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Tourism development in mining community

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Acknowledgments

The master thesis is the result of my studies in a tourism program at UiT Arctic University of Norway, Campus Alta. In this research, I tried to apply all the knowledge I have gained during two years of my study.

Unfortunately, this was probably the worst period in the last several decades to create such an important, large and significant project as the Master Thesis. The COVID-19 epidemic, which began in late February, made it impossible to carry out the practical part of the study. Moreover, I was forced to actually remove most of the theoretical work that has been done over the course during many months. The epidemic made me look for a new method and reorient the research, but the key direction of the project was retained.

I want to thank my supervisor Britt Kramvig for her support and inspiration. Her advices and experience helped me a lot during the project.

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Abstract

The aim of this research project is to study the development of tourism in the mining community. As a case of study, the city of Kirovsk (Murmansk region, Russia) was chosen. Kirovsk have for the last 90 year been considered a monotown, much dependent upon mining as an economic practice. Presently tourism is being introduced and Kirovsk have been successful in relation to tourism investments. With the study of the Kirovsk case as an example of successful tourism development, the thesis draw attention to the future of tourism in the resource-extracting communities. The methods of research are based on quantitative and qualitative analysis of Instagram profiles of tourists who visited the destination to identify their preferences in the tourist market and their attention to mining and Arctic nature inside destination. Such research design makes it possible to identify what are the tourist activities that are preferred by tourist visiting a mining community, how and what do they rate of existing offers. In addition, the thesis engages with the question on if and how Kirovsk being a mining site disrupt the touristic experience and in the final arguments of the thesis I will discuss the opportunities for further development. A qualitative analysis of the narratives made through blog-post have been made. Based on previous studies, aspects of the relationship between mining and tourism within the resource-producing community have been identified. The study provides an understanding that tourism can become an important industry for building sustainability within northern resource-extracting community.

Key words: mining, tourism, Kirovsk, monotown, landscapes, nature, narrative, Arctic

Chapter 1. Introduction.

1.1 Background of the research

The Arctic has often been seen as a natural area, or even a "wilderness", where mainly indigenous and subsistence activities have been prominent. Keskitalo et all (2019) however argue that the Arctic have a long historical development of resource use systems in northern Europe, across multiple actors and multiple levels, and including varying population groups. Tourism is among those activity that have been ongoing since Tomas Cook arranged the first cruise tours to the Arctic North (Abram and Lund, 2017). Still the northern regions became growing and attractive tourist destinations not so long ago.

Northern territories throughout many centuries have been attractive for extractive industries. For example, the coal mining on Svalbard, iron ore in the north of Sweden and the apatite - nepheline ore on the Kola Peninsula have been valuable resources for mining companies since the 1700- centuries. Generally, there are industrial currents in the North removed from the 20th century north in the 21st century, and still lots of northern communities are resource-extracting (Keskitalo et all, 2019).

The concept of monotowns have been developed to point to the specificity of Arctic towns in Russia that are highly dependent upon mining as the only economic investments and activity. According to Tsyrempilov and Alekseeva (2019), a monotown is a city with a city-forming enterprise where a significant part of working population is directly occupied in the same sector, and the rest is mainly occupied in the secondary sector. For northern mining communities, such a system has been a reality for many decades. Destinations as Kiruna, Barenzburg or Kirovsk - are all united by one city-forming enterprises, on whose success the life of most residents depends. In general, this is, of course, a typical situation for Russia, because such a concept of urban formation was very popular and successful under the planned Soviet economy. There are 7 single towns (5 of which are mining communities) in the Murmansk region only. In total, there are 319 monotowns in the Russian Federation and many of them are located in the northern territories (Tsyrempilov and Alekseeva, 2019). Also, most communities of this type do not experience significant changes compared to the socialist past and conditions of the planned economy (Tsyrempilov and Alekseeva, 2019). Against the background of other cases, Kirovsk becomes an example of an attempt to diversify the

economy through introducing the concept of sustainability into envision the future. A study of Kirovsk 's case would help to understand if and how Kirovsk being a mining site disrupt the touristic experience; through attending to the narratives and satisfaction parameters that are communicated on Instragram. According to Didyk et all (2018), Valkova et all (2019), Dushkova and Krasnovskaya (2018) Kirovsk has a base of tourist infrastructure and an increasing tourist flow. A complex study of what has been developed and what is in demand among travelers now, a comparison of Kirovsk with other northern destinations - could be useful for other extractive dependent communities.

The city-forming enterprise of Kirovsk is the Kirovsk Branch of JSC "Apatit," is a key link in the group of companies «PhosAgro». «PhosAgro» is one of the world 's largest producers of phosphorus fertilizers, and Kirovsk has a resource base of the holding - mines for the production of apatite-nepheline ore. Also, in the Kirovsk-Apatite district of Murmansk region there are two factories for processing ore into concentrate, which is further transported to other enterprises "Fosagro" in central Russia (PhosAgro, 2020). In the case of Kirovsky, «PhosAgro» is a city-forming enterprise not only for the city (it is actually and officially so), but also for the whole Murmansk region, a region in the North of Russia with an area of 144,902 square kilometers and a population of 741,404 people. Actually, according to a study by Valkova et al. (2019), 10% of the budget of the Murmansk region is provided by contributions from Kirovsk mining enterprise.

However, in the modern realities of the market economy, such a model does not seem so effective, especially given that not only community, but the whole region depend economically on one enterprise. Such an economic dependence on one industry create vulnerability for the community. The economic crisis, and even the fluctuation in the price of raw materials in the world market have deep and devastating effect on the community and its citizens. Both political and administrative bodies have taken action, arguing that the economy of such communities needs diversification. Tourism in many of these cities have been implemented, supported and financed in order to secure a more diverse economy, offer new possibilities for local innovation and work places; in addition tourism offer a range of new activities' that are important to attract high qualified employees and their families to settle in the community. Tourism have been growing fast, making tourist investments an obvious solution to problem; still we need to know more about the consumers preferences and what products and attractions they find interesting and their reason to go.

The development of tourism in monotowns is not only interesting from an economic point of view. This is connected to a (slow) economic turn to more sustainable futures for norther communities. The concept of sustainable development assumes satisfaction of needs of the current generations without prejudice to future generations. This becomes especially true today, at the time of existing the "Greta Tunberg generation," when the new generation challenges the old ways regarding the attitude towards the use of our planet. Indeed, mining is very difficult to call an environmentally friendly activity. And it does not satisfy the concept of sustainable development for Kirovsk, where the extracted resource will suffice only for the next 50 years. Still: we need to ask the following question; does that mean the imminent end of monotown? Owners of the city-forming enterprise of Kirovsk do not consider and actively invest money in tourist infrastructure, which will be discussed in the part «Destination overview». In Kiruna this has already been done, and nowadays this community does not appear in any scientific work regarding monotowns, although undoubtedly the cities' future is very much dependent upon mining (Rizzo and Sordi, 2018, Didyk et all, 2018).

Yakovchuk (2020) claims that in the tourism industry, the Murmansk region shows the results of "lagging development" even in comparison with other Arctic regions of Russia. The region is inferior to most of the Arctic regions in such indicators as the profitability and attractiveness of tourism products, as well as the availability of infrastructure. The Murmansk region has 3 main tourist destinations - it is the Murmansk as administrative center of the Murmansk region, the village of Teriberka as main Northern lights destination and Kirovsk as one of the most popular mountain ski resorts. Of the 7 single-industry towns of the Murmansk Region, Kirovsk is considered a most successful tourist destination, which shows a steady increase in tourist flow (Yakovchuk, 2020).

However, there are other resource-mining communities of the Murmansk region that have a tourist flow. This is, for example, the Nickel-Polar community, where the main activity is the extraction of copper-nickel ores. However, in the case of Nickel-Zapolyarny, tourist flow is mainly based on cross-border cooperation (Saltykov, 2015). Moreover, Revda-Lovozero community, which is also resource-mining, is also considered a tourist destination with an emphasis on ethno-tourism (Aleksandrova and Aigina, 2014).

In my project-description, made during the second semester of my master study in tourism   I wanted to examine the reaction of tourists visited mining community. Also, my ambition was to analyze the most promising tourist-mining destinations of the North, and

their dilemmas and concerns while implementing sustainability within their own planning-programs and strategies. Then Covid 19 affected us all, and I had to change to focus, and not least the methods available in order to conduct research on the mining-tourist paradox.

1.2 Destination overview

Kirovsk appeared on the map in the 1930th when the young Soviet state began extraction of apatite ore on the Kola the peninsula, in the Khibiny Mountains. Already from the start, tourism began to develop. For example, as early as 1932, the first tourist base appeared. It could accommodate up to 140 proletarians from all over the Soviet Union, providing them with food and leisure. Later, during the Soviet period, ski tourism and accommodations were actively developed, and some of the infrastructure of the destination inherited from that time (Museum and Exhibition Center, 2020). At that time, however, there was no question of the role of tourism in the economy of destination or of sustainable development. Mining at five mines and chemical production at three factories disrupted the landscapes of Khibiny mountains.

Today, almost 30 years after the collapse of the Soviet Union, the situation in Kirovsk is gradually changing. There are still large environmental problems, but the enterprise is trying to reduce emissions and comply with spent ore storage standards. Kirovsk is still on the list of 319 monotowns in Russia (Tsyrempilov and Alekseeva, 2019), but efforts to diversify the economy and create sustainability are also visible from the administration and the city-forming enterprise management.

1.2.1 The role of city-forming enterprise.

Both residents of Kirovsk and tourists see a tendency that «PhosAgro-Apatit» is increasingly deepening in into the field of tourism. People used to consider Khibiny Mountains as a place of mining, today thousands of tourists travel here not only to admire the landscapes but also to participate in a range of outdoor and nature-oriented tourist activities.

The city-forming enterprise, phosphorus giant «PhosAgro» have considering tourism as important and have been investing in tourist infrastructure.

First of all, «PhosAgro» built the ski complex "BigWood," which is regularly included in the top Russian ski resorts according to evaluations of various sources, second only to a few resorts in the Caucasus Mountains. However, ski infrastructure in the Caucasus was organized at the federal level in preparation for the Winter Olympic Games in Sochi - 2014. The creation of the "BigWood" complex is a project of the city-forming enterprise of Kirovsk. The name is an English language adaptation of the Saami name of the nearest lake "Big Woodjavr." This is a logical step - using the landscape of mountains for skiing. Most users of the "Trip Advisor" website estimate that BigWood is one of the best ski resorts in Russia, at least in terms of price-quality ratio. The object is deeply satisfied with the guests with its small prices and excellent quality of the tracks.

The next area where the company has actively settled is tourism accommodation. The holding owns the 3-star hotel «Severnaja», the sanatorium complex "Tirvas" with ski stadium and certified FIS (International Ski Federation) tracks on which it is possible to carry out international ski competitions (Valkova et. al (2019). Also, the recreation center "Lesnaya" and "Karelskiye porogi" were created. Some of these properties are built for the exclusive marked, with high quality and high prices. Daily accommodation in a place under the brand «PhosAgro» will cost at least $100; that is fareabove the average cost of accommodation in the region.

Through ProsAgo's investment profile and engagement the concept of *Industrial tourism* are becoming a relevant description on both   attractions in the making, and as strategic investments and efforts to turn industrial sites into a combination of industrial and touristic sites. According to the site «Welcome Kirovsk» (2020) it is possible to get into industrial sited through booking excursions, that demonstrate the current modern mining equipment, will show in work underground quarry equipment, that will introduce the history of the enterprise, and focus on to the organization of production processes in this industry.

The last case of the presence of the enterprise on the tourist market is the creation of the corporate museum «PhosAgro-Apatit». The Museum and Exhibition Center (the official name of the facility) was established in 2013, and today includes 10 permanent expositions as well as halls for temporary exhibitions and a conference hall. Naturally, in the main

expositions all is entirely devoted to the PhosAgro company, it and to history, productions, etc. The museum is executed in the scales blowing the mind (in the Russian realities) and located on three floors. In 2019, more than 50,000 people visited the «PhosAgro» Museum (Museum and Exhibition Center, 2020). Reviews on the Trip Advisor website are also almost exclusively positive - the museum is traditionally the city 's main tourist attraction in the field of cultural entertainments. The feature of this museum is that it is absolutely free for visiting and even for excursions with a guide. The company does not expect any economic income from visitors coming to the museum.As a visitor center, they draw attention to the history, present activity, as well as the future of mining and work more as a PR object. Indeed, in the Western world, tourism has long played a crucial role in building a worldview (Saarinen, 2006), and it is likely that the company is trying to match modern realities.

