Industrial Tourism in the Southern Cities of the Russian Far East: Features and Trends of Development

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Abstract. The paper provides an overview of industrial tourism current aspects in the cities in the southern part of the Russian Far East. This area is considered to be the most industrialized in the region. The authors have analyzed the resources and trends of industrial tourism potential development and exemplified them by big business, scientific, and cultural center, the city of Vladivostok, and by the mono-city of Komsomolsk-on-Amur. The prospects and restraints of industrial tourism development in the cities of the territory are also defined. The article reveals the industrial tourism development strategy characteristics. The strategy supposes the outreach of consumer target groups, as well as activities coordination of regional authorities, responsible for tourism development, tourist information offices, travel companies, and industrial enterprises while creating and promoting industrial tourism product. The work deals with systemic analysis based on a marketing approach to designing industrial tourism products.

1. Introduction
The development of tourism in the southern part of the Russian Far East is usually associated with nature-oriented tourism. Big cities, being magnetic to both domestic and foreign tourists, are mainly known for business, gastronomic, cultural and historical types of tourism. Therefore, such phrase as “industrial tourism” applied to the region does not seem too common.

Industrial tourism means organized visits of functioning and nonfunctioning (transformed into museums) industrial facilities in order to meet cognitive, aesthetical, or professional and business needs [1]. The Russian tourism industry is currently looking for new ways to satisfy the tourists’ demands of having new emotions and impressions. At the same time, industrial enterprises are searching for additional income generation to be used for business development, advertisement, and promotion of their own products [2, 3]. All of the above is extremely relevant for industrial cities of the southern part of the country’s Far East region where some enterprises have already had the experience of creating and...
conducting the worksites visits. These excursions are generally professionally oriented and arranged for the youth and school students. There is also a necessity to rethink the strategy for industrial tourism development from a perspective of its appeal to different market segments. Thus, the purpose of this paper is to define the features and possibilities of industrial tourism as one of the domestic (internal) tourism new trends in the industrial cities of the already mentioned southern part of the Russian Far East.

2. Literature review
The experience of European countries has proved the local nature of industrial tourism and that it has no considerable influence on a region development [4]. Nevertheless, it is a good way to satisfy tourists’ cognitive interest and enhance cultural communications [5]. Some works highlight the significance of industrial tourism for reconstruction and renovation of abandoned industrial zones and for image improvement of the regions where they are located [6]. The other papers describe industrial tourism as a tool for preserving sociocultural heritage in old-industrial cities and mono-cities [7, 8]. The experience of industrial tourism in China, where industrial parks are widespread, is interesting as well. These parks provide public spaces for recreation, shopping, and acquaintance with the culture [9, 10, 11]. For enterprises in the country, it is an opportunity to get additional profit, create a corporate image and customers’ loyalty [12].

In Russian professional literature, most of the discussions are about the studies of industrial tourism development in specific old-industrial regions and mono-cities [13, 14, 15]. They also deal with the interaction between industrial enterprises, educational institutions, and the tourist industry [16, 17, 18, 19].

3. Research results
The study of industrial tourism products in the cities of the southern part of the Russian Far East, as the most industrially developed in the region, was carried out on two city models. The first type is the city of Vladivostok: big administrative, business, scientific, educational, and cultural center of the region. The second type is the mono-city of Komsomolsk-on-Amur founded in the 1930s as a large military and industrial nationwide scale center with a city-forming aircraft, shipbuilding, and metallurgical plants.

The analysis of Vladivostok enterprises, involved in industrial tourism, revealed that the tourism product of city-forming and major enterprises with a long history is performed by corporate museums (museum of Labor Glory at ship repair center Dalzavod, museum of bakery producer Vladhleb). In these museums, the visualization of all information related to the history and labor traditions of the company is demonstrated by movies. Food manufacturers, like Vladhleb, have interactive excursions with workshops. The visitors can participate in games and get some prizes, and after the excursion, they can buy souvenirs and gifts: mugs, postcards, T-shirts, and magnets with brand mark, as well as visit a factory store. The bought-in goods always bring additional positive emotions.

