

## The Prospects of Development of Industrial Tourism in Russia

*Semen Alexandrovich Sklyarenko, Maria Olegovna Strigina, Alexei Alexandrovich Mastihin,  
Marya Georgievna Filippova and Kirill Alexandrovich Popov*

Moscow State University of Food Production,  
Volokolamsk Highway 11, 125080 Moscow, Russia

---

**Abstract:** Industrial tourism from year to year becomes more and more popular, not only in Europe and the USA, but also in Russia. Particularly significant interest in Russia is visiting as objects of industrial tourism enterprises of food industry. This article gives a brief overview of the concept of industrial tourism and lists its advantages.

**Key words:** Industrial tourism • Otgaar • Jack Daniel's factory • WTO

---

### INTRODUCTION

The founders of industrial tourism are considered to be the United States. For the first time the Jack Daniel's factory opened its doors to its first visitors in 1866. Since then, many American companies have inhabited this tradition and are still accepting visitors today. It was a healthy habit for American companies and it was considered to be a bad tone to reject company visits, because it could ruin the company's reputation. Until the middle of the 20<sup>th</sup> century the tourism market was very narrow, so the industrial tourism market, even in the US, was more like a services market for leisure activities for the local population rather than a national market and not anywhere near an international market. The real industrial tourism market started to form in the middle of 20<sup>th</sup> century, which was triggered by the breakthrough in of travel services market. The first sign of significant growth of industrial tourism began in the early 90s of the 20<sup>th</sup> century. Up to 90% of European travel agents now working on the industrial tourism market, according to research conducted by A. Othar's, began their businesses in the 80-90-s of the 20<sup>th</sup> century. Today, among the most popular industrial tourism objects in Europe are the BMW and Audi, factories, Volkswagen Autostadt Theme Park in Germany, Legoland in Denmark, Swarovski Krystallwelten in Austria and many others. However, not only individual brands are a mass attraction to tourists, for example the famous Czech beer tours are known

worldwide, so are the wine tours in Spain and France, the flower tours in the Netherlands and the diamond factories tours Namibia. Only in 2007, more 1700 French companies accepted tourists from around the world. Among the leaders -The Rance tidal power plant (300 thousand tourists annually), which was named after the river Bay of Saint-Malo in France. The British chocolate factory "Cadberry" attracts more than 400 thousand tourists per year. More detailed information of the history and the current situation of the industrial tourist market could be found, in the works of prominent foreign experts on this issue, such as the Doctor of Economics from Rotterdam University Alexander Othar and Doctor of Economics Malbranche University Elspeth Fry.

However, foreign industrial tourism research shows that, despite the growing popularity of this segment, in some cases, the sector still remains in poor conditions. "Many cities have ample opportunities to develop industrial tourism, but hardly earn any money. In most cases, industrial tourism is limited by superficial visits, the companies management and municipal authorities do not have any strategic goals and plans for this type of tourism» [1].

Assessing the prospects for the development of industrial tourism in the world, several researchers suggest that the demand for this segment will grow. Their assumptions are based primarily on the general trends of the tourism economy, including the global increase in the number of tourist arrivals. Thus, according

Name of object	Ben and Jerry's Homemade (USA, Ice cream producer)	Cumberland Pencils (Great Britain, Office supplies)	Cadbury World (Great Britain, confectionary)	Aerostat (Germany, automobile history theme park)
Year of formation	1978	1832	1824	1999
Start of excursions	1986	1980	1990	2000
Number of visitors (annually)	2008 – 293 thousand visitors. 2009 - 305 thousand visitors. 2010 - 320 thousand visitors.	80-100 thousand visitors.	400 thousand visitors.	More than 2 mln. visitors
Admission fee	3 US dollars	3,5 Pounds	14,3 Pounds	15 Euro

Source: official statistics published on the websites of companies or provided by the press.

to the World Tourism Organization (WTO), the number of tourist arrivals in 2010 amounted to 935 million, an increase by 6.7% compared to 2009 and in fact returning to pre-crisis growth rates as the year 2011 is projected to further increase by 4 - 5 %.

