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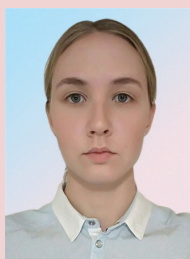
Prospects for Regional Development of Industrial Tourism in View of the Analysis of the Main Economic Indicators of Russian Tourism Industry



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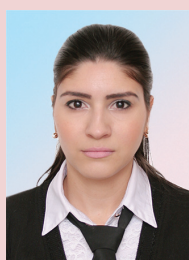
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Abstract. The development of tourism industry at the regional level is relevant for all the subjects of the Russian Federation. The issue is especially acute in those of them that do not have rich cultural-historical heritage and unique natural-climatic conditions. In particular, these areas include highly urbanized industrial regions of the country, which at present do not make an effective use of their potential for the development of domestic and inbound tourism. The subject of the research in this paper is tourist activity in federal districts of the Russian Federation. The purpose of the paper is to analyze the volume of tourist services in the Russian Federation and to substantiate the development of industrial tourism in the regions for the purpose of attracting additional tourist flows. The study uses the system approach, the basic scientific methods of analysis and synthesis, deduction and induction, and statistical analysis methods. One of the innovations in the tourism business of the Russian Federation could be the organization and conducting of excursions to the enterprises of the country not only for official delegations and business partners, but also for ordinary tourists. The article highlights the opportunities and threats for the development of industrial tourism in the Russian Federation. As a result of the statistical analysis of economic indicators of tourism industry development for 2011–2015, the authors identify a decline in the growth rate of the volume of tourist services. The lack of new tourist offerings reduces opportunities for growth. In this case the authors find it appropriate to promote a new type of domestic tourism associated with visiting industrial enterprises. The development of industrial tourism provides the regional economy with the multiplier effect including the stimulating effect on the activity of related sectors, and promotes import substitution in tourism. Main provisions of the present paper, due to their universal character, can be used in educational process by educational institutions; they can also be recommended for use by the authorities in order to promote regional tourism.

Key words: industrial tourism, enterprise, SWOT analysis, region, analytics.

Introduction. Domestic tourism, just like many other industries, is currently experiencing all phases of systemic economic crisis. However, due to the present economic situation in Russia, the anti-Russian sanctions, foreign currency appreciation, the priorities of Russian people began to shift in favor of domestic tourism. The study of the related issues by domestic experts has revealed a number of interesting trends and acute problems. In particular, they are indicated by E.F. Gontareva and

D.A. Ruban [6], T.N. Grigorenko and L.N. Kaz'mina [7], T.V. Uskova, V.K. Egorov and E.G. Leonidova [19]. In recent years, tourism has tried to improve the efficiency of activities by attracting local tourist and recreation resources, which is recorded in the Federal target program “Development of domestic and inbound tourism in the Russian Federation (2011–2018)”¹. However,

¹ Federal target program no. 644 “Development of domestic and inbound tourism in the Russian Federation (2011–2018) dated August 08, 2011.



it should be stated that a major problem of tourism import substitution is to fully meet the population's needs for tourist services. This is related not only to weak promotion of tourism products, poor quality of highway network, high cost of hotel services, poorly organized leisure time, public catering issues, etc., but also lack of the necessary amount of really interesting, innovative tourist offers.

The purpose for this article is to conduct statistical analysis of the amount of tourist services in the Russian Federation and justify the development of a new type of tourism for regions which do not possess rich cultural and historical heritage and unique natural and climatic conditions in order to attract tourist flows. The following objectives are addressed: 1) conceptual generalization of industrial tourism; 2) analysis of tourist service market, which is necessary to substantiate the need for market supply diversification; 3) analysis of strengths and weaknesses in the development of industrial tourism in Russian regions. The relevance of the author's view on the issue of industrial tourism development is that both sufficient resource base in the regions and objective need for the development of industrial tourism in connection with the situation on tourist service market is considered as a significant background, which also defines the originality of the analysis.

Industrial tourism as a new area of local tourism. In the past few years, tourism market trends are associated with the increasing domestic regional tourism amid the declining external outbound tourism, which is generally a favorable factor in the industry. The country's government and the Ministry of Culture of the Russian Federation, following this trend propose to introduce incentive programs and activities to promote tourism development in the regions. President V. Putin at the meeting of the State Council on the development of tourism in the Russian Federation in 2015 announced a list of instructions for tourist service extension, resort facilities inventory, attraction of tourists to tourist sites during the "low season" and resorts promotion in the national and international media².

