

# Industrial Tourism as a Factor in the Development of a City and Region

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**Abstract**—This article is devoted to the study of relevant aspects of the development of industrial tourism in cities and regions of the Russian Federation. Modern tourists are keen on educational tourism. The need for knowledge is inherent in a man. Industrial tourism as a new type can be attributed as an alternative to educational tourism. In developed foreign countries, this type of tourism has reached popularity. The tasks of the Russian travel industry are to take into account the prospect of this fascinating, economically mutually beneficial type of tourism and create conditions for its effective development.

**Keywords**—industrial tourism, prospects for the development of a city and region, advantages of industrial tourism.

## I. INTRODUCTION

Russia seeks to ensure its underdeveloped tourism potential by supporting through infrastructure for specialized industrial tourism as a new alternative destination of interest in terms of attracting interested tourists.

It should be noted that the demand for tourism services and hosted tourist facilities in our country should be estimated depending on the region:

- regions with a sufficiently high level of supply of a tourist product: Moscow region, Leningrad region and their capitals, Krasnodar Krai, the cities of the Golden Ring of Russia;
- regions with an average level of tourist product supply: Arkhangelsk and Tver region, Volga region, the territory of the North Caucasus, Rostov and Irkutsk region, Primorsky Krai;
- regions with insufficient tourist product supply, but with potential for development: territories of the Caspian and Azov Seas, the Far North, the Far East, Western Siberia and, without doubt, the Ural [8].

However, other regions of the country also wish to participate in tourism activities, but, unfortunately, have more limited resources in their traditional form. Therefore, preference here can be given to innovative industrial tourism.

It should be clarified for comparison that interest in industrial tourism in European countries began to form about 25 years ago. Representatives of the tourism industry realized that not all tourists can offer a regular tour package, including visits to museums, holy places, sightseeing routes. Marketing research showed that a simple tour of the factory, where relatives and friends work, where you can see how ordinary things are produced, leaves a vivid impression [5].

The concept of industrial tourism is not complicated – organization of regular tourist excursions to existing or once existing industrial enterprises.

The pioneer in industrial tourism was the American company –Jack Daniel’s, which opened its doors for tourists in 1866. Nowadays, there are very few enterprises in the USA that do not accept tourists. For every self-respecting company is considered bad form not to accept tourists. This is a threat to the reputation of the company [10].

The first to introduce the tourist route in Russia was the “Svoboda” factory in Moscow in 2014. At first, only schoolchildren groups were accepted, but later they developed excursions for adults [3].

The table provides data on the number of visits by tourists to industrial enterprises in different countries of the world.

TABLE I. THE INTENSITY OF TOURISTS’ VISITING OF INDUSTRIAL ENTERPRISES

Country	City	Enterprise	Thousands of tourists per year
United Kingdom		Chocolate factory “Cadbury”	400.0
France	Rancé	Power plant	300.0
Germany	Wolfsburg	Automobile enterprise BMW	260.0
Russia	Moscow	Confectionery factory “Svoboda”	8.0
Russia	Magnitogorsk	Metallurgical complex	4.0
Russia	Ekaterinburg	Coca-Cola, Heineken	1.0

Source: Otgaar A. Industrial Tourism. - Rotterdam, Erasmus univ, 2010, Types of Travel [Electronic resource] - [http://visavis-tour.narod.ru/tours\\_kinds\\_industry\\_tourism.htm](http://visavis-tour.narod.ru/tours_kinds_industry_tourism.htm)

According to the presented data, Russian cities and their enterprises need to show loyalty to interested tourists and open the doors of their workshops more widely.

Preparation of production for tourists stimulates the company to improve the corporate climate, which is expressed in important elements of hospitality: cleanliness at the workplace, neat workwear, modern equipment. Employees strive to show their high professionalism, activity towards creativity and innovation. As a result, the company receives customer loyalty, effective support for the national brand. In addition, income from the sale of souvenir products located at the points where excursions end is 30% higher than in other places where factory products are sold.

