



# Problems and Improvement Strategies of Industrial Tourism Towns

--Take the new industrial park of Yili Group Jinchuan as an example

Zhang Ayuan

Henan Institute of Technology, China  
Lincoln University College, Malaysia

Author Email/Corresponding Email: ayuan.zhang@hait.edu.cn

**Abstract.** With the change of times and rapid social development, the people's living standards continue to improve, more diversified consumer demand, industrial tourism town came into being. This study, which is based on industrial integration, uses the new industrial park of Yili Group Jinchuan as a model, analyzes the components of industrial tourism towns, identifies issues with the development process, and suggests appropriate solutions to help these towns achieve sustainable development.

**Keywords:** Industrial integration; industrial tourism; innovation path

## 1 Introduction

Industrial production processes, production processes, factory landscapes, scenes from people's daily life, and industrial settings are the main tourist attractions in this naturally occurring marriage of business and modern tourism. Industrial tourism is not simply "industry + tourism" layered on top of one another; rather, it is a new type of tourism that makes full use of the industrial resources already at hand and the production aspects that are already in place, transforming them via creative combinations.<sup>[1]</sup> Yili Group Jinchuan New Industrial Park has informationized, large-scale, and standardized factories as well as distinctive environmental landscape design, such as Prospect Space, Tetra Pak sculptures, Health Island, and Yili Olympic Park, among other things. It serves as a prime example of a town that was created and expanded for industrial tourism.

## 2 The main factors for the emergence of industrial tourism towns

With the change of tourism consumption structure and the transformation and development of resource-based cities, industrial tourism in China has developed rapidly and become an important driving force for urban development. According to the "China Tourism Industry Best Business Model Analysis and Development Strategy Report", the national industrial tourism received more than 130 million visitors in 2015, and industrial tourism revenue reached 10 billion yuan. It is clear that China's industrial tourism is progressing well and steadily becoming a significant component of the nation's economic soft power, serving as a crucial power foundation for the development of an industrial power. Industrial tourism town serves as a paradigm for the development of industrial tourism. Its emergence was supported by sound policy, China's robust industrial might, and a solid material base, as well as by visitor demand and a market.

### 2.1 Policy support, multiple contributions

To promote the development of industrial tourism, the Interim Measures for the Management of National Industrial Heritage promulgated by China's Ministry of Industry and Information Technology in 2018 pointed out that it encourages the use of national industrial heritage resources to build industrial culture industrial parks, characteristic towns (neighborhoods), innovation and entrepreneurship bases, etc. In this context, provinces and cities have also released policies to support the development of industrial tourism towns. Yili Jinchuan New Industrial Park is a significant industrial base in the western region as a fundamental part of Jinchuan Industrial Park, a national development zone.<sup>[2]</sup> Because of the local government's support for the new industrial park in Yili Jinchuan, as well as the park's unique qualities and benefits as resources for industrial tourism, the Yili Group has experienced fresh economic expansion.

### 2.2 Robust, Contemporary Industrial base

At present, China has formed Shanghai, Ningxia and Hangzhou industrial base, Beijing, Tianjin and Tangshan industrial base, Liaozhong and South China heavy industrial base, Pearl River Delta industrial base. Rich contemporary industrial resources offer a solid material base for the growth of industrial tourist niche towns. Using the Jinchuan New Industrial Park as an illustration, it serves as a typical illustration of an industrial base in the western area and the nation as a whole, having access to cutting-edge technical tools and monitoring infrastructure and being knowledgeable in new scientific and technological sectors.<sup>[3]</sup>

### **2.3 The variety of consumer needs of tourists**

The development of industrial tourism towns complies with the variety of tourist tastes because they can be towns within interesting industrial projects that are cultural, intellectual, and focused on excavation and packaging design to become a tourism product with characteristics. This will give the town within the tourism project more of a sense of scene, dynamic, and experience, and will ultimately help it attract tourists.

