

European Union Tacis Bistro Programme

DEVELOPMENT OF TOURIST SERVICE MARKET

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Draft Report, Version 25 GRB

Kun kapittel om Nature Camp. Dokunemt for tungt for E-post. Har ikke
Zippet dokumentet da jeg ikke vet om du kan un-zippe det.

1.1.1 The Nature camp

1.1.1.1 The basic concept

As mentioned in the tourism inventory for Monchegorsk there is a strong need for appropriate accommodation facilities. Monchegorsk city itself is not an interesting destination for tourists. The City is similar to dozens of other cities in Russia and the CIS. City Tourism is not an option; consequently accommodation facilities should be built direct to the tourist attractions of the region. In this respect the areas south of Monchegorsk can offer an attractive nature with options for nature based activities i.e. fishing, hiking, canoeing, windsurfing etc.

The prime area for Tourism will be South and East of Monchegorsk including, and next to the Lapland Nature Reserve and the Imandra Lake System. The Reserve has a limited carrying capacity and rules and regulations for Federal Reserves will prohibit a substantial development within the Park.

A Holiday Camp in Monchegorsk must, however, be located in an area near to the main activities and attractions like fishing, kayaking and interesting hiking tracks. To be successful it must be built close to one of the lakes, preferably direct to the shore. The view itself from the cabins is important. When you wake up, eat or just are at rest, you should be able to enjoy the splendour of the nature around you.

Overall the cabins must have a reasonable high standard, but no extreme luxury. Common in-door activities, restaurants, bars, shops etc. must have varying concepts. Rooms should, to a large extent be multipurpose, i.e. to change function according to season and market demands.

Before the final design of the Camps are carried out, a Master Plan/ Site plan and a Building brief should be made to give guidelines to the planning of the sites. This includes land use, roads, technical infrastructure and range of amenities to be included on each chosen site. An outline of a Building brief will be included in this report. (6.7.2.4)

The camp will be developed in a phased manner starting with approximately 10-15 cabins. The number of cabins will be increased as the market demand expands.

The design concept should include smaller lodgings (3-4 persons) at special attractions along hiking paths within the National Reserve. These lodgings should be built in stone and timber with small windows to blend in with nature. The standard of comfort can be of a minimum, and service standard based on a self-service principle like Cabins in Norwegian mountains. (run by the Norwegian Tourist Cooperation).

It is important to establish alternative routes between the attractions to avoid unnecessary strain on nature along the paths. Any hiking activities outside the routes or the sites of attractions should be prohibited.

1.1.1.2 Location

Criteria's of location are:

- Attractive natural surroundings
- Near to a lake and preferably direct to the shore.
- Possibilities for main activities and experiences direct from the camp.
- Short distance to the Reserve and attractive hiking areas
- Short distance to the highway and Information Centre.
- Sufficient space for expansion

There is already established an Information Centre direct to the highway and an old Estate within the Nature Reserve. Both these sites are being renewed and new buildings are under construction.

The new sites should be located near to the existing ones, especially the Information Centre. Thus there will be synergies between the sites and there will be *one* gateway to the Nature Reserve. Each site may have its unique qualities and offer different experiences. At the same time it is important to have an overall design policy that links each site and gives the true impression of one Destination.