Active development of tourism in recent decades has led to the formation of a certain class of tourists who are actually bored with traditional tourist sites like the nature monuments, art museums, churches and etc. Formation of such an "experienced" class of tourists opens new opportunities for the development of industrial tourism, which is still considered to be a "new genre" and thus is attractive to new people.

A more detailed description of the history and current state of the market for the type of services can be found in the works of foreign experts on the subject, such as Doctor of Economics of the University of the Dutch Alexander Otgaar [2], Doctor of Economics at the University of Maryland Mary Frey [3] and a book in which was published in 2003, as well as a number of other scientists and experts from other countries.

**Industrial Tourism in Russia:** During the Soviet industrial tourism had many famous sightseeing confectioneries tours of Moscow. However today it is pretty hard to attend these tours. As a rule, they are held for special guests occasionally - for school groups. For example, attend a trip to the "Rot Front" factory is only available for 2 days in August and reservations must be made year ahead.

This kind of leisure is very interesting for today's tourists; there are opportunities to learn more about culture and even the hometown. Modern travel agencies, such as, for example, Promtur, already offer tours to 26 different industrial sites, including the toy factory "Herringbone" in Klin, the Moscow "Kolomenskoye" bakery-confectionery factory. Today MPBK "Ochakovo" PC "Baltika" open their doors to visitors, but the general volume of "open doors" still remains to be very small". "In Russia, industrial tourism represented only several dozen enterprises. The demand for such tours are very great. Among the closed facilities the situation is even

more critical. According Dr. Yurkin the only object in Russia, which can be accepted as the industrial museum is the Demidovsky Nizhny Tagil plant. This industrial facility was gradually closed in the 60s - 80s of the 20<sup>th</sup> century, while preserving the buildings and equipment, to the subsequent creation on their basis "factory museum" [4]. Other domestic closed industrial sites are considered as projects of industrial heritage museum with formation of a lower rank and require more research than potentially applied for tourism economy.

Studies conducted by domestic economists on the development of industrial tourism and not just museum and other national heritage sightings, are almost never complete. Of us found work on industrial tourism projects worth noting Russian speakers work on successful projects in the Chernobyl stalking industrial facility from Kiev travel company and reflection on the possibilities of development of the market of industrial tourism in Crimea peninsula Vinovarenyh plant [5].

Note that the development of industrial tourism in Russia, in addition to economic factors may have a negative impact and a significant difference of mentality domestic managers and owners of businesses. So, if in the West is considered rude to close the doors for visitors, but in Russian this culture evolved differently over the years. All sorts of productions were classified as closed and access to them was limited. Currently, leaders of the majority of enterprises, especially true for state-owned companies continue to be advocates of the policy of "closed doors", citing not only bans any legal restrictions, but such arguments as "I will not be patterned on the shoulder for this one."

Alas, in the era of the global fight against terrorism, the leaders of all levels of management of the Russian industry would be happy to close doors before the eyes of the most tourists, they yet do not understand that the presentation of their production process may create a surplus of sales and strengthen their social position. Today open doors for curious tourists, still remain in the traditional visiting objects, such as churches, museums and parks although, there are active lobbyists, who try to push reset the industrial tourism.

In our proposal, such objects should become closing industrial facilities, preferably with fully dismantled equipment and completely dismissed industrial personnel, including in the provinces, villages, towns and cities where these businesses are or were a primary source of income for the population. This approach (development of tourism in dormant companies) is a characteristic, which is included, for a number of Western countries. In particular in Germany and France most tourists prefer still prefer to visit functioning of the companies more than the so-called " industrial heritage companies [6]. To open such a facility significant investments will be needed, including the organization of places to live, eat, have fun. These objects will require significant additional capital investment for reconstruction of internal infrastructure and in some cases even external infrastructure. In addition, for the realization of such a project based on our research will require more approvals and confirmations, including assistance from municipal authorities and the federal government to facilitate the legal part and in some cases, joint-grant funding to overhaul the infrastructure of the region.

