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ORGANIZATIONAL AND ECONOMIC BASIS FOR THE DEVELOPMENT OF INDUSTRIAL TOURISM IN THE DNIPROPETROVSK REGION

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Introduction. Recently, such a direction of tourism as industrial tours, which are a common direction in Western Europe and America, has begun to gain more and more popularity. The objects of tourist interest are enterprises that have well-known brands, have the potential of historical and industrial heritage, as well as modern high technology of the production process.

The leading countries by quantity of the number of tourists in industrial tourism in the EU are Germany (more than 66 million tourists), France (16 million), Italy (15 million), as well as the United Kingdom, the Netherlands, Spain, Belgium, Austria, Portugal and the Czech Republic. The growth rate of industrial tourism services reached more than 35% in Latvia, 20% in Bulgaria, 20% in Lithuania, 17% in Estonia, due to the improvement of existing tourism products, the emergence of new tourist routes, improvement of hotel, transport and other related services. And in America there are almost no businesses closed to tourists [9].

Industrial tours abroad are seen not only as popular entertainment, but also as a suitable way to interest the audience with your brands, stimulate the sale of goods and services, as well as stand out from competitors and loudly announce your company.

Industrial tours are a niche for the development of cooperation between local authorities, industrial and tourist enterprises, as well as a convenient platform for the development of public-private partnerships. The development of industrial tourism will contribute to the emergence of new brands and improve the investment climate in the region.

Analysis of recent research sources and publications. The theoretical substantiation of development of industrial tourism is carried out by Ukrainian scientists such as: O.M. Melnychenko [5], V.O. Sorochan [11], I.M. Sumatokhina [14], M.V. Zavalova [17] et al. Among the foreign authors who addressed to the topic of industrial tourism, author can mention such as M. Andrade [1], P. Bujok [2], Chow Hsueh-wen [3], Lee Cheng-Fei [4], A.H.J. Otgaar [7], A.R. Szromek, K. Herman [15]. In these research, they consider the problems of rethinking the industrial heritage, prospects for the development of industrial tourism, the importance of industrial tourism as a significant area of tourism in industrial regions and other relevant issues.

It should be noted that in the scientific works of modern researchers, the characteristics and analysis of the features of the development of industrial tourism, as well as the effectiveness of promoting of regional

brands and the economy of industrial enterprises and cities, are practically not presented. In this regard, the relevance of the presented research topic is due to the fact that now in the country's economy there are trends in the search for new and creative technologies for the economic promotion of brands and products. Industrial tourism is such an innovative technology in the tourism market.

Purpose of the article. The purpose of this study is to develop theoretical and practical recommendations for the progress of industrial tourism at the regional level.

Research results. To determine the further development of industrial tourism, it is necessary to clearly understand the essence of this type of tourism, its place in the development of the regional economy and the interest of stakeholders in it. It should be noted that the concept of "industrial tourism" has not yet been finally formed and there are several approaches to its definition.

Industrial tourism is a specialized field of tourism that combines visits to facilities created by the technology of the past and modern engineering structures, in order to obtain research, psychological or aesthetic pleasure.

Industrial tourism is the organization of individual (group) tours or excursions to industrial objects, taking into account the purpose of travel (satisfaction of cognitive, professional, scientific, business, cultural and other needs of the tourist) [5].

The market of industrial tourism services in modern Ukraine is represented by many tourist resources, such as: objects of complex industrial development, manufactories and factories with accompanying infrastructure and other objects of industrial activity.

According to the indicators of the development of the tourist market of Ukraine, it is possible to establish the effectiveness of the processes of adaptation of the Ukrainian tourist sector to European requirements in the field of industrial tourism, namely:

- the modern methods are used to improve the quality of industrial tourism services and other tourist services in accordance with international standards;
- the measures are being taken to include Ukraine's industrial heritage in the UNESCO World Heritage List and the European Industrial Heritage Route (ERIH);
- developing cooperation with representatives of international organizations, which contribute to the creation of a competitive tourism product [9].

Many domestic and foreign tourists would be interested to visit industrial enterprises in Ukraine, to dispel the idea that old equipment, that forms production facilities is used, technological processes are not automated and without compliance with quality standards. Visitors could see that modern metallurgical and chemical industries are used, and that enterprises comply with the declared standards and requirements for the quality of their products.