In the 21st century, tourism industry worldwide began to explore new types of tourist services. This is related to the fact that many modern tourists are no longer satisfied with the standard range of services and the variety of tours provided by travel agencies. Tourists are currently trying to combine a holiday with participation in educational and business programs for acquiring deep, useful and comprehensive knowledge about the places where they spend their vacation, resort treatment, scientific conferences, etc.

² State Council Presidium meeting. Available at: <http://www.kremlin.ru/events/state-council/50138>

In particular, in Russia, the territories for such pastime, as a rule, include the Black sea coast, Lake Baikal, Karelia, cities of the Golden ring and other famous tourist places, in this case the list of travel offers has not included major industrial cities with rich cultural and historical heritage and lack of unique natural-climatic features for a long time. To date, many Russians believe that tourism should be developed away from the industry. However, foreign experience suggests the opposite, they were searching for new unique tourist offers, developing popular tourist itineraries in which special role is given to industrial enterprises. In the authors' view, industrial tourism in Russian regions has enormous potential for development, so it is necessary to interest public authorities and travel agencies in promoting it.

In mass consciousness, the concept "tourism" is often associated with the natural environment; therefore a phrase such as "industrial tourism" does not seem quite usual and appropriate. At the same time, it is worth noting that in recent years, people are taking interest not only in unique eco-friendly areas with beautiful landscapes, but also, oddly enough, in industrial facilities. Given the growing popularity of short-term tourist routes among Russians, it can be stated that industrial tourism should be given a special place in the list of tourist products

offered by travel agencies. Industrial tourism is associated with excursions and regular tours at the country's advanced operating or former industrial enterprises. American companies are considered the founders of this type of tourism. It is well known that in 1866, *Jack Daniel's* gave the first guided tour, after which industrial tourism became publicly recognition in many foreign countries. It is currently widely distributed. For example, in Shanghai (China) *Shanghai Volkswagen Automobile Co.*(car manufacturing), *Shanghai Baosteel Group Corporation* (steel manufacturing), *Shanghai TOTOLE Food Co., LTD.* (food processing) are open for public tours, as well as a number of innovative industrial platforms ("gardens")³, etc. Another example is the well-known *Coca Cola* centre in Atlanta (USA). One of the authors has had an opportunity of getting acquainted with its operation. Visitors are invited to not only to learn about the history of the company and its technology, but also get acquainted with the product range and even try out all the world-known varieties (several dozens) of this famous drink. It is important to note that the center is not an isolated museum; it is closely integrated into the city's tourist infrastructure. Despite being popular and having many visitors, the center promotes group tours for schoolchildren.

³ Available at: <http://www.topchinatravel.com/shanghai/where-to-do-industrial-tour-in-shanghai.htm>



First of all, the authors systematize ideas about industrial tourism in works of foreign and domestic researchers. Conceptualization of industrial tourism is presented in the work of an Australian expert E.A. Frew [24], where he points to the need for a wide interpretation; he states that this type of tourism requires special management approaches because it involves a combination of tourist and industrial activities. The attractiveness of industrial tourism facilities, as shown by the experience of Taiwan, is related to its really interesting features, security and a possibility of external access [29]. A. Otgaar identified three preconditions sufficient to interest enterprise owners in participating in industrial tourism. These include a sufficient number of tourists, a possibility of production co-branding (co-franchising), capacity of industrial tourism product [30]. According to the study of a group of Serbian experts, the issues of industrial tourism development can be related to lack of support of the local population, the need for a complex infrastructure, the questionable authenticity of display objects [25]. It is interesting to note that industrial tourism is considered not only as a tool of activity diversification of the existing enterprises, but also as a rehabilitation means of territories of industrial decline. In particular, P. Bujok et al. [22] give a successful example of a metallurgical plant in Vítkovice

(Czech Republic), the involvement of which in the tourist activity creates the preconditions for the area's economic recovery. However, the most striking example of this kind of situation is, of course, the Ruhr district in Germany, where the use of the closing or closed mining and steel enterprises for tourism purposes brought the region back to sustainable development, as evidenced by a recent study [23]. In particular, tourists can visit mines and factories. On the one hand, it looks like a kind of an attraction, but on the other hand – we are talking about the visitors' introduction to industrial heritage which is as well important for patriotic education, as well as a more holistic perception of the Ruhr area. It is important to understand that industrial tourism changes the cultural landscape of the latter. Industrial sites become valuable heritage sites, and the region itself is perceived as culturally significant, modern and innovative.