## II. METHODS

The tourism industry has recently begun to look for new offers. The organization of tourist excursions to existing enterprises can be considered innovative. Such excursions serve as free advertising for many companies and effectively promote their products.

The economic cyclical development requires entrepreneurs to look for new, unique methods of survival in the market. The original solution was found by representatives of the tourism business. They found a new market segment, combining the two seemingly incompatible things – to develop tourism and industry at the same time. This integration has found a wonderful embodiment in the factories of Western Europe.

Currently, the task of specialists in the field of industrial tourism in our country is the organization of regular tourist routes to existing or once existing industrial enterprises. Since this is a new direction for Russia, there is not much research on this topic.

As noted above, the standard tourist assortment does not suit active Russian tourists on a par with Europeans and Americans. Currently, Russians are interested in recreation, which can be combined with cognitive goals. Excursions to various enterprises are of interest of modern tourists. Such tours allow you to discover the world from an unusual side. When visiting an existing enterprise you can see everything with your own eyes, and feel everything with your own hands if its allowed, try out and ultimately acquire a quality product. This type of tourism is especially popular among travelers who make tours with children. Children are extremely interested to see how they make ice cream or chocolates before they even go to the shops. Adults are watching the process with interest as well.

From a commercial point of view, such excursions are unobtrusive advertising, which the excursionists are paying for. During such excursions, the manufacturer cannot hide anything, but on the contrary, only show advanced technologies, transparency of production management.

The result of industrial excursions is more efficient sales of products, increased profits. As a result, tax revenues to the city budget are also increasing. So there are funds for the development of infrastructure, improving the quality of life of the townspeople where the enterprise operates. There is no doubt that tourists will want to look at other sights of the city, where the interesting enterprise operates. And possibly to stop for the night, if the road was long. And this is the income of local accommodation facilities.

Therefore, the first step in organizing industrial tourism is the coordinated work of all levels of government by entrepreneurs and tourism companies.

The organization of tourist excursions to existing facilities may become an incentive in the development of Russian cities. This is an excellent tool for marketing the territory: everyone benefits, even competitors.

Some experts may argue that the city cannot simultaneously develop industry and tourism. But life examples of the developed countries of the world prove the opposite. It is at the junction of the incompatible that an amazing and effective field of activity arises that benefits each side.

Cities carry out rebranding and acquire new unexpected and attractive elements of the image, and as a result, a greater number of tourists are willing to pay for unique experience. In addition, only the cities has the infrastructure for industrial tourism – transport, communications, trade, hotels, cafes.

In Russia, unfortunately, there are few examples of industrial tourism, but there are several historical excursions to Moscow confectionery factories dating back to Soviet times. Unfortunately, mass tourist flow is difficult to organize. Most often they are available only to special guests, sometimes to school groups. For example, an appointment to visit the Rot Front factory is held two days in mid-August, one year in advance. But the Baltika concern, which conducts excursions at its factories in St. Petersburg, Tula and Chelyabinsk, as well as the Mikoyanovsky plant in Moscow, are already ready to accept tourists [13].

From the Ural cities, Chelyabinsk acquires real chances to become the capital of industrial tourism soon. For other cities, this area could become just as promising. So there are dozens of depressed ghost towns in the Ural, where there soon will be almost nothing left except the magnificent ruins of the Soviet economy: Asbest, Kizel, Chapaevsk, Karabash, Schuchye, Baikalsk, Kopeisk, Krasnouralsk. For such cities, industrial tourism is almost the only chance to remain on the map and in the memory of posterity.

The authors note that in the territory of the Sverdlovsk region large open-cast mining facilities operate: EVRAZ Kachkanar Mining and Processing Plant, Uralasbest; that is, it is possible to organize tourist routes along existing sites and worked out quarry sites, but subject to all requirements safety precautions.

Tourists with interest are also willing to visit large enterprises of the processing industries, mines and mining quarries, which are impressive in scale. But as the practice of other domestic and foreign mining enterprises shows, careers can be used as a tourist resource for the development of various types of tourism: cognitive, industrial, extreme, recreational [12].