According to the level of tourism resources, Ukraine has all the prerequisites for the intensive development of international and domestic industrial tourism: industrial tourism facilities are located in almost all regions (30% of them are active industrial facilities and 70% are industrial heritage of the pre-revolutionary period). In total, as of 2020, there are more than 50 objects of industrial heritage in Ukraine, where their largest concentration is in Khmelnytskyi, Ivano-Frankivsk, Lviv regions) and more than 200 objects of active industry, the largest number of which are recorded in Dnipropetrovsk, Kyiv, Kharkiv regions, which indicates the possibility of forming a territorially steady and constant tourist flow [16].

There are many cities in Ukraine that are suitable for the development of industrial tourism. There are cities in which there are conditions for the development of one direction of tourism: mining (Marhanets, Oleksandriia, Tokmak), manufactory (Kyiv, Kharkiv, Dnipro, Zaporizhzhia). There are also cities where the developments of tourism in both directions, examples are Kryvyi Rih, Mariupol.

Ukraine owns unique world-famous industrial enterprises, such as "Zaporizhstal" and "Dniprohes" in Zaporizhzhia, "Pivdenmash" and "Petrovskiy plant" in Dnipro, "Turboatom" in Kharkiv and "Mittal Steel" in Kryvyi Rih, the quarry system (Inhulets-Kryvyi Rih district), manganese ore and ferroalloy plants (Ordzhonikidze, Nikopol), etc. [6].

The prospects for the development of industrial tourism in the Dnipropetrovsk region are due to the significant concentration of industrial facilities that are arouse interest of the tourists. Most of the travelers who come to the region are business tourists. Many of them would be interested to look deeper into the production process. This raises the question of the development of this area of tourism, assessing its prospects and resource base.

Despite the advantages for enterprises and regions in the development of industrial tourism at the present stage, there are a number of obstacles and difficulties.

In Ukraine, the direction of industrial tours has not been sufficiently studied, the target audience has not been formulated, there are difficulties with market segmentation and with the formulation of needs, there is lack of centralized statistics of available tours.

The main factor that slows down the progress of industrial tourism in Ukraine is the insufficient development of the tourist infrastructure. Since many enterprises are not located in the central city districts, the road to them lies through “unpresentable” industrial areas, where, as a rule, there are no catering establishments, and large parking areas and comfortable places for mass tourists.

It should also be noted that many regional tour operators are not ready to invest in the development of educational industrial tours, since industrial tourism does not belong to highly profitable types of business, although competition in this tourist segment is not very high, and in some regions there is no competition at all.

Nevertheless, despite the obstacles, industrial tourism in Ukraine should be developed, due to its benefits both for regions and for enterprises, which in turn will increase budget revenues at all levels, increase the number of jobs and stimulate the development of all types of industry, infrastructure and related areas of tourism: educational (with the desire to practice or in the future to work at popular enterprises), business (the desire to cooperate and invest in a successful business), event (the desire to implement joint business projects with promising partners).

These opportunities have all chances to be realized, but for this it is necessary to improve the concept and mechanism for ensuring the development of industrial tourism in Ukraine and in the region.

In foreign countries that developed industrial tourism, government support was actively used. In the pioneer countries of industrial tourism, its prospects were initially assessed by regional authorities, and they also supported its development by adopting appropriate laws and development programs [8].

Considering the above, in Ukraine it is necessary to develop regional (local) programs for the supporting and development of industrial tourism. As a result, tourism industries can expect to receive financial help from two to three sources.

Examples of such kind in other tourist areas already exist. In particular, some cities of the Dnipropetrovsk region receive support within the framework of the program “Development of tourism in the Dnipropetrovsk region for the period up to 2014–2022” [10]. The program was developed taking into account the tourism strategy of the Dnipropetrovsk region until 2020. Within the framework of the Program, a gradual solution is planned, including on the development of industrial tourism, by attracting the private sector, especially outside Dnipro, Kryvyi Rih.

The complex program for the intensification of the development of small and medium-sized businesses in the Dnipropetrovsk region in the Development Strategy of the Dnipropetrovsk region for the period up to 2019–2020 [12] also involves the development and support of small and medium-sized businesses, in particular in the field of industrial tourism.

According to the list of tasks and activities of the Tourism Development Program in the Dnipropetrovsk region for the period up to 2014–2022 in the direction of the development of industrial tourism, the Dnepropetrovsk regional administration proposes the following measures (table).

An important part of planning the development of industrial tourism is the effective implementation of “pilot” projects, which are carried out by the communal enterprise “Representative office of Prydniprovya” and the Dnipro Development Agency.

Communal enterprise “Representative office of Prydniprovya” was created for the development of tourism infrastructure in the region, the revival and preservation of the Ukrainian cultural and spiritual heritage.