At the same time, G.-J. Hospers initially expressed skepticism concerning the role of industrial tourism in the EU economic recovery [26]. A number of experts note the special role of tourism in industrial society heritage conservation. Thus, F. Bran and G. Manea [21] point to the need for full assessment of such heritage so that subsequent management actions do not lead to its partial loss. The development plan of the Limburg province in Belgium analyzed in the article

by M. Jonsen-Verbeke is noteworthy [28]. The purpose for this plan is to transform economy from industrial to post-industrial based on tourism for gaining the necessary sustainability. The industrial tourism research experience in China analyzed by Y. Jia deserves special attention [27]. In particular, the mentioned work develops the idea of the need to produce a truly unique tourism product, particular features of which are related to production peculiarities and their re-consideration with their introduction in tourism. Moreover, Chinese science refers to the so-called experience tourism which aims to provide the tourist' involvement in production process.

Among Russian experts there are those who provided the theoretical rationale for tourism development. They are S.K. Volkov and I.A. Morozova [3], A.P. Garnov and O.V. Krasnobaeva [5], A.V. Medyanik and S.V. Tarabanovskaya [12], N. V. Pogorelova [14] and G.V. Struzberg [17]. According to S.K. Volkov who analyzed the German experience, the development of this type of activity is closely related to regional marketing strategies taking into account the stakeholders' interests [4]. Industrial tourism itineraries in the Orenburg Oblast were proposed by G.V. Struzberg and L.V. Dokashenko [16]. The potential of this type of activity in Primorsky Krai was studied by

T.N. Belent'eva and Y.S. Naruta [2], by R.V. Kadyrov – in the Republic of Tatarstan [9], by A.A. Kosyakova –in the Vologda Oblast [11]. According to G.S. Dmitriev [8], M.V. Koreshkov and S.E. Derevnina [10], Yu. Nikulina [13], this type of tourism is quite capable of providing the industry with highly qualified personnel, as well as establishing the link between production and education. In addition, personnel are provided with additional motivation, which is especially important in the Russian context. S.A. Sklyarenko et al. demonstrate how stand-by enterprises of a particular industry (in this case, the sugar industry) can be used for industrial tourism purposes, which promotes transition to post-industrial economy [15]. N.I. Timofeev using the example of shipbuilding cluster in Saint Petersburg successfully demonstrated the contribution of industrial tourism to improving the territory's welfare [18]. He notes that this type of activity promotes innovative production activity.

Summarizing the above, the authors note that industrial tourism has two forms. First, it implies the involvement of operating enterprises in tourism, which implies guided tours, museums, exhibitions, and open events. In this case, industrial tourism gets closer to business tourism implying visits by official delegations and business partners ,



with educational tourism (visits of students and pupils), knowledge (urban, excursion) tourism (visits by local residents and non-local tourists), event tourism (visits of open events). The positive consequences are diversification of activities of both enterprises and tourism industry, promotion of industrial regional brand (and information about a particular enterprise), training of highly qualified personnel, etc. Secondly, industrial tourism implies the involvement of closed, stand-by and abandoned enterprises. In this case, it gets closer to historical, cultural, adventure and extreme tourism, convention and exhibition activity, if the latter uses the facilities and/or infrastructure of the previously existing production facilities. It should be noted that modern classification of extreme tourism presented by M.A. Akimova and D.A. Ruban implies the categorization of industrial tourism as one of the areas of extreme tourism [1], although, of course, we are talking about a narrow interpretation of the former. However, the design of abandoned industrial enterprises, as well as underground structures and mines are of great interest to people interested in extreme pastime, and their number is increasing. If safety is ensured, a particular type of extreme activity may become popular and even profitable. The positive effects of the second type of industrial tourism include diversification of

tourism industry, conservation of industrial heritage, territory's economic and social recovery, etc.