Yakovchuk (2020) believes that the main reason for the backlog of the Murmansk region in the tourism sector is the lack of investors and, as the consequence, the lack of tourism infrastructure. In this sense, Kirovsk is a unique example of the development of tourism in the resource-extracting community. Firstly, the city-forming enterprise has invested quite a lot in tourism. Secondly, thanks to these investments, the community received an infrastructure that attracts tourists.

1.2.2 Tourism as changing the city

It can be said that the city-forming enterprise of Kirovsk was the initiator of the creation of a framework of tourist infrastructure of destination. The mountain-ski complex and the network of tourist accommodations, the Museum and Exhibition Center and sports complexes are an initiative of the city-forming enterprise. However, the attracted tourist flow created an entrepreneurial opportunity to attract private investment in the tourism sector of the community economy.

According to (Didyk et al., 2018), more than 10 tourist companies not owned by «PhosAgro» holding operate in the community. Indeed, most of them can be found on the official tourist portal of the destination of Kirovsk (Welcome Kirovsk website). The 8 of private companies is presented, with the main activity being the sale of nature-based tours.

Snowmobile tours, northern-lights tours and hiking tours are the most popular organized tours in the destination, and most companies offer such services. The most "exotic" proposals (found in only one company) are geological and botanical tours to explore the nature of the Khibiny Mountains. Also, rare market proposals include fishing tours and ethnographic tours to visit the indigenous Saami people that live in the region.

Image 1. Tourism objects in Kirovsk (Welcome Kirovsk, 2020).

Also, on the tourist market there are so-called «budget attraction», that can be visited outside of the organized and more expensive tours; namely two municipal museums and a botanical garden. Moreover, the most large-scale stakeholder of the tourist market, who do not belong to the city-forming enterprise, can include the excursion and tourist center "Snow Village." Every year "Snow Village" implements the new ideas and plans, more ice and snow structures appear, and the theme of snow structures changes annually. One of the main features of "Snow Village" was the opening of the first ice Palace of Marriages in Russia, which provided an opportunity for visitors to hold a wedding ceremony in the conditions of the ice atmosphere. The practice of building such seasonal attractions built of snow is quite common in northern destinations, and the presence of such entertainment in Kirovsk suggests a rapid adaptation of the local tourist market to international modern trends.

1.3 Aim and objectives.

The main objective is the study the expansion of tourists within a mining community, and what possibilities and challenges that tourism within such a frame offer. Before the corona virus changes our possibility to engage with communities and people, the plan was to do interview with the different stakeholders in the region. That is not possible to do; so the material this thesis built upon are analyses of Instagram blogpost; that referee back to my research field and questions. That is why the main research question of the Master thesis is: Based on analyses of blogpost from tourists that are visiting a mining community; do they consider mining as disturbing their nature tourism experience?

Using Instagram blogs as my research material give insights into how the visitors perceive tourism industry inside the community, what are their interests and narratives about. As one of the way of marketing application of material, the concept of Experience Economy is being used during discussion. The realms of experience (according to Pine and Gilmore, 1998), defined for destination of Kirovsk, are being discussed.

Such research design make it possible to identify what are the Popular tourist activities that are preferred by tourist visiting within the mining community, how and what do they rate of existing offers. In addition the thesis engage with the question on if and how Kirovsk being a mining site disrupt the touristic experience and in the final arguments of the thesis I will discuss the unpopular as well as opportunities for further development. Anyway, the previous research question "What are the most successful ways to introduce tourism in mining community" will also be covered, but due to the method used, the answer will be given in a different light. Moreover, this thesis raises many other questions, among them: How is nature performed in tourist blogs? How mining and tourism can cooperate together inside the community? What are the most important conflicts between mining and tourism?

The answers to these questions are very important: above mentioned is how many resource-extractive communities are existing only in the Murmansk region of Russian Federation. If they all want to adopt to modern realities, the best to do that is to diversify (Dushkova and Krasnoskaya, 2018). The answer to this research question could be useful knowledge for mining communities that want to introduce tourism activity. The key assumption is that the future development of tourism in mining communities should be based

on landscapes and all activities associated with it. This assumption is based on the findings that natural tourism is the leading tourism field in the North today (Varley, 2015; Abram and Lund, 2017; Freedman and Tyrväinen, 2010).

In response to the main research question, the are a range of objectives. Let's talk about them:

- Analysis of the impressions of tourists who visited the destination.
- Analysis of prefernces of tourist visiting the mining community
- Analysis of tourists' attitude to sustainability in mining community
- Anaysis of nature performance in tourist's Instagram accounts

1.4 Online direction of the research

As already mentioned the planned data collection (personal quality interviews) became impossible due to the situation of total closure of borders, the project required the search for other sources of data as well as reformulation to the research question and project plan. Initially ethnographic interviews with tourism market stakeholders in destination were the main plan to collect data for the study. However, the COVID-19 epidemic made it impossible to travel offline to destination, and conducting an online interview with the stakeholders proved impossible due to the NSD 's strict requirements for the project. The stakeholders refused to sign papers in a foreign language and delve into the situation. Therefore, due to the circumstances, a method was chosen to study profiles of users who visited the destination, on social networks.

Still a crisis also offers new opportunities. Exploring the social media platforms that many tourist use to communicate as well as gather inspiration and information on how, and where to travel, offer an different entrance into learning about the stories of travelers experience of certain tourist activities in a destination. That is why the online direction of the method and data gathering was chosen. The main platform for data collection was the Instagram platform. It is a social network that began its existence as a mobile phone application in 2010. Over time, Instagram has become one of the most popular platforms on

the Internet, with more than 1 billion accounts and 500 million active users (i.e. people who enter the social network). Of course, Instagram is initially aimed at communicating with friends and watching funny videos. However, in modern reality, various authors note the attractiveness of Instagram as a source of tourist information. According to Smith (2018), 71% of young users of this social network (18-30 years old, so-called millennials) use Instagram on a trip.

1.5 The structure of master thesis

The thesis contains six chapters. The first chapter (Introduction) provides background of research, the research question and purpose of the study are described.

Chapter two is about Theory. It contains a literary review of scientific papers regarding the case of study. Also, Chapter 2 provides an overview of the application of the narrative concept in modern social science and the relationship of this concept to online research.

Chapter three describes the research methods that were chosen by me to answer the research question. Also, the circumstances of the choice were described.

Part four represents the data of the analysis. Both quantitative and qualitative data analysis can be found in this part.

Part five is part of the discussion. Based on the collected data and material from the literature review, this part attempted to fulfill the objectives of the study through discussion.

In Part 6, I draw the main conclusions of the study and present the findings that were made during the discussion.

Chapter 2. Theory.

This chapter describes the theoretical framework developed to address the problem formulation and the research questions mentioned in the introduction. First, a short description of the tourism/mining in destination is provided in order to facilitate the introduction of the narrative analyses as helpful to analyses blogpost. In order to do a analyses of Instagram blogs, I will take advantage of narrative theory. This is helpful, due to the blogs most often been written as narrative stories, where the writer/observer are narrated within the Instagram blog. This create a specific textual document that are on the interface between personal and public.

2.1 Literature review

In researchs about Arctic tourism, especially when it comes to sustainability issue, mining doesn't 't get much attention. On the other hand, in studies regarding the impact of mining on the sustainability of the region, tourism topics are mentioned in a slippery way. Often, researchers are focusing on one of these issues. For example, Rizzo and Sordi (2018), considering the case of Kiruna and Norrbotten province, argues that current mining creates jobs, but after inevitable termination (still mining is based on exhausted resources), environmental and social problems will be inevitable. In the case of Norrbotten, the authors view tourism as a measure to diversify the employment of community, along with a space program (Rizzo and Sordi, 2018).

The focus on scaling up sustainability in tourism is easily embraced by their orientation – they are mostly about European and American North. In these regions, tourism is undoubtedly taking on a very large scale, with tourists furrowing the northern seas on luxury cruise ships and flying between northern destinations, consuming the Arctic as a tourist product (Abram and Lund, 2017). Under such circumstances and scale, tourism can sometimes be not sustainable. However, the North of Russia, in this sense, represents a different reality. The first difference is that the areas of the European North and Greenland considered by Abraham and Lund (2017) are very low populated. The authors emphasize this

feature by discussing case of Finnmark. In turn, when we talk about the northern regions of Russia, and in particular the Murmansk region, the population of these regions is quite large. Moreover, the extractive industries in these territories is dominant and tourism is not.. Tourism have up to now, not been to focus of regional bodies and investment companies before presently. All this makes Russian Arctic tourism not so large compared to other countries. My study has not an aim to discuss whether Russian Arctic tourism is sustainable. Mining is unsustainable in its nature (Dresner, 2008; Didyk, 2018), and tourism is one of the ways for communities to become sustainable.

Valkova et al. (2019) claim that the development of Kirovsk and subordinate territories as tourist destination is carried out in accordance with the available international experience of tourist and recreational development of the territories of the Far North, when tourism types based on natural objects and phenomena are initially developing. They argue that tourist development in this region is based on knowledge from other regions, in addition to the categories made by researchers. In addition what resource nature in the area are, and what nature offer have been important to the strategies made. The main vector of tourist development in Kirovsk have since the start been mountain-ski tourism.

In the article Valkova et. al. (2019) make a description of the tourism situation in the destination of Kirovsk. And although there is no certain research question and methods in the study, the author identifies the negative and positive aspects of destination. Thus, Valkova et al. (2019) present as negative the following factors: the presence of such destinations in neighboring countries, the risk of reduction of tourist flow, avalanche danger, frequent unfavorable weather conditions and ecological situation of destination. All these factors, according to the authors, can significantly reduce the tourist flow, which today amounts to 120-150 thousand people per year and in recent years shows abundant growth. Indeed, according to the authors of the study, nature-based tourism, although the main direction of development, at the same time it imposes many restrictions on destination. For example, avalanches kill a certain number of people every year, and the existing anti-avalanche service since the 1930s, which certainly reduces this figure, requires constant funding. Weather conditions are especially relevant for mountain ski tracks, because in the bad weather the elevators are closing, and tourists lose days of long-awaited vacation (Valkova et. al., 2019).

In the same time, authors consider the following factors as positive for tourism development of the destination: the transport position, price competitiveness, a variety of landscapes a variety and long mountain ski season. Also, in the opinion of Valkova et al., (2019) positive characteristics of the tourist destination of Kirovsk is the price attractiveness on the tourist market. The main competitors of the destination of Kirovsk in the industry are ski resorts of Finland and Norway with high prices. However, the level of service in the resorts of northern Europe is also undoubtedly higher, and this is already a negative factor in the development of destination.

Negative	Positive
Presence of similar destinations in Northern-European countries	Transport situation: availability of airport and rail-way station
Weather conditions	Price competitiveness in the segment of the Arctic tourism
Avalanches	Landscape diversity and uniqueness of natural objects
Ecological conditions of the territory	Average height of mountains
Lack of professional tourist personnel	Long ski season
Lack of modern infrastructure	High potential of development another fields of tourism than mountain skiing
Seasonality of tourist flow	
Landscape destruction and environmental conflicts	

Table 1. Positive and negative factors of tourism Development in Kirovsk destination (Valkova et all, 2019)

Also, the authors raise a very important problem of tourist destination in Russian realities: most tourists staying in Kirovsk are located in the private sector, that is, in most cases informally. This creates several problems at once. First, the city budget is underperforming. And secondly, the problem of accurately counting tourists is emerging.

The next study on the case being investigated is on the interface of Sustainability and Mining; also drawing on cases from the Kola Peninsula. The authors V. Didyk et al. (2018) devoted the study to all aspects of building sustainability in the community of the Kirovsk-Apatity district. Of course, the article raises the issue of the role of tourism in this process, as well as the difficulties that tourism faces. In addition to tourism, the authors view the sustainable development of Arctic mining communities as a combination of environmental conditions, support for indigenous peoples and their subsistence economy, and effective participation of all members of the community in economic life. Didyk et al. (2018) discuss the potential of using the presence, practices and lifeworld of indigenous peoples of the area (Saami) in the creation of the branding of Kirovsk as a tourist destination. The reason is that the Saami inhabited the Khibiny Mountains for centuries, and only during the Soviet period have their way of life been completely changed. However, most toponyms (names of elements of landscapes) of the locality are of Saami origin. For example, the location of the ski complex "BigWOod" is called Aikuaivenchorr, which in the Saami dialect of this area means "the mountain with the head of the Mother of God." And the lake near which Kirovsk is located has the name "Big Woodjavr," which from the local dialect of Saami is translated as "Mountain Lake."