## **3 Problems of Industrial Tourism Towns under the Threshold of Industrial Integration**

However, in the process of development, it is inevitable that some problems will arise, highlighting the audience has limitations, lack of interactive experience, product development is not strong enough, the industry chain is broken, insufficient publicity, promotion awareness is not in place, the infrastructure is not perfect, the service is not sound, which affects the healthy development of the industrial tourism town.

### **3.1 Limited audience and lack of interactive experience**

Industrial tourism distinguishes itself from traditional tourism, with corporate culture and technological content as the main highlights. This is mostly seen in the audience's limited appeal and the low radiation intensity. The audience of industrial tourism towns is mostly adults and has not yet reached younger children. Consider Jinchuan New Industrial Park as an example. Although it has improved the infrastructure and road transportation and developed the corresponding tourist landscape on the basis of its own industry, the majority of visitors are Hohhot locals, and there are very few foreign visitors. In addition, cold industrial apparatus and mechanized processing processes are not popular with children, and tours often seem boring, with tourists leaving after visiting the production process, resulting in a poor tourism experience.

### **3.2 Insufficient publicity and lack of awareness of promotion**

Using Jinchuan New Industrial Park as an example, its primary method of promotion is to use a lot of space on the official website to introduce its "industrial attributes" as a significant dairy production base in China, introducing the sources of the products, production equipment, high-tech development and product quality, etc., and to use only a few words to introduce its industrial tourism attributes, with insufficient publicity for industrial tourism and little promotional effort.

### **3.3 Poor infrastructure and weak service awareness**

The development of industrial tourism towns cannot be separated from the support of perfect infrastructure as well as a sound service system. The key components of the

overall infrastructure include parking lots, visitor centers, trails, places to eat and drink, and road transit. This series focuses on the tourist attractions found inside the infrastructure, which is being built to a higher standard and with more variety as tourism grows; The expansion of several amenities and services will also help to increase tourism. However, since most industrial enterprises are far away from the city center, the transportation is relatively inconvenient, and there are fewer well-equipped accommodations and parking lots in the vicinity.<sup>[4]</sup> When an industrial enterprise is developed into an industrial tourism town, the development of the town may be affected by the inadequacy of the relevant infrastructure.

## **4 Industrial tourism's path of innovation Municipality on the Cusp of Industrial Integration**

As a result of the mutual integration of industries, the industrial tourism town, in order to make it become a characteristic tourism town integrating economy, culture and ecological construction, must improve the corresponding infrastructure construction and solve the internal deficiencies while increasing the development of industrial resource advantages, tapping the deep industrial cultural heritage, revitalizing industrial cultural resources and promoting the development of industrial enterprises themselves. In this sense, it is possible to create a community that is both supported by industry and driven by cultural tourism.

### **4.1 Establishing an engaging experience to increase audience reach**

Since tourists' living levels, spiritual demands, and cultural sophistication are constantly rising, meeting their wants just through travel experiences is no more feasible. As a result, commercial enterprises must find new strategies to attract tourists. The knowledge of tourists about tourism is influenced by cultural diversity and aspires to be experiential and engaged rather than just remaining in the "indoctrination" connection.

At present, the dilemma of the featured industrial tourism town has a small audience, the main reason is that the industrial production of a single color and more dull. If industrial tourism is to regain its appeal, it must appeal to visitors of all ages. To do this, industrial enterprises must bravely experiment with innovation. They can do this by utilizing experience zones, sightseeing corridors, interactive wall paintings, cartoons, and other methods of grabbing visitors' attention. They can also do this by using a visual feast to mobilize their visual impact and shatter stereotypes that confine visitors to sterile, cold factories. Seek audience through participatory experiences, enlarging the audience to increase the scope, broaden the source of customers, and extend the radiation belt of the market, industrial tourism town to win a positive reputation for industrial enterprises to further establish the image of the pavement, enterprise to obtain public support and encouragement through the reshaping of the corporate brand, and is conducive to the sustained and healthy development of ind.