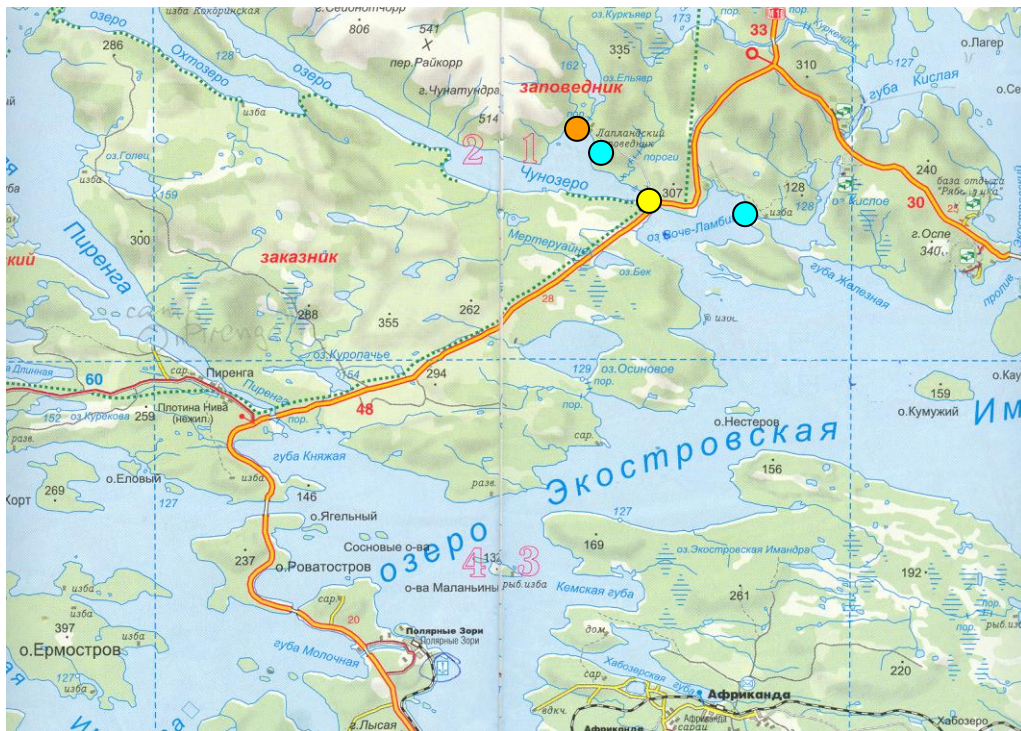


Figure 3: Map of potential camp locations

- Information Centre
- Old Estate
- Recommended sites for expansion of Holliday Camps

All locations are in Federal Forest Land with the option of a long-term land-lease. The proposed locations are marked at the map inserted over-leaf.

One Location is within the Nature Reserve. There will be some restrictions on use of the lake. Within these restrictions it will be possible to establish a new Holliday Camp as an extension to the estate.

The second location on the other side of the Highway M18 has no restrictions similar to the location within the Nature Reserve. A Master Plan or a Site plan can, within the general planning and building regulations, give more specific information as to which concepts are feasible on the actual site and determine a more precise location of the Holiday Camp. This plan should be included in the first phase of the planning stages together with the building brief.

It is important to show technical solutions to the sewer problem by establishing proper and significant Sewer Treatment plants for the Cabins, if a preferred location at the shore of the lake should be feasible.

Communication between the settlements/ sites should mainly be by boat. Travelling thus becomes an experience in itself compared to more ordinary car or bus transport.

A smaller Motel, a Tanking station and a Heliport should be considered built direct to the Information centre as a face two or three in the development.

The municipality has assessed a camp concept South of the city and the Mayor has taken an interest in the idea. Initially discussions have taken place with potential suppliers of log houses for a camp. This incentive should be coordinated with further planning of the camps.