Most notably, in the article Didyk et al. (2018) raises an important issue of the relationship between mining and tourism in destination. It is a problem of landscapes. Of course, this is a multilevel problem, because at least mountain mining destroys landscapes created by nature. Moreover, the development of new fields closes access to some locations for tourists. The reason for this is that today mining is still the main income of the city-forming enterprise and is in priority. In this regard, researchers conducted a number of interviews with tourists about their attitude to the situation. It is alleged that most survey participants "face minor restrictions or inconvenience due to the activities of mining

companies" (Didyk et al., 2018). Anyway, the authors believe that so far the situation is in a state of balance and compromise between extraction and the interests of sustainable development, and, as a result, tourism.

It is noteworthy that one of the authors of the scientific article *"Sustainability and Mining: The Case of the Kola Peninsula"* (2018) is Vladimir Diadik, who from 2015 to 2018 was the head of the administration of Kirovsk, and is currently a member of the Council of Deputies of the city (Kirovsk, 2020). Of course, this may suggest a comprehensive understanding by the author of the question under study. For example, it is argued that the tourism sector is already a significant part of the diversification of the region 's economy. Although the main player in the tourist market is the city-forming enterprise, the attracted flow of tourists has already allowed to create more than 10 tourist companies (Didyk et al., 2018).

The following study of Post-Soviet single-industry cities in northern Russia by Dushkova and Krasovskaya (2018) argues that there is a move toward sustainability., The authors claim that the city-forming enterprise employs 6,400 people, with a working-age population in the city estimated at 20,000 totally. How many of these employees employed in the enterprise work in the field of tourism is not mentioned in the research. The authors suggest that the development of tourism in Kirovsk are facilitated by such facts as the growth of unemployment in economically unstable years (late 1990s and early 2000s), environmental pollutions related to mining, and exhaustion of the main apatite deposits. This view suggests that the community is already in transition to market conditions and basic sustainability concepts. Dushkova and Krasnovskaya (2018) note that the monotown esthetic still has a strong influence from the period of socialism, which are primarily related to infrastructure and architecture, and this can be attributed to the negative factor of tourism development.

Considering previous studies done on tourism and mining on the Kola peninsula it become obvious that more research are needed. There is a few studies relating to marked issues and marked mechanism; still there are a rank of untouched issues and knowledge gap. Most authors focus on certain problems and methods of solving them. For example, Valkova et all (2019) provide a comprehensive analysis of the existing tourism market and its potential. However, at the same time, only one study (Didyk et all, 2018) has any references to public opinion and consumer analysis. The authors have data, and even more ideas about

consumers, describing where who lived and who spent how much, although they themselves admit their statistics are not accurate enough due to the difficulty of counting tourists and largely shadow economics (Valkova et. al, 2019). However, studies analyzing the motives of tourists, and most importantly their experience as well as satisfaction have not been studied .

2.2 Narrative theory in tourist studies

Travel narratives are an autobiographical tool of place-making; This is a tourist experience, compressed by a temporary and extraspersal restrictions (Ritch-Boyd, 2010). Tourists use multi-sensory experience, material objects and landscape features when creating them. Narratives are constructed: they can be (re) interpreted and (re) told - it depends on their significance.

Often this term can be interpreted with the words «narration», «storytelling». Social sciences borrowed the term from historiography. In history, the narrative examines historical events in the context of interpretation and telling about these events (Hinchman and Hinchman, 1997).

Narrative analysis in the social science originally referred to the analysis of texts of different kinds (Kohler, 2005). There are several reasons that make texts descriptive: sequence and consequence. Storytellers, through their narrative, attempt to interpret their experience in the world. That is why, according to Hinchman and Hinchman (1997), the narrative represents a way of communication and cognition. As Kohler (2005) notes, there has recently been a "narrative twist" in social science from the positivist motives of storytelling. According to the author, this is primarily due to an interest in a research design sensitive to the multiplicity of the population of travelers and how their background (class, gender, ethnicity and education) had affect upon travelling and travelling experience. One entrance to experience is through stories that people tell and narratives that they make.

Today, the concept of narrative opens up new opportunities for researchers of social sciences. For example, Kohler (2005) allocates three models of the narrative analysis: the thematic analysis (the emphasis is placed on the contents, on content), the structural analysis

(the emphasis is placed on structure of the given content, but not on the contents), and interactional the analysis (the emphasis is placed on the dialogical nature of process of the story from the story-teller to the listener). At the same time, these typologies are said to be very often recast in practice and cannot be described as mutually exclusive (Kohler, 2005).

Indeed, users regularly share their views on any events among themselves, which is quite satisfactory to the definition of this concept. According to Miralbell et al. (2013), social media users gain access to the experiences of other users who create their posts under the influence of their views and values. This backstory is projected in their posts becoming eventually a narrative. Moreover, the increased use of social media increases the scope of application of the narrative concept, because well-crafted stories better attract audiences, which is an important factor in social media (Mirabell et al., 2013). However, social media storytelling has its own features in comparison with stratified narratives. As Smith (2018) argues, social media such as Instagram are not long-format sources of narrative like books or even articles. Moreover, there is a clear tendency that more and more images and videos are used on social media rather than text. At a minimum, this is due to the fact that, due to technological progress, the younger generation is reading less and less (Lee et al., 2010). And while the narrative concept originally had to do mainly with text sources, the non-text content published on social media is also a narrative.

This opinion comes, for example, as Smith (2018) argues that Instagram users tell about their real experience by publishing images on the social network. Moreover, these images become autobiographical, because users make them on their own. Also, according to Smith (2018), photo signatures created by users provide an additional narrative in the form of storytelling.

Ederson (2000) claimed that tourists were creative actors in the performances imposed on them. Instagram today can be considered as a way that the autobiography of the tourist are performed in a public space. It (re-) create an image and a story of that specific person, in addition to recreating the significance of the tourist destination. Smith (2018) in his study finds confirmation of the concept of Ederson (2000), defining 3 narrative motifs of Instagram users. It is about tourists posting photos from their holiday, and Smith (2018) claims that most of these photos can be divided into three topics: «Tropical Paradise», «Greatness of Landscapes» and «Transformation into Local». The fact that most posts are included in this

list, according to Smith (2018), says that tourists, posting their photos on Instagram, follow trends, that is, expose the content that in theory will be interesting to the largest number of users.

2.3 Travel Blog Research

At the same time, the narratives of tourists put on social media undoubtedly have an impact on their followers when choosing their tourist desolation. This conclusion is reached by many researchers, including Le (2018), Egorova (2013), Gumpo et. Al (2020) and others.Thus, in the study of Le (2018), the author found that 47% of respondents he surveyed at least once in their lives chose destination, based on the post seen in the past on the social network. The author focused on the study of the so-called generation Y (millennials in the other words) and the destinations of the countries of Southeast Asia. In the other words, it is possible to say that Le (2018) confirmed the statement of Smith (2018) that Tropic Paradise is one of the most popular and influential narrative motifs. Egorova (2013) placed more emphasis on travel-blogs, however this study comes to a similar conclusion. Also, in the study Egorova (2013), an attempt was made to identify factors that presumably affect the chance that the subscriber will choose the destination from the blogger 's post in the social network. According to the author, this is primarily the number of subscribers and a factor of familiarity and sympathy with travel-blogger. This conclusion was based on several quality interviews with PR-managers of tourism companies. In turn, Gumpo et all (2020) comes to the same conclusion, but in this case the researchers used a quantitative approach with statistical analysis and focused on users of Instagram.

It is obvious that all these studies, although they relate to Instagram, have in their basis traditional methods for social sciences - quantitative and qualitative approaches. Researchers interviewed respondents and analyzed the data. In this plan, Smith 's research (2018) stands out against the background of the rest. As mentioned earlier, the author identified three main themes of the photo downloaded by travellers on Instagram. However, Smith (2018) did not use interview methods in the research. The core of that study is empirical observations of user profiles. On the basis of this, the author highlighted the most popular narratives in user posts. Smith (2018) focuses on the visual part of the posts, claiming that travelers when posting

posts from travel are making self-actualization, and photos are part of the narrative making tourist expectations.

To sum up the chapter 2 (Theory chapter) I would like to say that the literature studied made it possible to understand what was investigated regarding the case of study. As for the northern resource-mining communities outside Russia, most authors do not consider tourism as a way to achieve sustainability. In some sense, stability in these communities has already been achieved (for example, if we are talking about the case of Kiruna), and tourism has taken its place in this process (Rizzo and Sordi, 2019).

Moreover, literature is reviewed regarding the concept of narrative and its place in the social sciences. Also, a review of scientific works aimed at the study of narratives in social networks was carried out. The next stage of the Master thesis (Method, analysis and discussion chapters) is carried out as a part of the study of the narratives of tourists who visited the destination of Kirovsk. And the main task is to find out the opinion of tourists about stability in the destination and their opinion about Arctic nature.

Chapter 3. Method.

3.1. Background for choosing method

This chapter presents the type of the research that was being undertaken, as well as the method that have been used. The chapter provides the reasons for the choices; that challenges that I have faces and the arguments that have been central in regard to the design of the project. In addition, I do reflect critically on the limitation that using Blogs and Instagram as a source for research material have. I will introduce methodological reflection relevant for my research question and research field.

Research questions are the guiding tools for the thesis. Firstly, research question was formulated in the following way: *What are the most successful ways to introduce tourism infrastructure in the mining community?* However, it was intended to use the traditional method for this type of research - quality interviews with stakeholders of tourism market.However, as mentioned earlier the COVID-19 epidemic made it impossible to travel offline to destination, and conducting an online interview with the stakeholders proved impossible due to the NSD 's strict requirements for the project. The stakeholders refused to sign papers in a foreign language and delve into the situation. Therefore, due to the circumstances, a method was chosen to study profiles of users who visited the destination, on social networks.

Still a crises also offer new opportunities. Since the planned data collection became impossible due to the situation of total closure of borders, the project required the search for other sources of data as well as reformulation to the research question and project plan. Exploring the social media platforms that many tourist use to communicate as well as gather inspiration and information on how, and where to travel, offer an different entrance into learning about the stories of travellers experience of certain tourist activities in a destination.

So-called "millennials" were chosen by the data collection audience. The tourist motifs of them were described by U. Saiid (2016), S. Randazzo (2016), J. Kercher (2017). Millenials are young people, youth, many of which were born in the new millennium. The main distinctive feature of millennials is that they prefer to spend money not on material assets, but

on experience. They are an important part of the concept of experience economics proposed by Pine and Gilmore in 1998. And tourism is undoubtedly a big branch of this concept. All these factors, as well as the fact that millennials are the main audience of social networks, and especially Instagram, predetermined the choice of the method date of analysis.

Millenials have completely different skills of information perception than generations from a few decades ago. The ability to read text is reduced, and technological progress is the fault (Lee et al., 2010). The strategy of visual content of social networks today is an interest not only of marketers, but, of course, of researchers. Tourism in this regard is a very fruitful area. After all, vacation in the life of most people is a special event and they seek to share it with others. In the case of research of promising directions of destination Instagram is a real storeroom for the researcher, as it allows to determine what the user considered worthy to put out as part of the autobiographic story of both the tourist and the place the main feed and what is not considered as important or useful in communication consistency toward social network, although, quite possibly, having visited this object. A social network is a system based on social approval and likes (McCluskey, 2016). As for Instagram, most users are subscribed to more successful members of the community and seek to emulate them to also get their portion of subscribers, glory, and of course, money.

It was discussed in theory chapter that this field of research methods is not absolutely new. This can be found in the works of Smith (2019), Gumpo et al. (2020) and many other authors. However, most of them consider the materials of bloggers, and this is emphasized. All of these authors do not delve into the definition of this term, yet they divide the social media audience into bloggers (or, if anything, opinion makers), and their audience. And further, all these researchers, view mostly the materials of those very opinion makers as a source of date. In my opinion, not only blogs of bloggers deserve to be considered as a source of data for research, especially if we are talking about such a social network as Instagram, where most millennials have their own account and steadily post their impressions. Moreover, who are the bloggers? What is the clear definition of this concept? A user must have a certain number of subscribers on the social network to be considered a blogger? Or should the criterion be the amount of income received by the user due to the presence of a blog? The researches that I have studied does not give a clear answer to these questions, moreover, they do not even raise them. This may be due to the time of research, because most of them date back to the first half of the 2010s or even earlier. And social media audiences are growing in progression constantly.