The concept of Dnipro Development Agency was to make the city open and accessible to the outside world in order to attract new investment and help to create more jobs. The slogan of the Dnipro Development Agency is “Let's open the Dnieper to the world”. Tourism plays an important role, both as a way to promote the more open and accessible Dnipro brand and as an important industry supporting the urban economy.

For effective work on the formation of a tourist brand within the framework of industrial tourism, executive authorities of the Dnipropetrovsk region, business representatives, heads of industrial and tourism enterprises and contact audiences should be involved.

Table 1

The list of tasks and activities of the Program of tourism development in the Dnepropetrovsk region for the period up to 2014–2022 in the direction of industrial tourism [10]

The content of the event	Terms of performance, years	Approximate amount of funding, thousand UAH						Expected result from the event
		Total stage I	2019	2020	2021	2022	Total stage II	
1. Conducting outside exhibitions of tourist opportunities in the Dnepropetrovsk region in the field of ethno-cultural, industrial tourism, etc.	2014 – 2022	1500	70	70	70	70	280	Presentation of the tourist potential of the region.
2. Participation in the international project “European Industrial Heritage Route” (ERIH).	2014 – 2022	56						42000 of tourists will visit the region through participation in the international project “European route of industrial heritage”.
3. Organization and holding of information tours in the regions of Ukraine with the presentation of the tourist potential of the Dnepropetrovsk region.	2014 – 2022	450	90	90	90	90	360	Carrying out of information tours on presentation of tourist opportunities of the Dnepropetrovsk area in other areas of Ukraine (once a year).

The Strategy for activating the tourism potential of the Dnipro city for the period due to 2018–2027 [13] also provides directions for the development of industrial tourism. The main goals of the formed Strategy within the framework of the Industrial Dnieper concept are the creation of a competitive tourist product, the formation of a brand of the Dnepropetrovsk region through the development of industrial tourism, increasing the number of subjects and objects of tourist activity, which will deepen the diversification of the regional economy.

Priority tasks of the Strategy for activating tourism potential are:

- optimization of using of existing, restoration of lost and creation of new industrial facilities;
- attracting investment in the economic activities of industrial enterprises;
- creating conditions for the cultural and spiritual development of citizens;
- systematic implementation of measures to form and promote the brand of the region at the international level, change its image from industrial to a region with diversified economic activities, including tourism.

The operational objectives of the Strategy within the framework of the Industrial Dnieper concept are as follows:

1. Encouraging innovative enterprises of the city to conduct excursions.
2. Establishment of organized excursions to the production in Dnipro city.
3. Promotion of the Museum of the History of the Dnieper Metallurgical Plant, “Interpipe Steel”, PJSC “Evraz DMZ”, “DTEK”, “Bryansk Plant Industrial Zone”.
4. Conducting an annual event within the concept, such as “Industrial Night”, etc. [13].

The regional programs for the development of tourism, which have been worked out, require clear planning at the regional and municipal levels. There is no clearly defined and institutionalized decision to support industrial tourism, and accordingly, there is no corresponding program and financial support.

There is a need to adopt a regional program, which should worked out specific measures to create a material, technical, legal and social base for the development of industrial tourism in the Dnipropetrovsk region, and mechanisms (organizational, economic, financial) support from regional and local authorities. Such a program is developed to create a whole range of prerequisites and conditions to form a favorable climate for potential entities implementing the direction of industrial tourism.

The implementation of the program for the development of industrial tourism in the Dnipropetrovsk region will create a positive image of industrial tourism, activate the region's participation in international tourism projects, tourist information exchange with other regions of Ukraine.

When developing a program, one of the important indicators is to identify the preferences of tourists and how realistic it will be. At first glance, it may seem that when choosing enterprises for the development of industrial tourism, it is necessary to focus attention on those that already have sufficient popularity, such as PJSC "Interpipe", agro-industrial complex "Ahro-Soiuz", PJSC "AVK".

But excursions to these enterprises already have great attractiveness and fully possess the features of "established" cultural and excursion objects. But author of the article speaks of industrial tourism not only as a tourist destination, but also as a stimulus for the development of enterprises, then attention should be paid to those enterprises where the tourist component is completely absent or insignificant is given to it.

Thus, the main goal of developing a program for the progress of industrial tourism is to create a chain of interactions between an industrial enterprise and representatives of the tourism industry, thanks to which the development of this type of tourism will bring benefit to the all participants in the process.

Covering the issue of the development of industrial tourism it is impossible to consider it as a separate segment, because any enterprise is historically associated with the place where it is located. The Dnipropetrovsk region has enormous potential, both industrial and cultural-historical, therefore, combining these two components, you can get a winning portfolio of industrial tourism products in the Dnipropetrovsk region, and this is already the main task of a travel agency.