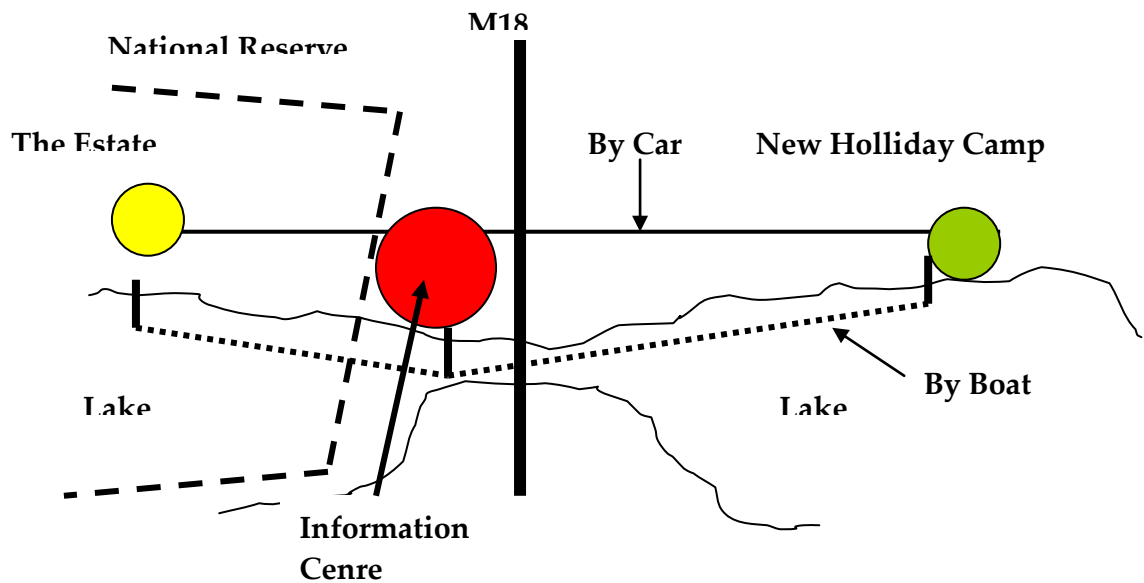


Illustration of Concept

1.1.1.3 Design Profile

A Design profile should, in addition to cabins and other buildings, include signposts, other information, landscaping and use of materials. This is in accordance with the wishes of the Lapland Reserve.

The objective must be to create a *modern design* with links to the traditional Russian architecture of the region, or traditional Lapp buildings. It must be a Holliday Camp that presents new ideas for the design of future Russian tourist establishments of this region. This includes a thorough thought to what kind of amenities and attractions which are to be included on each site.

It is important that all existing buildings, both in the Estate and the Information Centre, reflect the same high design standards that are being set for the new Holliday Cabins. This means an upgrading and renewal of existing buildings within the framework of a new "Design Manual". This Design Manual should be an important part of the first Planning phase. (A part of the Building brief.)

All roads, parking lots and pedestrian paths should be designed to blend in with the natural landscape. Edges should be precise and if possible built in stone to make a clear boarder to the natural landscape around. The marinas should be built in stone and wood and as much as possible of the natural shoreline should be kept untouched between cabins and marinas.

The Site should be planned carefully with access roads, parking lots and public pedestrian paths on one side of the settlement facing the forrest areas on the north or east side of the Cabins. The more privat outdoor areas connected to each Cabin should face the Lake or other attractions towards the south or west.

Public buildings used as a common-rooms (café/ dining room) and other amenities like rentals of kayaks, canoes, sailing gear, fishing gear, hiking gear and so forth, could have a more public open space facing the lake with marinas for boats, outdoor common areas etc.

The cabins should house maximum 6 persons to keep them small. This makes it easier to blend in with nature. Furthermore it makes it possible to build along the shore of the lake without unnecessary exposition of the buildings to the lake landscape.

Materials used in buildings should be:

- Timber logs
- Wooden panels on an insulated timber frame.
- Local stone covering foundations, chimneys and fireplaces.
- Windows and doors with a framework around the openings designed similar to traditional houses in the area. (Par example like the ones found in the Santa Claus Cottage in the Estate).
- Larger panorama windows should be allowed on elevations facing the lake or other important natural features. In this case the whole wall could be of glass from floor to ceiling.

1.1.1.4 Outline of a Building brief

1. – Transport/ logistics

Tourists will mainly travel to the destination by own car or taxi. There are plans to establish bus routs from Monchegorsk or Murmansk, either as a private enterprise or as public transport.