Today, most of researchers agree that the direction of research of the technological sector of social life has ceased to be a niche focus and has become a big part of sociology (Earl 2015). On this basis, according to Earl (2015), the main course of such research is the use of digital methods to study offline reality issues. My project has the same task. However, such projects always raise the question of the identity of people, namely, how much the profiles of users of their real identity correspond.

3.2 Method description and data gathering.

This study is dedicated to blogs and Instagram made during or after visiting the tourist destination of the mining community of Kirovsk.. The choice of making this the case of study came out of several factors. First of all, Kirovsk is a mining association and is officially on the list of single towns of the Russian Federation (Tsyrempilov and Alekseeva, 2019). Secondly, Kirovsk is one of the most successful examples of tourism introduction among all mining communities of the North of Russia. Third, the author of this study is originally from the community of Kirovsk, and the situation in many aspects is familiar to me from within.

Before the COVID-19 epidemic, considerable research work had been done. A quality interview method was chosen and a list of questions for the stakeholders of destination development and tourism marketing was compiled. The plan was to study the tourism from the point of view of the businesses, destination companies and other local stakeholders in order to learn about the number and interests of tourists, the most popular directions of tours and entertainments, as well as about problems and unfortunate experiences. However, as previously stated, such a method was impossible due to border closures.

At the same time, based on these developments, it was decided to change the method and research question. Instead of qualitative research with stakeholder of the tourist market, quantitative study of popular tourist destinations among tourists was carried out. As a data source, users 'Instagram accounts were selected.

First of all, an registration of the tourist destination market was carried out and a list of services and activities offered by the tourist market of Kirovsk was mapped. As a source of data, the Welcome Kirovsk web site was used. At this web page there is a description of all

the main tourist activities of destination, as well as links to tourist companies. The site is an initiative of the administration of tourist destination of Kirovsk and the creators claim that they have adopted the experience of Nordic neighbors to create a single information platform for tourists visiting the destination (Welcomekirovsk, 2020). The webpage is run by organization, driven be administration of the community. Interesting is the fact that the site presents not only products and services aimed exclusively at tourists, but also business aimed primarily at local residents, such as a trampoline center, a city swimming pool and a sports center. The question of the orientation of restaurants, also presented on the website Welcome Kirovsk, arises separately because this study does not set such a task. These mapping of the destination and gathering knowledge about stakeholders, products and more official documents?? and statements was done before the pandemic. I was supposed to conduct interviews with companies from the Welcome Kirovsk website, as they are the most significant at the destination. I decided not to totally leave the original project proposal but the change the focus and to identify the relationship between existing entertainment options and Instagram posts of tourists who visited the destination.

I have been searching for user-profiles in   the Instagram network. The main criteria was that user visited the destination of Kirovsk and posted photos in their profile from there. The search was done using tools provided by Instagram such as hashtags and geo-position. A hashtag is a label that users attach to a photo so that other users can understand which object or theme the post belongs to. Also, users love using hashtags to increase the number of views and audience engagement in their profile. Geotagging allows users to mark the place on the map where the photo was taken. This tool is also used to attract audiences who search for photos associated with a particular location. The main difference from the hashtag is that only a single geo tag can be added for each post.

Of course, such a method of selecting profiles is not ideal, because more than 80% of the posts issued by the platform under this search criteria belong to either residents of the destination or business companies of the destination. However, in the analysis of profiles this was carefully identified, and only those profiles and posts whose owners live outside Kirovsk and are private persons were included in the research data. In other words, the posts of tourists who chose Kirovsk as a destination for their trip were analyzed.

As a result, more than 100 profiles of tourists who visited the destination have been registered and are the research material for the thesis. About 1,000 posts containing a suitable

hashtag or geolocation are part of the basic material of the thesis, but as previously said, most posts did not belong to tourists. Posts made during the last calendar year were chosen to trace the number of publications their focus both in winter and summer.

The following information was revealed from profiles of tourist posts:

1. Age. In the majority of cases, this parameter was specified in the profile description. In other cases, a transition was made to other social networks of the user, and age was identified from information found there.

2. Geographical location. In most cases, the situation was the same as age - the place of permanent residence of the user was specified in the profile description. This is a trend among Russian millennials on Instagram. In the remaining cases, the location was determined by the location of the most posts on the account.

3. Number of posts from the tourist destination of Kirovsk. Here, during the examination of the profile, amount of posts the user devoted to the investigated destruction was carried out.

4. The number of posts on which the northern landscapes appear. When viewing the posts, amount of the posts which the user dedicated to the landscapes of northern nature were determined.

5. The number of tourist facilities that user posted at own account.

6. The season during which the photo was taken. This option was defined by publication date.

The statistical focus of the method has a number of limitations and disadvantages. The statistical approach is not capable of solving vital problems, so nowadays researchers are actively combining it with qualitative methods (Walle, 1997). Moreover, the quantitative approach always requires the precise formation of hypotheses, which are then tested during the study. In this case of studies, the hypotheses are variables for statistical analysis, but the literature review highlighted only one hypothesis that can be transformed into a variable. This is an assumption of the importance of nature and landscapes in the tourist 's perception of

northern destination (Freedman, Tyrväinen, 2010). The positivist statistical approach dominates in tourism studies until now, in any case, qualitative approaches are also actively being used.

Thus, according to Walle (1997), it was common to combine the quantitative method with the qualitative method. The text written by the authors as comments to the posts was studied in addition to the statistics. This information was analyzed in terms of a narrative approach and presented a method of qualitative approach. Thus, the study was carried out in two directions - quantitative analysis of tourists' photos, which helped to draw a picture of which objects of the tourist market they preferred most; and qualitative analysis of the comments to their photos, which complemented the picture with written narratives.

Chapter 4. Quantitative and qualitative data analysis.

In this chapter, qualitative and quantitative data analysis is done. Quantitative analysis is being done with help of IBM Statistics application on the base of variables. Qualitative analysis is being done on the basis of Instagram blogposts with concept of narrative.

4.1 Introducing variables for quantitative analysis.

All gathered data was recorded in IBM SPSS Statistics for further analysis. This software involves the creation of variables, and as a result, all data collected from both Instagram users and Welcome Kirovsk web sites were converted into variables. As a result, 25 variables were obtained:

Variables about users who chose Kirovsk as tourism destination:

1. Gender. Nominal variable with values 1 = Man and 2 = Woman

2. Age. Nominal variable with values 1 = 18-22 years old, 2 = 23-24 years old, 3 = 25-26 years old.

3. Posts. A quantitative variable that indicates the number of user posts about destination.

4. Landscapes. A quantitative variable denoting the number of posts about the destination with an emphasis on the landscape.

5. Amount. This variable was added synthetically. It shows the sum of the selected locations for the photo from the destination of Kirovsk.

6. Region. Nominal variable with values 1 = Murmansk region (outside Kirovsk-Apatity district), 2 = Russia, 3 = Foreign.

Variables about leisure options available at the Kirovsk tourist destination:

7. Entertainment 1. Did the Instagram user upload a photo from cross-country skiing stadium? 1=Yes, 2=No.

The stadium is situated near the Tirvas resort, and is being using for cross-country skiing activities, including official competitions.

8. Entertainment 2. Did the Instagram user upload a photo from mountain ski resort BigWood? Nominal variable with values 1=Yes, 2=No.

The main tourist object in destination. This mountain ski resort is initiative of city-forming enterprise «PhosAgro-Apatite».

9. Entertainment 3. Did the Instagram user upload a photo from mountain ski resort Kukisvumchorr? Nominal variable with values 1=Yes, 2=No.

Private ski-resort which attracts freeride fans.

10. Entertainment 4. Did the Instagram user upload a photo from Museum of JSC "Apatite"? Nominal variable with values 1=Yes, 2=No.

Corporate museum of city forming enterprise, which claims the title of the most popular cultural object on the tourist market of destination.

11. Entertainment 5. Did the Instagram user upload a photo from local history museum? Nominal variable with values 1=Yes, 2=No.

The municipal museum of local history.

12. Entertainment 6. Did the Instagram user upload a photo from museum of Benedikt Erofeev? Nominal variable with values 1=Yes, 2=No.

The museum of famous Russian writer, which was grown in Kirovsk.

13. Entertainment 7. Did the Instagram user upload a photo from botanical garden? Nominal variable with values 1=Yes, 2=No.

The object of Kola Scientific centre, that is selling tours.

14. Entertainment 8. Did the Instagram user upload a photo from interpetive centre "Snow Village"? Nominal variable with values 1=Yes, 2=No.

The tourist object, built of snow.

15. Entertainment 9. Did the Instagram user upload a photo from sport and fitness centre (Tirvas)? Nominal variable with values 1=Yes, 2=No.

The swimming-pool in Tirvas resort is quite popular among tourism because it is possible to obtain landscapes being inside the swimming-pool.

16. Entertainment 10. Did the Instagram user upload a photo from sport and fitness centre (Dolphin)? Nominal variable with values 1=Yes, 2=No.

Another swimming pool in Kirovsk.

17. Entertainment 11. Did the Instagram user upload a photo from restaurants? Nominal variable with values 1=Yes, 2=No.

All of the types of restaurants were counted under this variable.

18. Entertainment 12. Did the Instagram user upload a photo from trampoline cneter? Nominal variable with values 1=Yes, 2=No.

19. Entertainment 13. Did the Instagram user upload a photo from Northern Lights tour? Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

20. Entertainment 14. Did the Instagram user upload a photo from snow-mobile tour Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

21. Entertainment 15. Did the Instagram user upload a photo from fishing tour? Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

22. Entertainment 16. Did the Instagram user upload a photo from mineralogical tour? Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

23. Entertainment 17. Did the Instagram user upload a photo from botanical tour? Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

24. Entertainment 18. Did the Instagram user upload a photo from hiking tour? Nominal variable with values 1=Yes, 2=No.

The product from tourist-companies web pages.

25. Entertainment 19. Did the Instagram user upload a photo from mining tour? Nominal variable with values 1=Yes, 2=No.

The product from Welcome Kirovsk web-page.

4.2 Basic data of quantitative analysis

First of all, data on sex and age structure of investigated profiles were obtained.

| Variable	Frequency	%
Gender		
Male	37	35,9
Female	66	64,1
Age		
18-22 years	18	17,5
23-27 years	44	42,7
28-32 years	41	39,8
Region of origin		

Murmansk region	11	10,7
Russian Federation	80	77,7
Foreigners	12	11,7
Total	103	100

Table 2. Structure of profiles.

It was confirmed that, at least in the Russian segment of Instagram, the female audience is the largest: 64% of the researched accounts belonged to women. The age variable is not of great interest for discussion, because all these age groups can be classified as millennials. In turn, the readings of the Region of origin variable are highly interesting - according to gathered data, most tourists who made the post from the destination of Kirovsk came from Russia (outside of Murmansk region). At the same time, when considering the profiles in detail, it turned out that from this group of tourists the majority arrived from three cities: St. Petersburg, Moscow and Kaliningrad. That is, they are mainly residents of two Russian largest cities (two capitals, as it is common to say in Russia).

Even at the stage of analysis of the tourist market of destination it was revealed that summer season is a low season for the destination.. Exclusively there were presented only two types of summer products on the website *Welcome Kirovs*k and websites of tourist companies: botanical and mineralogical tours. Hiking, mining and fishing tours are inter-seasonal types of recreation. The same can be said about restaurants, museums and sports centers. In the study of tourist profiles, this trend was fully confirmed - more than 87% of posts belonged to the winter season. Moreover, 84.6% of summer tourists posted photos from the hiking.
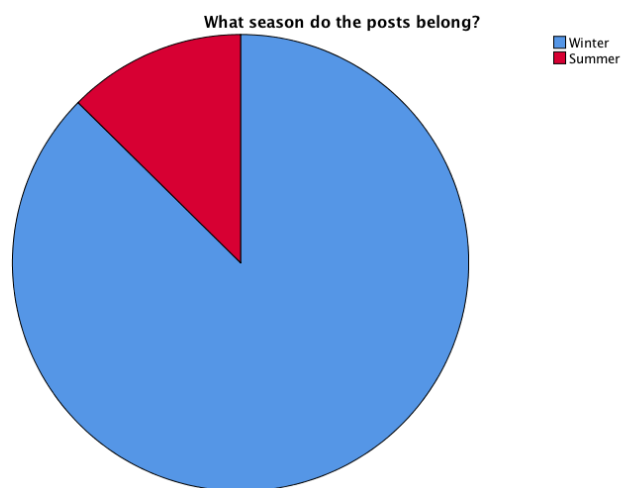
Image 2. Seasonal distribution of posts

Further, the statistics about from which activity users downloaded the largest number of photos, and from which - the smallest was done:

Type of service	Frequency	%
Cross-country skiing stadium	14	13,6
Mountain ski resort (BigWood)	62	60,2
Mountain ski resort (Kukisvumchorr)	11	10,7
Museum (JSC "Apatite")	3	2,9
Museum (Local History)	0	0,0
Museum (Benedikt Erofeev)	0	0,0
Botanical Garden	2	1,9

Interpretive Center "Snow Village"	15	14,6
Sport and fitness center (Tirvas))	13	12,6
Sport and fitness center (Dolphin)	0	0,0
Restaurans	1	1,0
Trampoline cneter	1	1,0
Northern Lights tour	4	3,9
Snow-mobile tour	17	16,5
Fishing tour	1	1,0
Mineralogical tour	0	0,0
Botanical tour	0	0,0
Hiking tour	17	16,5
Mining tour	0	0

Table 3. The distribution of posts between tourist attractions.