Of course, mass development of industrial tourism contributes to the transformation of the region's social space. It is not just about a new activity, partial economic recovery, new jobs, preservation of industrial heritage, etc. In fact, mass development of industrial tourism changes the cultural landscape as it has been discussed above on the example of the Ruhr district. This is explained by the fact that this activity implies the transition to sustainable development in the post-industrial world. The territory is considered (by both tourists and local population), on the one hand, as particularly valuable (tourism development means acquisition of valuable objects as socially significant heritage), and on the other hand, as actively "cultivated". This happens even in cases where industrial tourism is based on the existing production facilities. In other words, it provides integration of production activities with the social life and cultural environment. It can be assumed that such integration should not only promote qualitative change in the attitude of inhabitants towards operating companies in their region, but ultimately shape the image of involvement in innovation development, which is particularly important for building a new type of economy.

Table 1. Dynamics and specialization of operators in the Russian Federation

Year	Number of tour operators	Share of domestic tourism, %	Share of international inbound and outbound tourism, %	Share of international inbound tourism, %
2011	4718	34.1	53.7	12.2
2012	4685	35.9	53.1	11.0
2013	4608	50.1	45.3	4.6
2014	4275	59.2	37.2	3.6
2015	4202	60.1	33.4	6.5

Source: compiled and calculated by the authors from: Federal State Statistics Service. Available at: <https://fedstat.ru/indicator/37253.do>

Analysis of main indicators of tourist business in Russia. On order to judge the regional development prospects of industrial tourism in Russia, it is first necessary to analyze the main economic indicators of domestic tourism. It is important for understanding how modern trends promote or, conversely, hinder the establishment of this particular type of activity. Market trends forming the structure of tour operator business have led to the fact that during 2011–2015, the share of tour operators involved in international tourism fell by more than a third in international inbound and outbound tourism and almost by a half in international tourism (*Tab. 1*), which indicates the reduced number of external tourists. At the same time, the share of tour operators in domestic tourism during the same period increased by approximately 2/3. The identified structural changes cannot be related only to a 516 unit (or 10.9%) decrease in the total number of operators during 2011–2015. On the contrary,

it can be concluded that there is system re-focus of tour operators on domestic tourism, which generally corresponds to the national import substitution policy. In the Russian market there remain the most competitive tour operators who managed to refocus on domestic tourism.

The analysis of dynamics of the amount of tourist services during 2011–2015 in Russia suggests a positive trend: active growth by 7% and 20% in 2012 and 2013 respectively compared to the previous period which slowed down in 2014 and amounted to 1% and increased by 7% in 2015 relative to 2014 (*Tab. 2*).

In general, during the period under study, the amount of tourist services in Russia in nominal currency units increased by 40%, however, given the price increase index it can be stated that there is a decline in this indicator by more than 10%. In the context of federal districts, the dynamics of tourist services is more uneven with its growing



Table 2. Amount and dynamics of tourist services by Federal district, billion rubles

Federal district	2011	2012	2013	2014	2015	Growth rate, %	Price increase index in 2011–2015
Russia	112.8	121.5	145.8	147.5	158.3	40.3	1.51
Central	33.2	32.3	44.2	40.3	43.7	31.6	
Northwestern	13.1	14.9	17.5	17.8	16.3	24.4	
Southern	6.9	7.9	8.6	9.9	11.8	71.0	
North Caucasian	6.2	5.9	4.5	4.6	5.0	-19.4	
Volga	16.5	20.0	24.8	26.4	26.7	61.8	
Ural	16.6	17.6	19.8	22.3	24.6	48.2	
Siberian	15.5	17.2	19.4	18.8	18.0	16.1	
Far Eastern	4.8	5.8	6.8	7.1	7.4	54.2	

Source: compiled and calculated by the authors from: Federal State Statistics Service Official website. Available at: <http://www.gks.ru>

trend. The positive dynamics during the whole period under study are observed in all districts, except the North Caucasian (the Crimean Federal district was not considered due to lack of statistical data for 2011–2013). Considering inflation, the actual increase in the amount of tourist services is observed only in the Southern, Volga and Far Eastern federal districts. For objective reasons (exceptionally rich natural and climatic resources and convenient geographical position in relation to the country's most populous areas) the leader among them is the Southern Federal district. Federal districts such as Central, Northwestern, Ural, Siberian, demonstrate the growing amount of tourist services in nominal currency units, although in real terms there is a decrease in the analyzed indicator.