#### **4.2 Tapping into corporate cultural resources to enhance the innovation of industrial tourism products**

As the core competitiveness of the enterprise, enterprise culture not only enhances the centripetal force and cohesion of the enterprise, but also leads the core value system for the sustainable and healthy development of the enterprise. For the development of industrial tourism town in the process of failing to combine corporate cultural resources and industrial tourism products, making industrial tourism products are not only difficult to be fully exploited, but also lack of their own characteristics, it is necessary in the development of industrial tourism town through museums, memorials, theme parks, production lines, and other ways to excavate and display corporate cultural resources, not only to effectively consolidate and disseminate the enterprise's brand image, but also allow tourists to produce a strong sense of cultural identity, and ultimately to expand the visibility of the enterprise and its reputation. For instance, Yili farms and Yili milk products were incorporated into the popular Chinese variety show "Where's Daddy Going" to effectively promote the corporate culture and reputation of Yili Group.<sup>[5]</sup>Such as Qingdao, based on its own robust beer industry, which quickly shaped the corporate image, won the public's admiration and recognition through the organization of the International Beer Festival activities, the integration of festivals and folk activities, high-tech experience, trade, and economy. For the Yili Group Jinchuan new industrial park, its development of town characteristics, combined with their own advantageous industries, can make tourists happy to participate in the process, so that tourists can understand from the farm to the milk production and processing of knowledge, allowing the town of tourists to form a long-lasting attraction.

#### **4.3 Utilize the Internet to spread the word more widely.**

Specifically in practice, broaden the town's publicity channels through the "two micro one end", WeChat public number, Tiktok, AAuto Quicker, short video and other new media forms, which on the one hand, can help tourists to the industrial tourism town for social construction, cognition and imagination, and guide the potential tourists to form the "tourism gaze", so as to complete the image shaping of the industrial tourism town, and on the other hand, can be the widest possible range of potential markets and tourists around the world at any time for a variety of tourism products and related information promotion, publicity for their own brand image, so as to make the publicity of the industrial tourism town to really realize the low-cost and wide coverage.

#### **4.4 Improvement of infrastructure and quality of services**

It is important to enhance the associated infrastructure in order to provide a better material foundation for the development of industrial tourism town, with a focus on the current industrial tourism town's infrastructure level defects on their own development issues. First of all, we should improve the traffic conditions of the town, widen the roads, rectify the tourist routes and increase the number of parking lots to pro-

vide convenience for tourists to travel. Second, it should expand the town's commercial support infrastructure and construct hotels, restaurants, shops, and bed and breakfasts that suit the mold of industrial tourism towns. This will help the town's economy while also boosting the traveler experience. Secondly, it should also increase the commercial supporting facilities and build hotels, restaurants, stores and B&Bs that fit the characteristics of industrial tourism towns, which can effectively improve the economic income level of the town while enhancing the experience of tourists.

The travel experience of tourists is significantly diminished as a result of the existing insufficient service conscience of industrial tourism towns, which ultimately, to some extent, impacts the reputation of industrial tourism towns. In order to attract tourists, it is required, in terms of specifics, to improve the town's quality of service by giving visitors modest presents or distinctive industrial industry collateral, as well as by adding guide signs, offering humanized services, adding restrooms, and so on.

## 5 Concluding

A town that was built as an industrial tourist destination based on societal advancement is still in its early stages of development. The industrial tourism town, on the other hand, is a result of the development of the times; it offers more opportunities, there is still room for upward mobility, and it has a rich industrial heritage and cultural tourism resources that make it a priceless historical treasure with the significance of the times and the value of research. The industrial tourism town encompasses not only a rich cultural history but also a representation of workers in a particular era and the industrial spirit captured therein, both of which have profound implications for the shaping of the community.

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