Also, the average number of photos dedicated to the destination of Kirovsk in the profile of the tourist was analyzed:
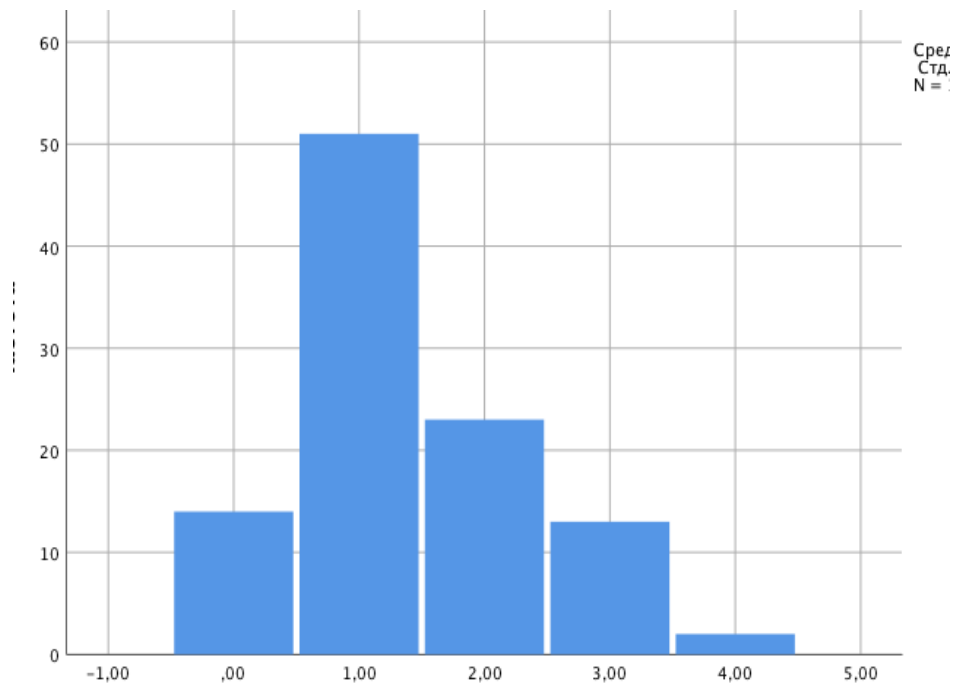
Image 3. Amount of locations chosen for photo

Most tourists limited themselves to only one type of entertainment, which was dedicated to posts on their Instagram profile (51%). Only two tourists dedicated posts at once 4 entertainments - and this is the maximum value. As for the zero reading, these users were tourists in the destination, but devoted their posts, for example, to architecture. The average value for this variable was 1.4 posts.

	Posts about the destination	Posts with landscapes
Mean	6,66	5,29
Median	4	3

Table 4. Posts about the destination with landscapes
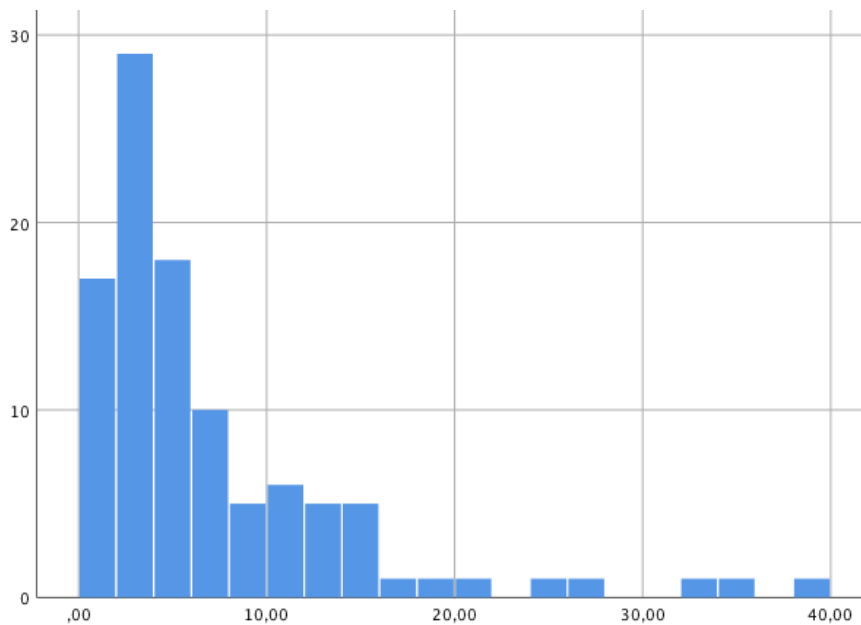
Image 4. Posts about the destination

The average number of posts made from destination was 6.66 posts for one user, and the median for this indicator is 4. Again, more than half of tourists took only 1 to 4 photos (55.3%). But this is certainly a bigger indicator than in the previous case (the number of entertainments present in the profile). This difference tells us that most tourists chose to put up more photos from one or more locations than one photo from a large number of locations. Indeed, the vast majority of users exhibited large numbers of photos from the Mountain ski resort BigWood location, and had absolutely no posts regarding other tourist entertainments.

On the absolute majority of photos (about 80%) the emphasis is on landscapes. Khibiny mountains primarily act as the main landscape object - tourists preferred to post either themselves against the background of mountains or just mountains. The remaining 20% is mainly a photo from Interpretive Center "Snow Village" (14.6% of profiles had posts from there), as well as a photo of architectural objects of destination.

4.3 The qualitative analysis of blogposts

Most posts had no description to the photo. Authors wrote only hashtags and geolocation. Such posts were about 70-75% from the studied. Another small portion of the posts were accompanied by one-piece phrases like "how great it was." Such posts were not included in the analysis of the narratives of this study. Only the posts with the author 's detailed commentary on the trip and impressions were selected for narrative analysis. Following Kohler (2005), a thematic analysis typology are chosen for narrative analysis. Indeed, for the study, it is important to understand what visitors write about the destination, not in what manner they did it or on what site it was done. So, the emphasis in this part are on the content of the comments to the posts. All the comments were translated from Russian to English by me.

First of all, according to the available Instagram posts, all the stories (both images and texts) are positive descriptions of both the place and of the experience the person are having.

There are two different ways that this can be interpreted. One; could be that all the travelers have a high satisfaction with what the destination can offer. The other one is that communication through social network, and particular on Instagram, it is important to get the approval of their subscribers, and they try to do it through posting beautiful picture and positive comment. In case the user does not like something (in relation to any product, place, and in this case - tourist destination), there is a probability that he or she will not express his opinion about it on Instagram, but will prefer another web-page or social network.

Image 5. Typical Instagram post about Kirovsk destination: landscapes from the mountain-ski complex on the photo and admiration with snowy mountains in the description.

Also, by the nature of the comments it is possible to notice the tendency that most tourists attend the destination not for the first time, and not even for the second time. Moreover, most of those who arrived for the first time mention that they travelled in the company of friends who had already been there. Also, a narrative about the wish to return was revealed:

"A piece of heart stayed there in the mountains, and I promise that I will definitely return there again"

Most of the comments to the posts contained not one narrative, but several. As in the analysis of posts, it was found that the landscapes of destination made a great impression on users:

"Mountains... To the depth of your soul... Until you visit the mountains, you will never be able to understand this beauty... They lure... "

"I fell in love with mountains and snowboarding."

The majority of the users posting both images and narrative of the landscape are in line with Smith 's claim (2018) that in non-tropical tourist destinations, landscapes are one of the main narratives of social media. Users prefer not only to post a picture containing landscapes, but also to actively write about it in the description to the photo. These double text/image narrative strengthen the message about the humans relationship with the mountain, establish and image of the tourist as a skilled conqueror with knowledge about snowboarding at mountain, as skilled in Arctic nature.

However, during the analysis of the comments to the posts, one more narrative was identified. It is interesting, that this point was not found during the quantitative analysis of the users 'posts. It is a influence of the snow. Almost all users in the comments described a huge amount of snow in the destination and admired it.

"During the night, the foot-long snowdrifts appeared and yesterday 's prepared routes turned into powder"

"Snowdrifts in the city are above two meters"

Many researchers note the importance of snow for tourists arriving in the Arctic. Abram and Lund (2017) call snow the main tourist association about the North. Callaghan (2011) explains the importance of snow as global warming and the gradual disappearance of snow as a resource and product.

In the comments on snowmobile tours the most significant narrative can be called the savagery of this type of rest, its separation from civilization.

"In isolation from civilization, where there is no connection, there is no Internet, and the media does not score your head"

It is interesting t that wilderness is not the most popular narrative about the destination of Kirovsk. In my material the tourists that bought snowmobile tours write about wilderness. The reason for this could be – the high degree of urbanization of the destination. Traces of human presence in Kirovsk are visible everywhere – there are a city built up with prefabricated houses and industrial facilities. Apparently, only a long trip to the mountains on a snowmobile excites motives write about wilderness in Instagram.

This can be considered as a problem for the tourist development of Kirovsk and other resource-mining communities of the North of Russia - they are all deeply urbanized, which is the legacy of the USSR. Abram and Lund (2017) view wilderness as one of the foundations of Arctic nature-based tourism, and even as a product in some sense. Still, could it be that tourism in mining sites could be developed differently, offering more urban-nature products? Example of Kirovsk shows the possibility of this scenario. Mountain ski complex is certainly an urban project, but it is still providing landscapes as a product. Yes, it is used mostly by skiers during the winter season, but it is also functioning during the summers (Welcome Kirovsk, 2020). And during the summer season, tourists are using the elevators to get on the top of the mountain and enjoy the landscapes.

Also, the rather frequent narrative observed in the comments to the posts can be called the contrast between the typical type of rest, and the rest in the conditions of the far North:

"Changing snow-white warm beaches to snow-white cold slopes"

This thought is found in several users at once. And it does not carry a negative character, rather a statement. This narrative confirms Smith 's (2018) claim that the subject matter of "Tropical Paradise" on Instagram posts is the most popular. Even in Polar tourist destination, some millennials mention it in their posts, although from the outside it seems that there can be no place for such a narrative. However, it can be concluded that users have no regret that they have received posts on the second most popular topic (according to Smith (2018)) - the greatness of landscapes.

Thus, analysis of blogposts showed compliance with most modern trending narratives in the Instagram blogs. Greatness of landscapes trends and comparisons with tropical paradise have been identified according to Smith (2018); impression of snow according to Abram and Lund (2017); the wilderness of nature and the remoteness of civilization according to

Keskitalo (2019). In Chapter 5 (Discussion) it is discussed in more detail how tourists perceive the Arctic nature according to their blogposts.

Chapter 5. The interface between tourism and mining (or some other heading

In this chapter I will discuss the findings of data analysis. The overview of introducing the tourism in resource-extracting community will be presented. The relationships between mining and tourism will be discussed. Also, I will discuss some opportunities for introducing another types of tourist activities in Kirvosk destination, including application of Experience economy concept and successful examples of Northern destinations.