Statistical data analysis concludes that there is an actual decline in the rate of tourist services growth in most federal districts of the Russian Federation. The reason for this situation, in the authors' opinion, is explained by the population's declining purchasing power (especially in 2014–2015), rather than by market deterioration.

When considering the total amount of travel, hotel and resort services, the overall situation in Russia is better than that considered by separate tourist services (*Tab. 3*). Given the growth rate of tourist services amounts presented in Table 2, and comparing them with the results obtained in Table 3, it is possible to see the greatest increase in hotel and resort services in the Northwestern, Southern, North Caucasian and Siberian federal districts.

Table 3. Amount and dynamics of tourist, hotel and resort services by federal district in 2011–2015, billion rubles

Federal district	2011	2015	Growth rate, %	Price increase index in 2011–2015
Russia	306.9	457.8	49.2	1.51
Central	92.9	120.2	29.4	
Northwestern	35.0	48.9	39.7	
Southern	37.3	68.8	84.5	
North Caucasian	20.5	28.1	37.1	
Volga	43.3	66.4	53.3	
Ural	33.2	46.8	41.0	
Siberian	30.9	39.0	26.2	
Far Eastern	13.7	20.3	48.2	

Source: compiled and calculated by the authors from: Federal State Statistics Service Official website. Available at: <http://www.gks.ru>

The authors believe that such dynamics may be caused by both re-focus of consumer demand on domestic tourist services and intensive infrastructure development in these districts. It should be noted that given the inflation, the actual increase of in the amount of tourist, hotel and resort services is observed only in the Southern and Volga federal districts.

Successful tourism development depends on a number of factors, among which is the economic situation in the country, consumer preferences, etc. [20]. Important factors, as can be seen, are the region’s possibilities and its tourism potential, as well as the number of new supplies in the tourist service market. In particular, the issue of tourism development at the regional level is of particular relevance for the regions without rich cultural and historical heritage and unique natural and climatic

conditions. Such territories include highly industrial regions which currently underuse its tourism potential for the development of domestic and inbound tourism. The authors provide a detailed argumentation of one of the solutions to this problem.

Opportunities and obstacles for successful industrial tourism development. To analyze the potential of tourism development in Russian regions the authors conducted SWOT-analysis widely used both in Russia and foreign abroad for analyzing an industry or a new product. The use of this method helps evaluate the strengths, weaknesses, opportunities and threats of a certain activity, in this case – industrial tourism. The results presented in *Table 4* can be used in the development strategy of industrial tourism as a new phenomena on tourist service market.



Table 4. SWOT-analysis matrix for industrial tourism

Strengths	Opportunities
<ul style="list-style-type: none"> – A new type of tourism on tourist market – A cost-effective and competitive type of tourism – A sufficient number of industrial facilities for displaying in the country's regions – Components of knowledge, educational and business tourism contributing to an increase in the level of knowledge of the local population and tourists about their own country and the region – The interest of local population in the development and promotion of new types of tourism – Increased domestic and inbound tourist flow to Russian regions 	<ul style="list-style-type: none"> – An opportunity to promote an enterprise's end products, including through market expansion – Strengthening the image of an economic entity and municipal formation – Attracting potential workforce through field trips from educational institutions in the framework of vocational guidance – An additional source of income for cooperating companies associated with guided tours, souvenir sale, hotel services, catering, transport support, etc. – Increasing interest of foreign tourists in the Russian regions – Increased business activity – Promotion of a region as innovative successful – Recovery of territories of industrial decline – Creation of new jobs – Preservation of industrial heritage
Weaknesses	Threats
<ul style="list-style-type: none"> – Lack of entities' tourist image – Lack of marketing events aimed to promote new tourist products – Industrial tourism is a non-mass type of tourism – Unwillingness of companies' management to take in tourists reduces the availability of industrial facilities – Additional costs of establishing an enterprise's museum, of souvenir products – Insufficiently qualified personnel of host companies, including the low level of knowledge of foreign languages – No legislation, state and regional programs supporting industrial tourism development – Lack of knowledge about public interest in the knowledge types of tourism and the corresponding demand 	<ul style="list-style-type: none"> – Poor condition of display objects – Declining tourism demand due to low management level of field trips to enterprises; – Underdeveloped complementary services (in particular, tour guides with knowledge of foreign languages) – Tough competition from other types of tourism – Disruption of production cycles of the existing enterprises – Security issues – Trade secret infringement
<p><i>Source:</i> compiled by the authors.</p>	

