say that the wood goblin is the master of the woods. All animals, even bears, submit to him. The wood goblin has a strong hypnotic power, thus he is not afraid of any animal.”

Scientists think that these ancient beliefs do have some grounding – it seems that today yetis in Siberia are competing with bears, and the yetis are winning – they are obviously stronger and have rudimentary intellect. If this “war” between yetis and bears continues, there is a risk that bears will not sleep this winter because of a shortage of food, instead going to villages in search of something to eat. To prevent this, the region's authorities plan to organize bear feeding. However, it seems that local residents have already found a common language with the yetis – they leave candies for them and communicate with them mentally – yetis are believed to be telepathic. Igor Burtsev even claims that to a certain extent, yetis can imitate the human language. “I would, without doubt, call the yeti another species of man,” he says.

Anyway, since the last year Mountain Shoria actively positions itself as a meeting place with Bigfoot. Here monuments of the yeti are established, souvenirs are let out, and, most importantly, thematic tours are organized. And though in their course still any tourist hasn't met face to face a mysterious being - the tourist's stream in this region of Siberia has already grown on 10-15 %.

Another mysterious story is linked with Tisul district of Kemerovo region. In 1969 a miner Karnaukhov found a finely cut 2 meters long marble casket, lying more than 70 meters deep in a coal bed. And in the chest filled with some strange liquid was a 'Sleeping Beauty' – a young and beautiful girl. As the news spread, a group of military men arrived and took away the casket – nobody knew where to. And nobody has heard about the "Sleeping Beauty" again, although rumors are still alive and some people attempt to find her location and organize special trails in the hope to succeed.

The village of Shestakovo some 40 kilometers from the Mariinsk town in Kemerovo region is known worldwide: cemeteries of ancient dinosaurs were found there. In fact the bones are scattered all over the place. Villagers in Shestakovo say they are tired of finding dinosaur bones in their kitchen-gardens every spring when they plant vegetables. That is why the village attracts not only professional researchers but also by tourists interested to see the archeological dig. Paleontologists know that Shestakovo dinosaur cemeteries are unique with lots of remarkable findings still hidden there. That is why many of unique bones still remain in the ground of the village.

More interesting locations in Kemerovo region are waiting for those who'd like to try a treasure hunting experience. People of many Siberian regions assure that their native towns and villages are the venue where the so-called Kolchak's gold is still hidden. In the autumn of 1919, during the Civil War in Russia, Tsarist Admiral Alexander Kolchak of the White Army was entrusted to transport 500 tons of gold away from Russia. Guarded by the Czech legion, the gold was loaded aboard a train that went along the Trans Siberian Railroad. But Kolchak was removed from his post, captured by the Bolsheviks and executed. The fate of the legendary gold of the Russian Empire remains unknown to this day. There are at least two towns in Kemerovo region - Berezovskiy and Taiga that have their own stories about this gold, and many enthusiasts are still hunting for the treasure. Is this a legend or a fact? Many expeditions are trying to check it.

Health Tourism

Several health resorts are established on the grounds of mineral springs in Kuzbass. Mineral waters and therapeutic mud were found in Kuzbass. Their therapeutic effect does not yield to widely known Yessentuki and Borzhomi mineral waters. Tisulsky region where eight unique geologicals, including two extinct volcanoes, thermal springs, peloids of the large lake Big Berchikul is particularly attractive for those who have health problems and want to improve health.

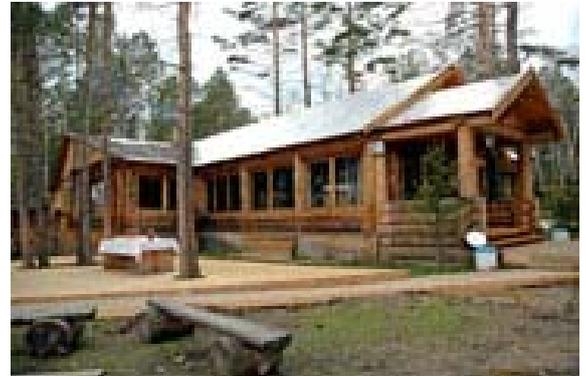
Rural and Community Tourism

Gornaya Shoria with its unique natural sites, reserved natural monuments and traditional Shor villages is one of the most attractive and promising areas for development of rural and community tourism. This part of Kuzbass will captivate those who seek adventure while experiencing traditional ways of life. The Indigenous population of Kemerovo region - the Shors, lives here in traditional villages just off the beaten tracks. Shors' ancestors were famous all over the Siberia with their art to smelt iron in old time. The Shors speak Turkic language. They are shamanic people who have preserved their beliefs and lifestyle through ages. Despite the area's close proximity to the industrial and administrative centres, Gornaya Shoria is remarkably unspoilt and well-preserved. Located near the national park, this area offers

extraordinary ecological and cultural diversity. Visitors can learn more about Shors and their unique culture at the ethnological eco-museum of Taz-Gol. It is situated in 100 kilometers from the town of Tashtagol in the Shor settlement of Ust-Anzas, where the Anzas River flows into Mras-Su. It is a reconstruction of a burial complex, which was detected and excavated by the archaeologists not far from the settlement.