5.1 Introducing tourism in mining community

Most users (more than 60%) made a post from the main object of destination - mountain ski resort "BigWood." And when we talk about winter rest, this indicator grows to 68.8%. It can be assumed that this object was the main purpose of visiting the destination of Kirovsk. The fact that so many millennials decided to take photos from this tourist facility, in my opinion, is justified by two circumstances:

1. Landscapes. The object is spread on the mountain, on the open space, and the landscape will be present on the photo anyway. It is a panorama on Khibiny as well as a small town that is surrounded by mountains. Northern landscapes impress bloggers and seems to wake up the desire to post these on the social network. Perhaps, in their opinion, a photo with a landscape will look fine in the ribbon and attract other users. Moreover, an important feature of the posts under study is that most are made from the top of the mountain. According to Smith (2018), it is a colonial metaphor for sealing conquered territory, seen in a culture dating back to the Middle Ages that has lived to the present day and a feed of the Instagram of modern travelers. (to short)

2. Popularity of skiing among Russian millennials. Certainly, skiing is the source of new experiences, sometimes even extreme if we are talking about freeride. Millennials get the effect of adrenaline at the mountain-ski complexes and would like to save these feelings in their «online diaries» - Instagram accounts. Moreover, skiing is a very expensive activity, at least in the socio-economic conditions of Russia. Perhaps some of them want to praise subscribers to some extent that they have the opportunity to participate. The appeal of luxury among millennials is common, especially talking about their social media lives (Burnasheva

et al., 2019), and in this case, skiing is worth considering through the lens of this approach among other things.

However, the popularity of mountain skiing among millennials is true primarily in the realities of Russian millennials. There are another tendencies worldwide. Rosier (2018) claims that in the Western World, the popularity of skiing among millennials is beginning to fall. In the UK, for example, more than 66% of people skiing are over 43 years old (Rosier, 2018). The reason for this is the high prices for ski holidays. When a millennials are choosing between traveling for a month to a tropical island and for a week to a ski resort for the same money, most choose tropics. Still, according to Smith (2018), the "tropical paradise" is the main narrative among millennials, at least in Instagram. And the mountains undoubtedly carry more danger when we are talking about the injuries or even avalanches. Rosier (2018) concludes that ski destinations should be adopted under the modern market in order not to lose the war for tourists with tropical destinations.

Berbeka (2018) notes the development of free ride skiing in Nordic countries (the author is using the terminology of back-country skiing). Researcher explains this with the experience that tourists get using unequipped ski slopes. Experience is reinforced by the constant risk of avalanches, unpredictability of the landscape, bad weather and low temperatures (Berbeka, 2018).

But in the case of Kirovsk, the main tourists are Russians, and the findings of Rosier are not fully applicable. The average salary in Russia is 43,445 rubles (Zotikov et all, 2019), which is about $600. This is undoubtedly less than in Western countries and narrows the choice of tropical destinations. Moreover, the Russian passport does not give the same freedom of choice as most Western ones, which also narrows the choice of destinations for tropical trips. In other words, ski activity remains a popular destination among Russian millennials, and Kirovsk as a resort is one of the leaders of this industry (Valkova et all., 2019).

Skiing in the North, that Berbeka (2018) talk about differ from how skiing at the destination of Kirovsk is performed in social media. Free-ride skiing is a niche field of market. It is the more connected to nature-based tourism, but in the same time it is more risk based adventure. At the same time, traditional mountain-skiing requires large investments in

infrastructure (creating a resort and elevators for example), but this type of activity attracts more tourists.

As for tourism facilities other than mountain skiing, millennials have not shown much interest in them. When considering private companies, the largest posts were made from "Snow Village" (15% of users), and snowmobile tours (about 17%) (Table 3). The study method limits the researcher to the findings, but it is obvious that Instagram users preferred the objects created by the city-forming enterprise for time in destination. I believe that there is a correlation between this indicator and the real state of the market.

Overall, analysis of the posts showed the dominance of nature-based tourism activities. Users preferred to make the publication containing exactly this kind of rest. The exception was publications from the Interpretive Center "Snow Village," containing snow sculptures and a sanatorium and health complex "Tirvas."

5.2 Way forward: Indigenous tourism as an option

Indigenous tourism offer possibilities in other part of the world, and do have potentials that could be considered also in this context. Inspiration could be taken from other Nordic countries and studies done by researchers. For example, Mathisen (2010) argues that the culture of indigenous peoples has become the same narrative of the North among tourists as the northern lights or midnight sun. Smith (2018) identifies immersion in the lives of locals (such as dressing up as national costumes) as one of the most popular narratives in Instagram travel-blogs.

This topic is also raised by some of those engaging with the future of Kirovs   Didyk et all (2018) recognizes the important role of the local people of the North Saami in establishing the sustainability of the community. However, in the tourist market of the destination of Kirovsk, Saami culture is not common, as the results of data collection and data gating have shown.

Tourists do not mention Saami people, culture or landscape in their Instagram blogs. The reason is that there are no Saami objects in the destination - on the site Welcome Kirovsk it is impossible to find anything related to Saami. It means that the market of destination does

not even offer the opportunity to visit or learn about their present and past life. The offer is limited to some range of souvenirs and one hall in the museum (Museum and Exhibition Center, 2020).

In the comments some tourists drew attention to unusual for the Russian-speaking person names of toponyms of destination. However, no one said it was Saami names. There is a high probability that tourists did not even realize that it was Saami language around them. In my opinion, this factor shows the possibility for the development of the Saami direction on the tourist market of Kirovsk.

Some communities in the Murmansk region have already developed indigenous direction of tourism (Aleksandrova and Aigina, 2014). A good example of this is the Revda-Lovozero district, which is also a resource-extracting community. However, unlike in Kirovsk, in the Revda-Lovozero district, the emphasis in the development of tourism was placed on the identity of local people, and a Saami museum, Saami village, and national festivals were created (Aleksandrova and Aigina, 2014). Moreover, there are many offers of reindeer-tours and sacred places tours in the Revda-Lovozero destination market.

Of course, the flow of tourists to Revda-Lovozero district is less than the three most popular destinations in the Murmansk region (Murmansk, Teriberka, Kirovsk) (Yakovchuk, 2020; Aleksandrova and Aigina, 2014). This is because Ethnotourism in Russia is a fairly new direction - the field began to develope only at the beginning of the 21st century. However, the example of Revda-Lovozero shows that the development of ethno-tourism is a good option for introducing tourism into the community, based primarily on mining and reindeer husbandry (Aleksandrova and Aigina, 2014).

5.3 The relationships between mining and tourism.

This part of the discussion chapter will discuss aspects of the relationship between mining and tourism within the resource-extracting community. The findings are based on data analysis and also on a literature review of the case of study.

5.3.1. Cooperation between mining and tourism.

The data collection showed that in the destination of Kirovsk mining and tourism are cooperating mostly in the economic field. The city-forming mining enterprise is the main investor in the tourism sector of destination, creating tourist facilities and infrastructure. Of the 19 tourist facilities and activities presented on the Welcome Kirovsk website, 6 belong to the city-forming enterprise (Welcome Kirovsk, 2020). In addition, the data collection did not take into account the object of tourist accommodation, which also occupy a significant share of this part of the market.

More than 70% of users whose profiles were investigated during the data collection posted a post from the facility created by the mining enterprise. This is a indicator that makes it possible to propose several possible routes for mining tourism. First, the enterprise sees tourism as both an opportunity to earn and diversify its income and to convey its ideas to the outside world. According to Saarinen (2006), tourism today has become a way of building a worldview, and it is obvious that the city-forming enterprise of Kirovsk understands this. Moreover, it is obvious that tourism is perceived as a industry only different from their main activities. It is an industry of another kind, including both travel, and visits to sports facilities, and cultural, as well as accommodation (Abram and Lund, 2017). It can be noted that in Kirovsk the city-forming company was guided by such an industrial approach in the creation of tourist infrastructure. Like ore, which first needs to be extracted at the mine, then enriched at the first factory and eventually produced fertilizer at the third factory. The same is done in tourism - the traveler has the opportunity to live in the hotel of the enterprise, to ride on the ski complex of this enterprise and in his free time to go to the corporate museum. The question is whether the city-forming enterprise receives strong economic benefits from such investments, or whether the emphasis is primarily on public relations. However, the community and the tourism sector in particular undoubtedly benefit from such a system - more than 10 private tourist-companies have been created, not to mention the sprawling sector of tourism accommodation, which undoubtedly contributes to the gradual diversification of the municipality (Didyk et all, 2018).

5.3.2 Towards a sustainable tourist destination.

The concept of sustainability appeared in 1970-1980. Sustainable development aims to meet human needs while preserving the environment so that these needs can be met not only for the present, but also for future generations (Dresner, 2008). For resource-producing single industry towns such as Kirovsk, the concept of sustainability today becomes a key factor in developing development strategies, because resources such as hydrocarbons and minerals are exhaustible and future generations will not be able to benefit from them.

That is why a socio-economic development plan of 2020 was adopted at the municipality level (Kirovsk, 2011). Its main goal is to increase human potential and increase the quality of life of the population of the municipality on the basis of its sustainable social, economic and environmentally balanced development. The tourism development program was planned by the municipality as one of the important directions of reducing the dependence on the financial condition of the mining sector of the economy.

By 2020, it was planned that 21% of the able-bodied population would be employed in small business. Moreover, according to this plan, the tourist flow should reach 108,000 people per year in 2020. According to Valkova et all (2019), this indicator was reached earlier. Today, experts estimate the flow of 120-150 thousand people. Thus, after nine years, the conclusion about the successful trends of this strategy and the movement towards stability, at least in the socio-economic aspect can be made. At the same time, this official document contains words about the importance of a socially responsible policy of a city-forming enterprise and support in diversifying the city's economy (Kirovsk, 2011).

None of the blogpost that I have analyzed reflect an interest in   in sustainability, community history, or engaged with the interface between mining and tourism, or the polluted landscape of mining. Tourists did not write about this in their Instagram accounts, although in fact most of them observed both destroyed landscapes and production facilities. It is possible that being in a position of a a tourist, do prevent the observer to enter into more complex and troubled questions. If traveler came for being in nature, this was their expectation, then this also become their story. possible to determine that tourists are attracted by Arctic nature, moreover, they are ready to buy it as a product (according to Abram and Lund, 2017). The conclusion can be made that mining in some aspects complicates tourism

activities, especially when it comes to environmental conditions and landscapes. The case of Kirovsk shows that mining can also be very useful in developing the tourism potential of the mining community, especially in terms of investing in large-scale infrastructure facilities.

5.3.3 The troubled landscape of mining

In my study ofthe Kirovsk destination focusing on the interface between mining and tourism, there are a number of conflicts between two industries, that need to be noticed. And first of all, these issues are related to landscapes.

Didyk et all (2018) mentioned that tourists do not have access to some sites of Khibiny mountains due to mining being carried out at these sites. This conflict reached a new level in the creation of Khibiny National Park (Didyk et all, 2018). Because Khibiny mountains are a area of mining, the national park project was negotiated for 10 years, and eventually the territories were reduced by a third and did not include all the territories with ore. This initiative of the Government is aimed at further developing ecotourism in the area, but shows the conflict of interest of mining and tourism and that compromises need to be negotiated based on research-based knowledge. Up to now, there have not been programs inviting scholars do research on if, and how tourism and mining can be combined at the same time as proposing a vision of a sustainable future. In my opinion, the situation in Kirovsk between mining and tourism is in a stable condition. The same thought was mentioned by Didyk et all (2018), stated that mining is not a threat for tourism development in Kirovsk for today. In any case, the tourism market of Kirovsk today receives more benefits from mining (economic investment and, as a consequence, an increase in tourist flow) than problems (restricting access and destroying landscapes).

Destruction of landscapes by mining is no less important than restriction of access. Obviously, northern landscapes are of key importance in northern tourism. In any case, they are subject to destruction during mining. The photo from below (Image 5), which was found on the website of Museum and Exhibition Centre, shows how mining destroyed part of the mountain and destroyed the landscape. And it's a view from inside the city. Everybody can observe it. Speaking within modern realities, such a landscape does not want to be displayed on Instagram with the aim of showing friends how beautiful it is.

Image 6. Destruction of landscapes (Museum and Exhibition Centre, 2020)

However, the situation with the conflict of mining and tourism due to landscapes is not as acute as it may seem at first glance. First of all, what is seen in the photo (Image 5) was done in the middle of 20th century, since the 1930s. It is Kukisvumchorr mountain, where in the 1929 the open mining of apatite-nepheline ore began (Museum and Exhibition Center). That time, after the Bolshevik revolution in Russia, the new government was interested in industrialization in the first place, rather than preserving landscapes and sustainability. It is obvious that today the situation has changed. Problems of landscape destruction, sustainability and ecology are on the agenda (Didyk et all, 2018). Secondly, today the biggest part of mining in Khibiny is carried out in a undeground way. In other words, ore will be extracted from within the mountain, which undoubtedly brings less harm to landscapes than open (quarry) mining. That is how the ore is being mined in Kukisvumchorr mountain nowadays. In the case of that landscape, destruction stopped. However, open careers exist. They are far enough from the main feature of the city and all tourist activities, but the landscapes are still being destroyed.