The tourism product of modern large- and medium-sized industrial enterprises is represented by industrial excursions, which are, primarily, tools for marketing and advertisement showing the advantages of manufactured products and creating an attractive image of the company. Slavda Group, the producer of drinking water and bottled curative mineral water, arranges public visits to its plants in Vladivostok and Shmakovka (health resort). Ratimir Company, the leader of the meat industry in the Russian Far East, regularly organizes excursions to its facilities where guests can see all the processes of sausage and semi-finished goods, and see the quality and safety of the products. The Plant of Mazda Sollers Manufacturing Rus shows its visitors the production process of light commercial vehicles and SUVs. It means that in the city of Vladivostok the products of industrial tourism are given mainly by industrial excursions with the most popular ones to the food manufacturers. Excursions to corporate museums are conducted by the oldest enterprises of the city (Dalzavod, Vladhleb). Vladivostok is positioned as a business center, therefore excursions to the industrial enterprises have a high potential as they can be interesting to business tourists who visit the city for major business events.
The city of Komsomolsk-on-Amur also offers excursions to corporate museums. But in contrast with Vladivostok, as the research confirms, this kind of excursions prevails. In 2018 the city enterprises were visited by 10,471 people, 83.4% of them visited corporate museums and 16.6% visited production facilities. OJSC Komsomolsk-on-Amur Aircraft Plant named after U.A. Gagarin became a leader by visits (50%), PJSC Amur Shipbuilding Yard took the second place (37.8%) [20]. Typically, the main visitors of industrial enterprises in Komsomolsk are groups of school or college students. The citizens and guests of the city almost do not consider industrial sites as tourist attractions. Thus, the product of industrial tourism in the city has a strong professional orientation.

During the study of industrial tourism in the cities of Komsomolsk-on-Amur and Vladivostok employees of industrial enterprises, managers of travel companies, and potential consumers of the product were interviewed. The answers of the enterprises employees indicated their commitment to visitors segment outreach. However, they also drew attention to such restraints as the absence of designated places or halls (53%), visitors’ safety provision (30%), and low-motivation of personnel conducting the excursion (17%). The lack of motivation comes from the fact that the employees give the excursions voluntarily.

Managers of travel companies mentioned weak demand for excursions to the enterprises. Tourists usually demonstrate an interest in excursions with a product tasting at food factories. These visits are especially popular with the young audience. Hence, this type of tourism in general is not much integrated into tour operators’ business. Still, it can be noted that the inclusion of industrial objects into various tours, the possibility to combine them with different types of tourism (eco, gastronomic, cultural, etc.), and the organization of theme excursions or tours to the similar industrial enterprises can be very promising. The first attempts of these complex products have already appeared in the cities of Khabarovsk and Vladivostok. According to the tourism industry experts, the development and introduction of the specified product might be a good option for niche travel companies engaged in the domestic (internal) tourism business. Moreover, the lifespan of industrial tourism can be extended by the outreach of the consumer target group.

The interview with potential users of the industrial tourism products showed that the purposes of a trip can be professional (22%) and educational (14%), along with getting new impressions (34%) and information (32%). Accordingly, the target audience is growing. Nevertheless, essential conditions for consumers’ interest in the tourism product, first of all, consist of minimum costs and time expenditures, as well as the need to combine industrial excursions with additional (optional) ones within tour programs.

4. Conclusion
Industrial tourism development has some specific features in different cities with different levels of industrial production. In the city of Komsomolsk-on-Amur, where city-forming enterprises are presented by the heavy industry, there are more excursions to the corporate museums. In the city of Vladivostok, the product of industrial tourism is performed by excursions to the food factories. The most popular places organize workshops, products tasting and purchasing. The target segment of the tourism product consumers both in Vladivostok and in Komsomolsk-on-Amur is practically school and college students, but visiting motivation is various. While excursions for entertainment prevail in Vladivostok, there are more professionally oriented excursions in Komsomolsk-on-Amur.

The results of the study allow to conclude that the development of industrial tourism goes uncontrollably, without a well-defined management structure. In the cities of the region the development is the following: the design and organization of the excursions are conducted by the industrial enterprises themselves, or the product is realized by small partner travel companies (typically travel agencies) and by representatives of educational institutions. For an effective organization of industrial tourism, it is necessary to coordinate cooperative actions of executive authorities, industrial enterprises, travel companies, together with information and promotion via regional tourist information offices. The outreach of the consumer target segment is another factor that enhances the development of industrial tourism in the region. For example, in Vladivostok the segment can be increased by business tourists who visit the
city for business purposes. An active introduction of complex tours into the travel companies’ work, when the tours are combined with already existing types of tourism, for example, sightseeing or gastronomic, might become one more prospective approach.

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