The opportunities of industrial tourism are determined by the level of potential of the tourism sector in general which is closely related to the economic welfare of the country, regions and specific businesses. In the authors' view, in order to strengthen the development of industrial tourism in the Russian regions, the following objectives should be met:

1. *Improving the system of organizing field tours to industrial facilities of the existing production.* The Russian Federation currently lacks a unified information and consulting center which would give full information about manufacturing companies willing to host tourist groups. When elaborating a particular itinerary to an economic entity, it is necessary to clearly regulate the time of visit, develop a master class with tourist participation in manufacturing specific products, develop game modules (competitive contests), prepare a guide, and give tourists souvenirs made at the enterprise. Financial costs when organizing tourist itineraries to the existing facilities are usually insignificant because there is no need to create facilities and resources for hosting visitors and demonstrating the production process.

2. *Upgrading domestic enterprises for hosting tourists at their premises.* Currently, in Russian regions enterprises of national art crafts are the man to engage in constructive dialogue in the sphere of production and

tourism. Conversely, major industrial enterprises with interesting technological support and innovation processes remain aloof from the possibility of raising their own tourist attractiveness. In the Russian context, in contrast to the foreign experience, businesses do not demonstrate openness and hospitality to outsiders. To some extent this is explained by the fact that some economic entities use security briefing or the permit system. However, it should be noted that the principle of openness of the production process to tourist groups can improve the company's reputation. As a rule, such economic entities have a more presentable image showing its visitors the workplace cleanliness, the application of modern technological equipment.

3. *Developing tourist brand in industrial regions.* A recognizable regional brand greatly simplifies the objective of establishing and promoting industrial tourism. The region's exclusive opportunities may include certain products manufactured in its territory. As a rule, the region's brand and products are interrelated – the products promote the region, the regional brand promotes sales of these products on the regional market. Thus, both Russian regions and should benefit from creating a brand or a logo, which would build up a positive opinion about the region and its manufactured products.



4. *Establishing interactive corporate museums at an enterprise.* A museum which reflects all the important facts from the life cycle of an enterprise is an integral part of its image. Many major industrial enterprises in the Russian Federation have retained their production base. It is worth noting that collecting unique and original exhibits causes significant difficulties for museum founders. Among different types of museums the most popular tourist destination in our days is interactive museums which amaze all its visitors. Their characteristic features are topics understandable to people of all ages and occupations and the possibility of tourists' interaction with the presented industrial exhibits. The main purpose of corporate museums is to justify the need economic entities for the society in general.

Industrial tourism development has a number of side effects in addition to the above mentioned. The first is the territories' increased investment attractiveness. It is common knowledge that it is provided not only by the real success of the regional economy, but also by its positioning in the information space. Industrial tourism opens a new channel for the distribution of positive information about the manufacturing sector in the region. Second, integration of tourist activities. The fact is that in the described economic conditions, the diversification

of activities is a vital objective for local tourism. It can be solved not only by making a considerable effort to develop certain types of tourism, but also by stimulating some types of tourism by others. The authors have already noted the relations between industrial, business, educational and other types of tourism. Here are two examples. The use of premises and facilities of the previously existing or partially reorganized companies helps expand the exhibition activity, which acts as a business tourism development driver. This increases investment attractiveness of the territory and stimulates the development of industrial production. In fact, this kind of "chain" has already been implemented in the industrial zone of Rostov-on-Don. The second example is related to abandoned underground facilities. Their use by extreme loving tourists represents the essence of speleology – one of the types of extreme tourism. Therefore, we are talking about the "natural" integration of two types of tourism (industrial and extreme), where the development of one means the emergence of the other. In addition, they are closely connected to sports and adventure tourism. From the point of view of the tourism industry, this implies diversification through the specified integration, several activities provide more opportunities (including in economic terms) than one.

Industrial tourism resource base dynamics.

Clearly, the development of industrial tourism requires an adequate resource base. The authors consider it on the example of two regions – the Vologda and Rostov oblasts. They have rich tourist potential but are not included in the list of the country’s most important destinations. In order to increase their attractiveness it is necessary to diversify tourist services, which can be done with the help of industrial tourism development.