“Discover Your Siberia” Project

The idea is to introduce new options and more choice of organized activities to customers seeking green tourism services with lower environmental impact and opportunities to interact with the culture of the Siberian native people and virgin Siberian Nature.



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

The project is designed as 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.

Those visitors who want to do a multiday tour may stay in an authentic village in a homestay. Homestays are an opportunity to experience hospitality and really engage with the villagers. In an authentic and non-intrusive way visitors can learn about fascinating culture and communities, and also contribute to conservation and support economic reconstruction of the rural areas.

Major points:

- To invite visitors go back in time, leaving the 21st century behind, feel the past, its peaceful stream of life and true human relations.
- To integrate rural tourism as a realistic green tourism model of exceptional value to customers and local people.
- To create and promote new business in Gornaya Shoria area with possible replication and expansion at other remote rural areas.
- To attract foreign and Russian tourists.
- To undertake all necessary steps and measures to protect natural resources and people who live in the communities

Based on the visitors' interests their tours can be customized to include activities like:

- 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.

Services will vary from a short excursion to 12-days expeditions and will include choice of activities, transfer, accommodation, meals. Prices will vary according to group size, length of stay, and type of tour, however the average cost will be comparatively moderate to meet different preferences and budgets.

Generally the price range of the planned services will not differ much from the current prices on similar ones. Price analysis of rural tourism services (we found out that each tour agency has its own understanding of this notion) shows the range from 227 USD per 1 person for tour to 2,000 – 6,000 USD (hunting tours usually). Market potential is calculated from estimated tourism expenditures of the population that make up about 1 % from total expenditures, so, tourism potential expenditures accounts for 186,59 billion RUR on a national scale. Ecotourism share is currently insignificant. Annual income at the initial stage of the project development accounts for 6 million RUR.

Resources required at the initial stage:

- Personnel – estimated numbers are 10 employees full-time and 7 part-time.
- Training – customer service, environment, sports activities.
- Equipment purchase.

At the initial stage the project builds upon the willingness of villagers to open their homes and lives to potential visitors. Our research demonstrated that the majority of traditional Shor villages residents were enthusiastic about this opportunity and welcomed the possible diversification of their incomes. Equally appreciated was the opportunity of the seasonal or even full-time employment.

Visitors will eat locally grown products following traditional recipes, cooked in traditional ways, will move around the area on foot, bicycles, or by river, with exception of the coach tours to different attractions. Visitors will also be provided with walk maps and offered trails designed to satisfy different tastes.

Further on there will be a number of accommodation options available in homestays at traditional villages (Shors, Tatars, Russian and mixed lifestyles); tour camps – simple lodges built using traditional materials in the local architectural styles; accommodation at real restored houses featuring traditional lifestyles (such houses are available for sale at Lebyazhye and Makarak villages.) This part of the project will demand additional investments.

All kind of services will follow a rigorous set of criteria, covering a range of areas, like energy and water efficiency and waste management, and will strive to achieve high level environmental standards.

Potential target group are customers who appreciate green issues and consider them **tangible** benefits. As long as people are interested in environment and eager to be involved in initiatives that reflect sustainability values, fancy extreme and adventure tourism, are in a reasonable physical shape and open to new experiences, this project may be appealing for them.

We expect the potential customers to be:

- 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.

All venues should remain intact and attractive; nothing should be done to damage the environment. Tourists' numbers will be restricted – initially no more than 300 customers annually.

The proposed project could be implemented at relatively low costs, given there is an understanding and cooperation between the local administration and residents of the villages, approval on behalf of the local authorities.

To achieve better understanding and approval of the proposed activities an awareness and communication campaign should be conducted through a variety of channels, education, management and marketing schemes, technology advances, and required standards. According to some estimated calculations tax payments to the local budget will make up to 800,000 RUR for the pay-off period of the project - 4 years and 4 months. The project will add to conservation of environment, economic development and social stability, will provide employment opportunities for young people and villagers.

SWOT Analysis

Internal	<p>STRENGTHS</p> <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 	<p>WEAKNESSES</p> <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
Internal	<p>OPPORTUNITIES</p> <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 villages 4. Diversification of villagers' income 5. Potential for small business development in accommodation, catering, transport and extra trade 6. Facilities built, restored and maintained with extra income provided by visitors 7. Benefits to the area, region and visitors attractions 	<p>THREATS</p> <ol style="list-style-type: none"> 1. Pressure on and degradation of environment 2. In the long-term period increasing demand may cause destruction of natural resources and affect community lifestyle 3. Tension between tourists and residents of the villages 4. Complete change in the local lifestyle 5. Migration of rural population to the cities and towns - disappearance of local villages 6. 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 region 4. Promotion of green lifestyle and values 	<ol style="list-style-type: none"> 1. Competition with neighboring regions. 2. Competition among tourist destinations

CONCLUSIONS

Our research project was undertaken with an overall purpose to learn more about “green tourism” and explore whether this concept is realistically applicable to a highly industrial and urbanized region of Kemerovo or Kuzbass where all the reasons and consequences of the current environmental crisis are making very fragile the unique natural and cultural treasures. We feel an increased responsibility to protect and preserve the environment of our home Siberian region and were happy to realize that Kemerovo is in fact a great candidate for implementation of the pro-environmental projects and responsible tourism models.