The main long term parking areas for tourist buses should be at the Information Centre. Parking lots for private cars should be established near to the Cabins. During the stay, tourists should be able to use rented boats as transport between the different Camps and between different amenities and activities. Travelling on the lakes is a major experience in its own right.

Goods delivery and main storage areas should be considered built at the site of the Information Centre. Supplies to smaller storage buildings on each Holliday Camp can be delivered daily or weekly from this central storage area. It is important to reduce the amount of large Lorry traffic and larger storage buildings within the area of the Holliday Camps.

It should be considered to establish transport by Helicopter from the Airport of Murmansk to the site of the Information Centre as a step two or three in the development. Accessibility can turn out to be a major criterion for success.

2. – Energy supply

There is easy access to high voltage electricity lines along the main road. New secondary electricity lines should be built in trenches to avoid the

visual pollution of electricity masts and air cables. There are already plans for rebuilding the existing lines to the Estate, according to these principals.

3. – Water and sewer

Water and sewer is a challenge. Drilling for water should be considered. A Sewer treatment plant, which can purify sewer to almost clean water, is technically feasible and should be chosen for the Holliday Cottages. This is necessary if a preferred location direct to the shore of the lake should be feasible. Technical solutions should be a major issue in the work with Master Plans/ Site Plans and a Building Brief.

4. – Telecommunications/ IT

This issue has not been discussed so far. Must be a part of the Building Brief. It should be possible to watch TV and to connect to the Internet in each Cabin. For security, communication to hikers in the Natural reserve and tourists on the Lakes should be possible. What kind of communication system to use, must be investigated as part of the future Building Brief.

5. – Offices/ administration

The administration of all camps should be built together with the Information Centre and should include a room for telecommunications. The Destination is not of a size that justifies a decentralized administration. Accessibility and the need for efficiency underline this concept. It also supports the idea of one Destination and the Information Centre as the Gateway to this Destination.

6. – Staff Cabins

As a main principle staff should have their living quarters in other locations and buildings than guests. We therefore suggest that all staff is located in separate buildings and near the Information Centre.

7. – History and Culture

It is important that all traces of history from the establishing of the Nature Reserve are being kept. In the Estate today there is already established a Museum. Also a building for Santa Claus has been renewed. Sights, houses and graves connected to the founder of the park should be preserved/ renovated and included in the Estate also in the future.

More modern showrooms, seminar- and multimedia rooms should be built as part of the Information Centre. Thus they will be more accessible and attract tourists or other travellers along the M18, even if they have no further plans for other activities or lodgings in this Destination. (May be next year?).

8. – Common rooms/ Amenities

The main buildings for Amenities and Indoor activities should be included on the site for the Information Centre. A restaurant or a cafeteria, shops, office for organisation of tours and other activities, games room like pool table, table tennis etc. could be built here. These facilities could also be an offer to the ordinary motorist travelling the M18. This could be a supplement to a possible Petrol Station. The kitchen serving the restaurant/ cafeteria could also serve decentralized smaller common rooms in each Holiday Camp at special occasions.

At the new Camps a multipurpose Common room should be built with storage for different use and a smaller kitchen to prepare lighter meals. It should also serve as a buffet for meals produced at the kitchen of the Restaurant at the Information Centre.

9. - Lodgings

In order to meet present and especially future needs from the more and more demanding Russian market and the international markets, it is important to establish a Holiday Camp of a reasonable high standard with a certain number of cabins or small “daitchas” which will each accommodate a family or group of friends of 4-6 persons per cabin.

Two and two Cabins could be built “back to back” if this is convenient. Building costs can be reduced and it will be possible to rent a “Twin Cabin” with doors between the livingrooms for larger groups of people.

The “Single Cabins” should include:

1. A larger livingroom that can be used as bedroom during nights.
2. A bedroom with two beds
3. WC/ Shower (or bath)
4. Storage room for own equipment and luggage.
5. Two extra beds in a mezzanin story. (See drawings in appendix)