In both regions under review, the number of enterprises and organizations in recent years has risen steadily (*Tab. 5*). This indicates certain expansion of regional economies as a whole. It is even more important than the increased number of industrial enterprises, as new industrial enterprises are introduced slowly and rarely, whereas tourists’ interest should be stimulated constantly. In the mass consciousness, economy is primarily associated with manufacturing (even if it is actually not true), that is why its expansion is perceived as the success of the production

sector. As follows from the presented data, this clearly should take place in the case of the Vologda and Rostov regions.

Both oblasts have a well-developed industrial base, though different. The Vologda Oblast is well known for its steel production in Cherepovets, while in the Rostov Oblast production is less-sized. However, local machine building and construction enterprises, etc. are widely known. Consequently, there are specific industrial facilities potentially attractive to tourists. Thus, no problems with transport accessibility as these facilities are usually located in large and medium-sized cities. Moreover, the experience of Rostov-on-Don, with popular tours on the so-called “retro-train” and the Museum of railway equipment, shows that transport itself can be an excellent addition to industrial tourism. This is due to the fact that the history of transport development in cities was initially associated with their industrial development; and industrial and transport heritage are inseparable. The trip on the

Table 5. Dynamics of the number of enterprises and organizations in the Vologda and Rostov oblasts

Region	Number of enterprises and organizations, units			
	2012	2013	2014	2015
Vologda Oblast	40316	42148	43302	45435
Rostov Oblast	87457	88144	89473	91701

Source: *Federal State Statistics Service Official website*. Available at: <http://http://www.gks.ru>



“retro-train” and similar attractions stimulate interest in machinery, which is important for generating demand for industrial tourism, and their combination with industrial tours will diversify and make the latter more exciting.

It is quite obvious that for industrial tourism development the socio-economic situation of the regions is very important. On the one hand, they should be industry-focused and position themselves in the media. On the other hand, these regions should really play a significant role in the country’s industrial development. Both these conditions are present in the Vologda and Rostov oblasts (in the first case – metallurgical production, in the second – production of agriculture equipment), even if their fame as agricultural regions eliminates their industrial focus.

Both regions already offer industrial tourism services. Thus, in Cherepovets, there is a Museum of steel industry, in Rostov-on-Don – the Rostselmash plant organizes tours for everyone. Analysis of this and other experience attracts attention to the following. More interesting are tours characterized as high-tech. Another key to tourists’ interest is a possibility to not just passively observe, but also to participate. A modern tourist finds in more important to examine the exhibits and pay attention to the guide’s explanations and do something by themselves, rather than deeply understand how production works.

All this means, firstly, that there is a need to device a kind of attraction and, second, that it is important to involve experts in tourism management instead of trying to develop industrial tourism by themselves. This is the way to achieve such a positive effect as in the Ruhr district.

Conclusion. Summing up, it can be noted that statistical analysis has showed a decline in the real amount of tourist services in Russia in 2011–2015, lack of new tourist offers reduces opportunities for increasing the indicator. It should be noted that every Russian region seeks to develop its own regional model of tourism development by diversifying the range of tourist services, one of which, in particular, can be industrial tourism. Work on enhancing its development is currently carried out in every Russian region at an early stage. The difficulty of promoting such a specific tourism product is associated with the feature of industrial tourism which focuses on the enterprise’s production process.

It is also important to note the following. When analyzing the development prospects for certain types of tourism not widely known in individual countries and regions, experts rely on the current resource base. This approach is determined by traditional predominance of the “geographical” approach to understanding tourism in domestic science. However, the reference to the modern

Literature clearly indicates the relevance of the “sociological” or, more correctly speaking, “socio-economic” approach based on prerequisites associated with the demand for this type of tourism and objective prerequisites prevailing in the tourist service market. The present study attempts to use this approach; the results indicate its effectiveness. Industrial tourism development prospects in some Russian regions are related not only to the availability of appropriate facilities, but also

to the fact that adequate state of tourist service market is only possible to achieve through diversifying tourist services, including through the development of industrial tourism.

It is certain that most Russian industrial regions are potentially interesting to tourists, so a steady stream of relevant market offers for industrial tourism will generate demand. Therefore, new tourist services on the Russian market will help increase tourist flows to the regions.

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