On the example of developed countries, it can be stated that the financial costs of organizing tourist routes for existing enterprises are relatively small. It is a completely different work with old, abandoned sites. Here we need special innovative investment projects to turn them into unique tourist sites. But in both cases, the administrative resource is important, which we still have in great shortage. This is the ability of different stakeholders to cooperate in one project [2].

## III. RESULTS

Russian tourists are more curious and interested for new experiences than the European.

According to a study by specialists from Orenburg State University, today the Volga Federal District has become the leader in the number of regions where industrial excursions are regularly held [7].

The largest category of industrial tourists is young people, especially schoolchildren and students. Often when visiting plants and factories, it helps them to determine their future profession. But, of course, people of all ages go to industrial facilities – ordinary consumers, who are most in demand in the food industry and the automotive industry.

Thus, it is possible to characterize the incentives that manufacturers use to attract tourists based on industrial heritage. At the same time, the goals for creating a tourism product and inclusion in this industry may be different:

- raising awareness among consumers;
- increase in customer loyalty;
- attracting potential employees;
- sales promotion;
- strengthening company's brand;
- joining a larger brand (brand of a city or region).

In virtue of this, it will be possible to increase the share of tourism in national GDP from 3.47% to 5% (as planned in the country's strategic plans) by 2025. Against the background of the offer of new tourism products in the domestic market, more and more Russians will travel in Russia. As new formats of recreation already appear, among which are agricultural, ecological and industrial tourism.

#### IV. DISCUSSION

An analysis of the alternative to the development of modern cities and regions requires turning to the evolution of the location of successful regions. Back in 1980, the famous Polish geographer A. Jagelsky, when he was comparing the factors of population distribution, wrote that "in the modern population distribution, three main factors of this process can be distinguished". "The first, in which the role of the natural environment is great enough," says A. Yagelsky, "covers the placement of people engaged in agricultural labor in the valleys and estuaries of the Yangtze, Yellow River, Mekong, Ganges, and Nile rivers". The second, according to A. Yagelsky, is the location of the industry.

In those areas of the earth where there are mineral deposits at the beginning of the XIX century people began to develop industrial enterprises, especially the heavy industry. These enterprises, of course, determined the distribution of the population in Central England, Westphalia, Upper Silesia, the northeastern states of the USA and the Ural. The next factor in accommodating the growing population is the development of international trade and shipping, which led to the construction of large ports of the world's maritime powers. The researcher speaks of the appearance of a factor new at that time – the development of recreational centers on the shores of the Mediterranean and Black Seas, as well as the Gulf of Mexico [9].

Continuing the scientist's thought, the authors are trying to say that in the modern world the main role is given to the development of the service sector, the economy of impressions, which is concentrated in tourism. Using industrial facilities, port facilities and agro-industrial complexes to meet the needs of modern tourists in cognition through industrial tourism, you can get various types of effects: economic, social, environmental, etc.

A more detailed description of the history and current state of the industrial tourism market in developed countries can be found, first of all, in the works of prominent foreign experts on this issue, such as Alexander Otgaar, doctor of economics from the University of Rotterdam.

Otgaar A. notes that those regions that have classical attractions: palaces, parks that are of interest for ordinary tourists, and attractions for discerning tourists, which may be objects of industrial tourism, will success. Such a rich assortment of tourist facilities can give the territory a competitive advantage by increasing the volume of inbound tourism through a new tourist product, the volume of investments, improving the image of the enterprise or factory, which will contribute to the economic growth of the region [11].

The head of the Ural Tourism Association, Mikhail Maltsev, proposes to divide industrial tourism into two areas:

- industrial-historical, when the object is no longer functioning for its intended purpose;
- actual industrial tourism, involving excursions to existing enterprises.

On the basis of a survey of large enterprises of the Big Ural, it was found that enterprises are ready to accept specialists, students, and schoolchildren with vocational guidance purposes.