Summing up this part of the discussion chapter, it can be concluded that in resource-producing communities mining and tourism can cooperate with each other, and this interaction in the case of Kirovsk is in the field of capital. However, there are many soils for

conflict between these two spheres. After all, the main business of city-forming enterprise will always be mining, and it is logical to assume that in case of crossing of interests mining will remain a priority activity. In the case of Kirovsk, the tourist sphere is forced to compromise. There is an obvious need for further research on this issue, namely the attitude of tourists to the problems caused by mining in the resource-extracting community. My method showed that in the case of Kirovsk destinaiton, the attitude of tourists on social networks to this issue can be called at least neutral, the same is stated by Didyk et all (2018). A study based on quality interviews with tourists in the destination would help to provide a clearer understanding of the problem.

5.4 Nature performance in the Instagram blogs

One of the research question discussed in this paper is "How is nature performed in the tourists' Instagram blogs?". In this part of discussion chapter, an attempt to answer this question will be made. First of all, comments of tourists who visited the destination of Kirovsk are not being considered.

5.4.1 Landscapes

Most of the comments, as well as the photos, contained a narrative about landscapes and their greatness. Users were impressed by the views that open from them. It's a very ancient narrative, according to Smith (2018). Originally, for many centuries, human in the background of landscapes was depicted by artists as a metaphor for the greatness of humanity, its imperial power over the nature and lands. The trend has moved into modern social media however with other overtones - with the meaning of unlimited access anywhere in the modern tourist 's world (Smith, 2018).

Also, many users described the mountains as an opportunity for good skiing. In this aspect, the focus of destination (in fact, a ski resort), as well as the hobbies of travelers with mountain skiing, are the most influential. This in turn gave a comparative character to some comments, with users comparing Khibiny to other mountains (mostly the Caucasus), with comparison being positive for Khibiny due to price conditions and less dangerous slopes.

At the same time, none of the posts studied had references to mining-landscapes relationships. Users either did not know about the situation with the type of destination they arrived, or did not pay much attention to it. The method used does not allow to determine this. In any case, most users actually saw the situation with the mutilated mountain (Image 5), but did not write about it or post it.

Smith (2019) in his study «Landscapes for likes: capitalizing on travel with Instagram» is trying to explain why the landscape post situation is this. In his opinion, there are two factors affecting the situation. First, Smith (2019) sees users as actors trying to replicate what they have already seen somewhere. These can be users with a large number of subscribers, so-called influencers or Instagram blogs. It can also be just a familiar user uploading landscape photos to their account in the past. Many researchers have proven the impact of Instagram on a tourist 's choice of destination (Le, 2018; Egorova 2013; Gumpo et all, 2020). It is also natural to conclude that such users will post the same narratives as their predecessors. According to Smith (2019), modern tourists are as much actors as Ederson described them (2000) - they follow simplified norms as scripts, trying to replicate each other. Second, Smith (2019) believes that Instagram users choose landscapes as a narrative because it is believed to be one of the themes bringing more popularity on the platform. When users want to increase followers - following the values of the Instagram market is seen by them as a good solution. The landscapes' trend appeared long before Instagram, on the social network it was picked up by influencers and now the theme "greatness of landscapes" is firmly in the trend among travel-posts in Instagram.

Thus, discussing in this study the prevalence of landscapes among narratives of tourism (more than 80% of posts and comments contained landscape in one form or another), it is necessary to understand what trends are and what importance they have on the decision of users to put something on social networks. In summing up the discussion of the narrative of landscapes in user posts, I can highlight three factors that encourage such a post. These are species, satisfaction from good mountain-skiing, and trends.

5.4.2 Snow

The impact of snow on travellers narratives was an unexpected finding for me as reseacher. There are few studies of Arctic tourism where the importance of snow are highlighted . In a quantitative review of photos from destination, the presence of snow at the absolute majority of posts (especially winter ones), was not perceived as something important in the impression of tourists who visited destination. However, a review of the comments to these posts showed how much travelers who came from southern regions were impressed by the huge snow banks of destination.

As with landscapes, users actively wrote about snow as a cover for mountain skiing. Travelers were satisfied with the fact that snow on slopes is natural rather than artificial (as in the Caucasus ski resorts). Moreover, some tourists, who can be classified as off-piste (that is, people who prefer skiing outside the tracks), described «virginity and ease of snow». Apparently, they liked the realization that they were the first to drive on this slope and leave their trace. Still Berbeka (2018) highlighted the freshness and virginity of the slopes as an important value for tourists on Arctic mountain skiing tours. An analysis of the comments of my study confirms this assumption.

I would explain in two factors such admiration. Firstly, the tourist flow to Kirovsk is undoubtedly less than to the Caucasus, where the most visited resorts of Russia are located. Consequently, there are fewer tourists wishing to be the first to drive through the fresh snow and leave their mark on it and more opportunities to do so. And secondly, these are weather conditions that were mentioned by Valkova et all (2019) as very specific and non-permanent. That is, snow in northern Kirovsk can be obtained much more often than in the subtropical Caucasus, which also creates an opportunity for more tourists to learn what it is to "drive on virgin snow" and write about it on their Instagram account.

As Callaghan et all (2011) notes, the importance of snow in Arctic tourism is obvious, however there are not so few studies of these topics in literature. Climate change and reduced snow cover can significantly affect winter tourist activities. Moreover, snow itself is an important narrative of tourists in northern destination, especially when combined with landscapes, which is what analysis of comments on posts has shown. Abram and Lund (2017) claim that people from outside the circumpolar north often associate the Arctic primarily with

snow, as well as concepts of purity, untouchability and cold. The analysis of the comments that was made in my study confirmed these claims. Before the trip, the traveler is imagining snow spaces and cold, and when he/she arrives in northern desolation, what is being seen forces him/her to share observations with subscribers.

5.4.3 Northern Lights

The northern lights have become a very important industry in modern northern tourism. Aurora Borealis as a product is sold relatively recently, especially when compared to landscapes (Abram and Lund, 2017). The main phenomenon of lights, according to researchers, is that they are to some extent opposed to landscapes - landscapes are visible during the day when the light cannot be seen. Conversely, a glow appears at night - and landscapes are no longer visible. (Abram and Lund, 2017).

On the tourist market of Kirovsk there is a proposal to buy the northern lights as a product. These are the so-called Northern lights tours, where a guide and photographer with equipment travel with a tourist on a snowmobile outside the city and take pictures of the Aurora. However, not many posts from this type of activity have been found, with half of them made by foreign travellers. Moreover, one in six foreigners who visited Kirovsk and made a post about it bought the Northern Lights tour. If to count the same data for Russian tourists, it turns out that 2.5% only posted a post with Northern Lights tour.

Such statistics suggest that the Northern Lights as a product came from the western market, and in Russian realities it is a quite difficult task to sell it to the locals. And if the Russians don 't want to pay for it, in any case comments on the posts showed that Russian tourists are also extremely interested in seeing the Northern Lights. However, most of the commentary is filled with a narrative that it was not possible to do so in the current trip. Those who got the Northern Lights without buying a tour took to the ski slope at night when the lifts were not working and the lights were not burning. The reason is that Kirovsk has quite a strong light background, and seeing the Northern Lights from the city at night is a very difficult task. Therefore, tourists who do not want to pay money for the Northern Lights should get out of the city. Thus, the small consumption of such a product as the Northern Lights in the destination of Kirovsk is due to the small purchasing power of the majority of

the travelers (Russian millennials) and the difficulty of obtaining the Northern Lights directly from the city.

However, the Northern Lights is not only a product for sale, but also a trend. And this explains so many narratives of this phenomenon, provided that not many could see it. Even people who have not seen him write about him because it is a trend and it is associated with northern territories. The northern lights were found in many tourists visiting Kirovsk, but photos were taken in another location of the Murmansk region. Mostly in the village of Teriberka. And these posts were made during one trip, but to make them tourists had to take an additional trip. This makes it possible to conclude that in terms of selling the Northern Lights, the market of Kirovsk has not yet offered enough supply to meet the existing demand.

5.5.4. Results of nature performance in the Instagram blogs

Summing up the discussion about users 'comments, I can say that users perceive nature in their blogs in light of the three main realms. And in most cases it is impossible to determine what had the greatest impact on the decision to write a comment - most often, it is a set of all three realms. Accoding to Hollaway and Humpreys (2012), the travel experience depends primarily on the goals of the trip. Because the main purpose of most travelers' trip was skiing, users perceive nature as a way to achieve their main goal. Snow and landscapes are widely perceived as an environment conducive to mountain skiing, and so they write about nature in this context. The northern lights are perceived as a trending achievement to be accomplished in skiing-free time, and a ski slope is used for this again.

A large proportion of users simply describe nature and tell them how they liked it. They do not mention how such nature is perfectly suitable for skating, but simply admire its beauty. In other words, users in their blogs perceive northern nature as something beautiful.

Some users post and discuss nature because this topic is on trend. Whether we 're talking about landscapes, Northern lights or skiing - these topics are popular on the site they 're published in, and so users publish them. This will help to get more likes, subscribers and views - and partly so it is published. After all, according to McCluskey (2016), the social network is based on the approval of other users, and as a consequence on likes.

5.6 Experience economy

The concept of Experience Economy, published by Pine and Gilmore (1998), offer insight into how businesses orchestrate events for their customers, and that memory itself becomes the product: the "experience". The economic value produced are the transformation that an experience offers, like educational elements or the embodied being in natureThey argue that the the economy of experience is conceptually the next stage of the economy after the agrarian, industrial and service stages. Tourism has become the area where this model has found its greatest application. And millennials are the main audience of this new stage of economic development. According to Saiidi (2016), Western youth prefer to spend their savings on experience and feeling than on real estate or cars (Saiidi, 2016). These factors create favorable ground for projecting my research data onto the existing model.

The basis of the concept of "Experience Economy" is the assumption that experience is a new type of commodity that the consumer receives. And the experience can be divided into four categories: Esthetic, Entertainment, Escapist and Educational. What kind of experience belongs to, gets the consumer, depends on the degree of participation and immersion in the action. This model can be projected on the XY coordinate axis as a graph:
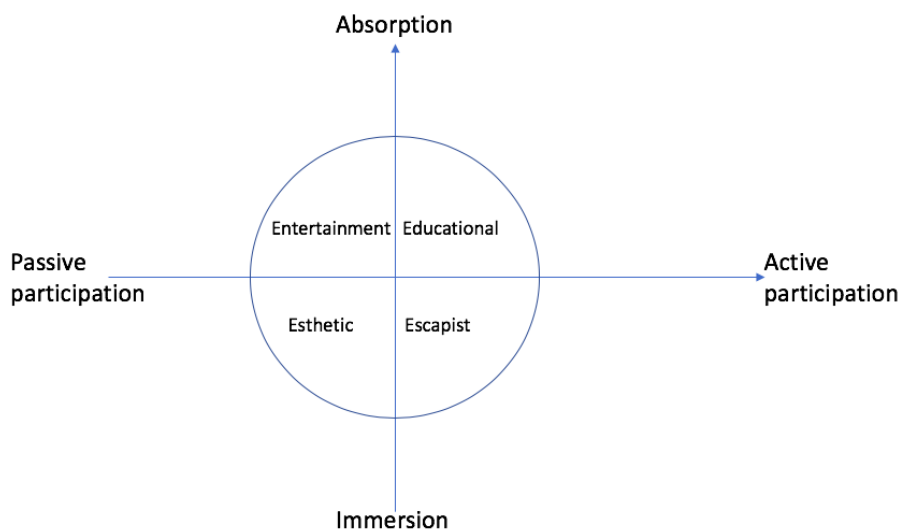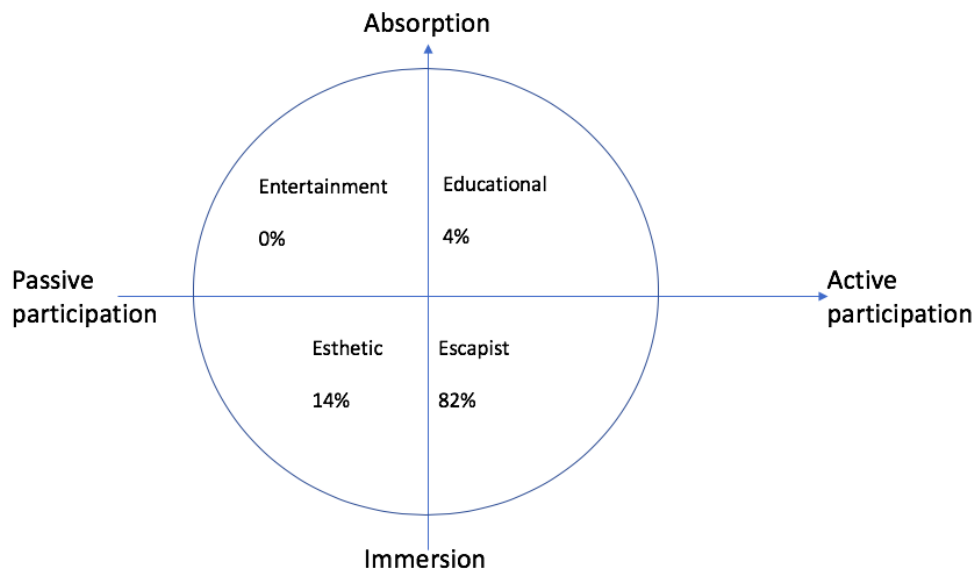