According to our calculations and collected data, the most attractive region of Russia is the Black Earth region (Voronezh, Kursk, Belgorod, Tula region) for capital investments in the range of 60 - 90 million rubles, the profitability of the projects can be achieved in 8.5 years after the start of operation of the project while embedding the regional and municipal authorities should reach up to 30%, accompanied by relief bureaucracy at the local level [7].

In general, there are both positive and negative effects of the development of industrial tourism in Russia, to be considered when implementing such projects. The positive aspects include the following.

For the population of the regions:

- Residents of the regions do not feel neglected and living in the closed cities by communicating and working with tourists from other regions and countries.

For owners of enterprises:

- It is possible to promote their own products
- Strengthening the image of the company (as open as environmentally friendly as socially oriented, etc.)
- Increase customer loyalty
- Attract potential employees

- Ability to reorient production of unprofitable parts of the industrial tourism, preserving jobs
- Additional revenues due to the organization of paid visits (example, Cadbury World), or selling their products as souvenirs [8].

Environmental regions

- Ability to save jobs at enterprises, in fact very harmful stopping production
- New life for closed businesses and intangible assets ( buildings, land ) that are not empty and participate in the economy

Regional administrations and municipalities

- Improving the image of the region
- The concomitant development of tourism infrastructure
- Creation of new jobs and the preservation of old ones
- Additional economic benefits, including through tourism multiplier effect
- Reduce social tension in mono, with a new momentum in their development as objects of industrial tourism.

As negative consequences can be regarded as traditional tourism problems and specific [9].

For owners of enterprises:

- Additional costs for the creation of tourism infrastructure and security
- Industrial Espionage
- Possible loss of customers as a result of the show the entire production process (for example, showing all the process of the production of sausages, the company may lose some customers for whom the entire production chain can cause negative emotions)

Environmental regions

- Unjustified increase in population density in the tourist centers;

For the population of regions

- Change their traditional way of life and traditions of the population;

- Change in the psychology of consumption of material goods;
- Use tourism as a means of illegal migration, etc.

Besides the economic and socio- historical components in these projects, are is worth noting and socio- psychological aspects. Upon successful implementation, they will not only gain an economic advantage, but also allow to soften all the psychological burdens of reconstructed society that happening in front of those who those exposed to this reconstruction. Part of selected employees of these companies is able to professionally retrain, to revive and rescue from complete elimination of those companies that have been built by their fathers and grandfathers. This will be with a honor to bring this new project to life, as their grandfathers, fathers and grand-grandfathers once moved from the fields to stand behind these machines, which are now close to eradication [10].

#### **REFERENCES**

1. Otgaar, A., 2010. Industrial Tourism: where the public meets the private. Rotterdam, Erasmus University, pp: 5.
2. Otgaar, A., 2013. Towards a Commom Agenda for the Development of Industrial Tourism, Peer-reviewed article in Tourism Management Perspeptive, 4: 86-91.
3. Frew Ea, 2000. Industrial Tourism: A conceptual and empirical analysis. Phd thesis, Victoria university.
4. Yurkin, I.N., 2005. Forgotten, but not lost -historical monuments early Russian Manufactory: what do we do with this part of the industrial heritage Diya // Industrial heritage: Materials of the International Scientific conference, Saransk, 23-25.06.2005. Saransk: Mordovian University, pp: 81.
5. Scholz Kulikov, E.P., 2010. Wine Routes -State of tourism in Crimea // Winery and Viticulture, 6: 48-49.
6. Otgaar, A.H.J., L. Berg, Van Den, C. Berger and R. Xiang Feng, 2010. Industrial Tourism: Opportunities for City and Enterprise, Aldershot: Ashgate.
7. Russia is ready to develop industrial tourism.- Date Views 27.04.2014: <http://eka-rus.ru/news/id/23>.
8. Zapariy, V.V., 2010 Industrial heritage of Russia and the Urals // Economic history, 32010 (10): 7.
9. Industrial tourism in Russia gaining momentum. Date Views 27.04.2014 [http:// www.tursvodka.ru/information/news/](http://www.tursvodka.ru/information/news/)
10. Industrial Tourism and Community Building: New Development in Industrial Tourism. TICCIH Japan Committee, 2005, pp: 176.