There are few enterprises ready to accept excursions of mass tourist flow:

- Coca-Cola and Heineken factories;
- Chelyabinsk Pipe Rolling Plant;
- "Iron Ozone 32" at Pervouralsky Novotrubnoy [6].

Turning a production site into an object of tourist attraction can be considered as an innovation. But innovation can be something undeservedly forgotten. At the beginning of the 20th century, tourists were interested in the automobile factories of Henry Ford in Detroit. More than a hundred years have passed since then, and modern entrepreneurs as well as G. Ford have understood the benefits of industrial tourism. An indelible impression for a modern tourist can be left by the production and technological processes of industrial enterprises. To visit the nuclear power plant, to learn in more detail how it operates, will not leave anyone indifferent. Industrial tourism is an ideal tool for the economy of impressions.

Since industrial tourism was welcomed all over the world at the beginning of the 21st century, there has been a rapid increase in the popularity of tourism products in this direction, and this clearly indicates the rapid development of the tourism industry as a whole. It is important to take into account the multiplicative effect of tourism activities, and in particular its effect on the development of individual cities, in which industrial tourism allows it to be used more widely in city branding. It should be noted that not only the production of goods, but also the provision of services can be turned into a show without compromising the production process. In this case, tourist facilities can become not only industrial enterprises, but also service organizations: banks, offices, salons, regional and city administrations, logistics centers, libraries, railway stations and airports, and much, much more.

No doubt, industrial tourism contributes to the tourist attraction of places of production of goods and services, which can be used to popularize the brand of the city and region. A well-designed tourist route through the enterprise is a few hours of propaganda information that a tourist

receives and distributes with interest, since it is not imposed on him.

So, as a result, the company receives customer loyalty and effective support for its brands. Economically beneficial for companies and the fact that the organization of excursions does not require large expenses, but gives a significant effect.

In addition to significant tax revenues and job creation, the new, unexpected and attractive investments, as well as a large number of tourists, are acquired in cities where industrial tourism is organized.

Of the Russian cities, Novosibirsk, Omsk, Ekaterinburg, Kazan can provide real opportunities for industrial tourism. These are cities with a number of large industries, some of which could be converted into tourist sites.

The practice of cities developing industrial tourism shows that as soon as one of the companies starts inviting tourists to production, the task immediately arises to make their arrival in the city more interesting so that they can visit several such sights at once.

A visit by student teams and school classes to design, marketing and dispatch departments, assembly plants with robotic systems (e.g., AvtoVAZ), leads to an awakening of interest in a particular profession – engineer, operator, installer, designer, IT specialist. Children and young people have a love of technical design, mathematical modeling, and creative thinking, mastering the knowledge of technical and economic sciences [4].

According to the latest forecasts of the World Tourism Organization, our country is one of the countries with observed highest rates of tourism development, and is subjected to state support for this industry. According to these forecasts, Russia will enter the top ten countries both in terms of receiving tourists (47.1 million people a year, which is 2.9% of the share in the global tourist flow), and in leaving the country tourists (30.5 million people, 1% share in the global tourist flow) by 2020. Moreover, these figures do not include volumes of domestic tourism, which are many times greater than the inbound and outbound traffic [1].

## V. CONCLUSION

Currently, the state recognizes tourism activities as one of the priority sectors of the economy. The strategies and concepts for the development of the tourism industry adopted for implementation pursue an active policy on the development of domestic tourism in order to increase tourist attractiveness and create the image of Russia as a country favorable for tourism.

State regulation of tourism development is the government's influence on the activities of business entities

and formation of conditions to ensure the normal functioning of the market mechanism and implementation of state socio-economic priorities in regions and cities.

The regional specificity of the tourism sector lies in the special nature of the interaction of two large systems – tourism and industry, stimulating or inhibiting the development of these systems, changing under the influence of factors of both global and regional nature. Therefore, the problem of sustainable development of the tourism sector must be considered in the context of the socio-economic development of a city and region.

Development of industrial tourism can significantly increase interest in traveling around Russia, while at the same time contributing to the popularization of cities, factories and working professions.

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