The first impression is that it is hard, if at all possible to set up and follow the standards of the green tourism in a coalmining and processing territory also characterized by industrial activities of chemical, metallurgy and machinery facilities. However there are ways and means to achieve the effective usage of all resources and diversify the regional economy by means of utilizing the region’s tourism potential.

There is much more to Kuzbass than industrial landscapes of coal mines and pits and the buildings of chemical, metallurgical, and engineering plants. The magic of Kemerovo land is impossible to ignore. The unique landscapes and natural resources, the number and variety of geological monuments, preserved wildlife areas and protected venues, clean rivers and lakes, amazing taiga, places of historical, cultural and ethnographic interest, opportunities for active leisure and all kind of adventures and beneficial experiences all complement for outstanding tourism potential of the region. It is doubtless that development of the competitive tourism and leisure industries in mass scale is a matter of future. The key challenge for the future therefore will be how to make tourism more green and sustainable.

To reduce risks of degradation of the environment due to the increasing tourist flow it is important to introduce and maintain rigorous standards for providers of tourism services in terms of energy and water efficiency, waste minimization, sustainable transport options, eco-friendly supply chains and purchasing, and technology innovations; support pro-environmental projects, develop eco-friendly infrastructure, conduct monitoring, provide incentives, education and awareness, promote environment ABC, where A stands for Attitudes, B for Behavior and C for Choice.

We think that Green tourism in general and in Kemerovo region in particular, is a Fact, not Fad. But it takes much more than adopting green values and lifestyle to develop and cultivate a green tourism industry within the region which is ecologically sound, fosters appreciation of diverse cultural and natural heritage, and strengthens local economies and communities.

We tried to design a project that will help establish a winning rural tourism business scheme. This practice can be replicated and expanded throughout the Kemerovo region and beyond and help many people help many people discover the true Siberia.

Teachers' Note

Case Study activity and content may be used within GTTP "Passport to the World" curriculum, and in particular the sustainable tourism section. Students researched a significant amount of materials to come to their understanding of the green tourism and ways the term is comprehended and used by different stakeholders. They also explored the opportunities of developing a sustainable business scheme of implementing a green tourism model in a highly industrialized and urbanized Siberian region. Of special interest to many students will be the data collected about Siberia – its history, natural resources and tourism potential. The project demonstrates various dimension of the undertaken research. Kemerovo region is described in details and presented information covers critical points relevant for the researched subject. Activities and methodology are useful for organizing surveys and field-trips, comparison analysis, and other projects designed and implemented by students in relation with GTTP activities, projects and events.

GTTP Russia Teachers: Natalia Povaritch, Anna Starikova

REFERENCES

- 1) G. Alyabyeva and others. Wildlife Areas of Kemerovo Region: Federal and Local Laws / "Initiative" Environmental Organisation of Kemerovo Region. – Kemerovo 2005.
- 2) O. Andreyeva, A. Tivyakov. Wildlife Areas of South Kuzbass/ Kuzbass Environmental and History Association// CD. Novokuznetsk 1999.
- 3) M. Birzhakov, N. Kazakov. Safe Tourism. – National Academy of Tourism, Moscow 2005.
- 4) Regional Law as of 29.12.2003, No 74 OZ on Authorization of Social and Economic Development Program of Kemerovo Region in the Sphere of Tourism – Kemerovo 2003.
- 5) Historic and Cultural Heritage of Kuzbass: Compiled Laws / Department of Cultural Affairs and National Policy in Kemerovo Region – Kemerovo 2007.
- 6) A. Kulemzin. Archeological Monuments of Kemerovo Region – Kemerovo: Kemerovo Publishing House 1989.
- 7) A. Martynov. Tomskaya Pisanitsa – Kemerovo 1988.
- 8) V. Potapov and others. Geo-ecology of Kuzbass Coal-mining Regions– Novosibirsk: "Nauka" Publishing House 2005.
- 9) Compiled Laws on Regional Natural History, Tourism and Recreation Activities or Children and Youth / by Yu. Konstantinov, S. Uskov – Moscow: Federal Children Assosiation for Tourism and Regional Natural History, 2006.
- 10) V. Severniy. History Pages...(Stories about children tourism in Kuzbass:camping and competitions) // "Pedagogichesky Poisk" newspaper, July, 2002.
- 11) G. Syedykh and others. Kuznetsky Land: History of Siberia – Kemerovo 1997.
- 12) L. Solovyev. Geography of Kemerovo Region: Population, Economy, Cities and Districts, study guide – Kemerovo: Kuzbass: Skif 2009.
- 13) Local Comprehensive Program for Environmental Protection of Kemerovo Region for the period up to 2005 in 10 volumes – Kemerovo 1993.
- 14) S. Tivyakov. Tourist Paths in Suburbs of Industrial City – Novokuznetsk 1986.
- 15) P. Shpin, V.Knyazkov. Mountain Call – Kemerovo: Kemerovo Publishing House 1970.