Image 7. Experience realms (Pine and Gilmore, 1998)

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In the case of my research, I subdivided the tourism activities available in destination into these four types of experiences described by Pine and Gilmore (1998).Escapist experience included all types of active recreation available in destination. It is all mountain ski activity, cross-country skiing, all kinds of active tours. This included the Northern Lights tour.Esthetic experience included all cultural objects of destination: 3 museums and botanical garden and Interpretive Center "Snow Village." Also, the Northern lights tour was classified.Educational included comments to posts in which users claimed that this was their first experience in some activity (mountain skiing was this activity usually). Such comments were identified 6 pieces.Entertainment proved to be the hardest for the ratio with the date. In tourist destination of Kirovsk there are practically no services for tourists connected with such Experience realm. Theoretically, posts from festivals, sports event, concerts and other mass events that do not require a lot of user activity could be included there. However, even Welcome Kirovsk 's website has not identified more than one tourist activity that could be included in this Experience realm.

Moreover, some activities I included at once in several experience realm. A good example is Northern lights tour. From the point of view of Pine and Gilmore (1998), such activity as the observation of natural phenomena must be recorded in the Esthetic experience. However, all Northern lights tours featured in the destination are held on snowmobiles, so are sufficiently active to take a place in two experience realms at once. The same can be said of users who left a comment that this is their first experience of certain tourist activity. Their posts hit both Educational realm and realm related to the subject of the post (usually Escapist realm).

Escapist realm – 139 posts. Esthetic realm – 24 posts. Educational realm – 6 posts. Entartainment realm – 0 posts. At all – 169 posts.

The following diagram shows this more clearly:

Absorption

Entertainment
0%

Educational
4%

Passive
participation

Active
participation

Esthetic
14%

Escapist
82%

Immersion

Image 8. Experience realms based on data of the study

There is a clear skew towards Escapist experience in the posts of users from tourist destination. In ideal conditions for tourist destination, Experience realms rates would be 25%. Pine and Gilmore called it "Sweet spot," meaning the tourist gained all kinds of experience in destination, satisfying all of his suppliers and their needs (Pine and Gilmore, 1998). Of course, this data is very influenced by the method chosen - it is likely that people received different kinds of experience realms than shown in the chart above in more equal proportions, but preferred to post and write more about their Escapist experience.

Entertainment experience has practically no proposals for tourists in the destination of Kirovsk. The city doesn 't even have a functioning cinema. It is very likely that millennials would not post photos from the cinema on social networks from their tourist trip, but now they do not even have such an opportunity. In any case, my view is that in northern tourism in any destination, the prevalence of Escapist realm will be obvious when it comes to statistics. The main reason for travelling north is experience and impressions that you can 't get anywhere else. And in most cases, this experience is associated with northern Nature, has become a key factor in the tourist appeal of the northern territories today (Freedman, Tyrväinen, 2010). Nature-based tourism is mostly situated in Escapist and Esthetic realms, according to Pine and Gilmore (1998). At the same time, there are a number of examples from other northern destinations, where this feature of the northern community as a tourist destination is understood and steps are taken towards the development of Entertainment experience realm. A prime example of this is the creation of Finnmarksløpet in Finnmark. The

dog race has been held since 1981, and at the start in destruction Alta collects several thousand people, having also a very large coverage in social networks and media (Jæger and Olsen, 2017).

Summing up the application of the concept of "Experience economy" regarding case of study, it can be concluded that this model showed an approximate situation in the tourist market in the light of modern approaches to the economy. The Entertainment experience looks like an area for entrepreneurial opportunities and further tourist development.

5.7. Reflection regarding the research design

To be sure, the study has a range of limitations associated with the method that have been conducted in this study, that offer some limitation that I in the following want to reflect upon. First, data analysis only includes data about objects that users have chosen to display in their Instagram profile. This may create the illusion that they absolutely did not visit other tourist objects of destination (as it was told earlier, only on the website Welcome Kirovsk and websites of tourist companies there were presented more than 20 species of tourism activities). This confirms the fact that in just 3 profiles photos related to the Museum and Exhibition Center of JSC "Apatit" were found, although according to the official data of the museum, more than 50,000 visitors visited the museum in the last year (Museum and Exhibition Center, 2020). This makes it possible to suggest that at least in the case of the museum, many of the Instagram users have visited it, but chose not to post a post from there. They may have posted posts in the Stories format, which are usually deleted and which were not considered during the data gathering. And this applies not only to the situation with the museum, but also with other objects. For example, photos from restaurants were found at only one account, although on the official website of tourist destination there is a section called «Where to eat», devoted to restaurants. Again, it is possible to dissuade that most tourists whose profiles have been explored visited cafes and restaurants, but chose not to post photos from there. Why? This is a very interesting question that could be the basis for a separate study. Perhaps tourists are not satisfied with the level of service and quality of these objects. However, based on the findings of many researchers, I assume that these objects do not represent something memorable for tourists than you want to share with friends. Most tourists

visiting the destination of Kirovsk come from larger cities, it is possible to say mega-policies. And there the restaurants and museums are in abundance.

Second, it is possible to assume that some users who fall under the target group of the study did not use the geotegging and hashtegging chosen in the method when posting from destination. Of course, this reduces the number of possible posts for the study, but Kirovsk and Khibiny geotegs, as well as corresponding hashtags, were the most popular labels associated with destination. For example, there are more than 60,000 posts on Instagram with Kirovsk geotage.

The concept of the quantitative part of the method has certain limitations. Without the use of interviews it is impossible to obtain some of the data I had planned to built the thesis upon, in my project description. For example, relative to the tourist economic available resources; as well as their previous travel experience and preferences was a focus of intrest . This information is used in many similar studies, for example in Gumpo et al. (2020). In the case of this thesis, economic resources and priorities would help answer the question why not many Entertainments have so few posts on users social networks. It is possible that many millennials had a limited travel budget and could not spend money on many kinds of entertainment. Also, the main purpose of the trip is of great importance. It is obvious that most millennials have attended the destination because of the mountain-ski complex, but this is only an assumption based on the statistics of the profiles studied. Perhaps some of the Instagram users whose profiles were explored visited Kirovsk for a completely different purpose and posted photos from the ski complex simply because it was the greatest impression per trip rather than the main purpose. The chosen method does not allow to assess with absolute objectivity the interests and motivations of millennials in the mining community. It creates a shadow from the real situation, allowing us to identify the most obvious trends.

In this chapter I have argued that in the case of Kirovsk, cooperation between mining and tourism offers to the destination more benefits, than some open conflicts between these industries. Moreover, I defined some possibilities for future introduction of tourism in resource-extracting community, namely ethno-tourism direction, Northern-lights direction and entertainment-based activities. I discussed some restrictions of choosing method as well.

Chapter 6. Conclusion

In this study, based on the case of Kirovsk as a succesfull example of creation of the tourist destination in the mining community, I tried to determine what the future of tourism can look like in other northern resource-extracting communites, especially in the Northern Russia. Using a method based on the analysis of Instagram blogs of travelers who visited the destrination, the impressuions of tourist about mining community were discussed

Firstly, the importance of the participation of the city-forming enterprise in the development of the tourist market of the community was defined. Such participation is primarily a strong flow of investment in tourism infrastructure, which can become an industry no less important than mining. One of the conclusions of this work is that tourist objects created in the tourist destination of Kirovsk by the city-forming enterprise are in very great demand among local residents, not only tourists. First of all, it concerns the ski complex. Data gathering revealed a huge number of posts from local residents who also visit tourist facilities, and there were no fewer such posts than tourist posts. This is due to the rather large population of destination - about 40,000 inhabitants in Kirovsk and 60,000 in the neighboring city of Apatity. The distance between them does not exceed 17 km, so the total population of this mining agglomeration reaches 100,000 people. However, the identification of the main source of cash flow on tourist objects, of course, was not a task in this research.

Secondly, the assumption of the success of nature-based activities has been confirmed. Landscapes are being used today mainly for mining. But landscapes can be used for nature-based tourism in the future. Data analysis showed that modern tourists visiting the mining community have an obvious demand for consumption of landscapes and other natural products (for example snow and northern lights).

Thirdly, the importance of trends on tourists and their choice within the destnation was revealed. Especially when we talk about millennials and the economy of experience. In the case under investigation, examples were identified of both the use of trends and their disregard by the tourist market. For example, ski sports are popular among Russian millennials, and the market provides an opportunity to involve in this type of activity. The same applies to the Northern Lights - it is an established trend and the market offers such a

product. In any case, the lack of proposals for the indigenous tourism sector was revealed, despite the popularity of this direction (Smith, 2018).

At the same time, serious contradictions between mining and tourism were revealed in the case of studies. It is mainly about access restrictions and landscapes destruction. The sphere of tourism of Kirovsk is forced to make concessions, because the main focus of the community is still mining.

Moreover, the concept of sustainability was discussed. The issues of sustainability and tourism is especially relevant for resource-extracting communities in the north of Russia, including the monotowns of Murmansk region. The opinion of researchers was determined that Kirovsk shows stable growth and development as a tourist destination and clear steps towards sustainability. Positive and negative factors of tourism development in Kirovsk were identified. Moreover, the gap in studies was found in this case - there was no concentration on tourists and their opinions were not taken into account in most studies.

When it comes to sustainability, this can be discussed in various realms. For example, mining sustainability is mining that does not destroy the environmental and social processes of adjacent territories (Dyadik, 2018). Although mining in itself is unstable according to the definition of this concept (Dresner, 2008). Thus, when we talk about mining sustainability, it is mainly about two factors: ecological and socio-economic sustainability. However, a sharp rejection of mining in the resource-mining community today seems impossible. This will entail many socio-economic problems: unemployment, migration outflows, and increased violence (Rizzo and Sordi, 2019). It should be a gradual decrease in the role of mining in the socio-economic life of the community through the development of other sectors of the economy. And there are examples of such development in some resource-extracting communities in Murmansk region. They are Nickel-Zapolyarny with cross-border cooperation (Saltykov, 2015); Revda-Lovozero with ehtno-tourism (Alexandrova and Aigina, 2014); and Kirovsk with investments of city-froming enterprise in tourism infrustucture

Finally, according to data gathered, it was not defined any negative motives in tourists 'narratives about mining community. Moreover, nobody wrote about negative consequences of mining (environmental pollutions, restrictions of routes or destructed landscapes). The fact that tourists did not write about the impact of mining on the environment and the destruction of landscapes can be considered as a positive factor for tourism in a monotown. This means

that mining does not at least destroy the tourists' impression of the destination. Mining does not motivate tourists write in the Instagram feed about itself. The selected method allows to draw such conclusions. A larger study, including qualitative interviews with tourists visited the mining community, would determine the level of tolerance of tourists for mining activity. However, my master thesis confirms the judgments of Didyk et all (2018), which states that today mining is not a threat to the creation of a large tourist center in Kirovsk.

But if to remove all the positive factors of cooperation between mining and tourism in monotown (in the case of Kirov it is primarily an investment in tourism infrastructure), then the problems for the development of tourism in such a community are obvious. Restrictions of tourist routes, environmental pollutions and destructed landscapes make mining communities less attractive compared to non-mining communities of the North.

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