It is important for the Dnipropetrovsk region to see the general goal of the development of industrial tourism – the promotion of the territory as an open and progressive region. And the organization of tourist excursions to operating enterprises is one of the effective tools for promoting the territory, as well as attracting tourists and investors. This will contribute to the development of the region and the companies located in it. Industrial tourism in the Dnipropetrovsk region has a huge potential for the development of the region and enterprises, as this is a unique opportunity to advertise not only products, but also the territory in a non-standard and memorable way.

Conclusions. The existing organizational and managerial mechanism in the field of industrial tourism has no integrality, the legal environment is insufficiently formed, there is no financial, economic, informational and personnel support for the implementation of approved programs for the development of industrial tourism. The structuring of economic relations in industrial tourism should include state, regional, self-development and self-regulation of business structures.

In this regard, it becomes necessary to adopt a regional program, which should work out specific measures to create a material, technical, legal and social base for the development of industrial tourism in the Dnipropetrovsk region, and mechanisms (organizational, economic, financial) for its support from regional and local authorities. Such a program is develop to create a whole range of prerequisites and conditions form to create a favorable climate for potential entities implementing the direction of industrial tourism.

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Бондаренко Людмила Анатоліївна, кандидат економічних наук, доцент. Національний технічний університет «Дніпровська політехніка». **Організаційно-економічні основи розвитку промислового туризму в Дніпропетровській області**. Теоретичною та методологічною основою дослідження є наукові розробки вітчизняних і зарубіжних учених, пов'язані з переосмисленням індустріальної спадщини, перспектив розвитку промислового туризму, вивченням індустріального туризму як важливого напрямку туристичної діяльності в промислових регіонах; законодавчі та нормативні акти України в цій сфері, матеріали спеціалізованих наукових конференцій і симпозіумів.

Установлено, що промисловий туризм є перспективним та ефективним у територіальному аспекті, у зв'язку із цим такий вид туризму пропонується розглядати як пріоритетний напрям

регіональної політики як у галузі туризму, так і розвитку промислових підприємств. Розглянуто особливості формування системи організаційно-економічних та інституційних умов і факторів розвитку промислового туризму в Дніпропетровській області. Вивчено регіональні концепції, цільові програми, проекти з питань формування та розвитку промислового туризму в Дніпропетровській області. Обґрунтовано і розроблено практичні рекомендації щодо забезпечення державного управління, стимулювання й підтримки розвитку промислового туризму в регіоні з урахуванням його взаємодії з іншими підсистемами сфери туризму. Сформульовано практичні рекомендації щодо формування ефективної організаційної та інституційної системи розвитку промислового туризму, що включають у себе прийняття комплексної регіональної програми розвитку промислового туризму, створення системи інтегрованого управління розвитком промислового туризму на регіональному та муніципальному рівнях.

Отримані результати дослідження є основою для організаційно-економічного розвитку промислового туризму, здатного підвищити конкурентоспроможність як туристичної індустрії регіону, так і підприємств, що пропонують промислові тури.

Ключові слова: промисловий туризм, туристичне підприємство, туристичні послуги, регіональні програми підтримки, туристична інфраструктура, індустріальна спадщина, інноваційні виробничі технології.

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Bondarenko Liudmyla, PhD (Economics), Associate Professor. National Technical University «Dnipro Polytechnic». **Organizational and economic basis for the development of industrial tourism in the Dnipropetrovsk region.** The theoretical and methodological basis of the study are scientific developments by Ukrainian and foreign scientists associated with the rethinking of industrial heritage, prospects for industrial tourism, the study of industrial tourism as an important area of tourism in industrial regions; legislative and normative acts of Ukraine in this field, materials of specialized scientific conferences and symposiums.

It is distinguished that industrial tourism is a promising and effective direction in the territorial aspect, in this regard, this type of tourism is proposed to be considered as a priority of regional policy in the field of tourism and development of industrial enterprises. Features of formation of system of organizational-economic and institutional conditions and factors of development of industrial tourism in the Dnipro area are considered. Regional concepts, target programs, projects on the formation and development of industrial tourism in the Dnipropetrovsk region are studied. There are substantiated and developed in the article the practical recommendations for public administration, stimulation and support of industrial tourism in the region, taking into account its interaction with other subsystems of tourism. Practical recommendations for the formation of an effective organizational and institutional system of industrial tourism development are formulated, which include the adoption of a comprehensive regional program for the development of industrial tourism, the creation of an integrated management system for industrial tourism development at the regional and municipal levels.

The results of the study are the basis for organizational and economic development of industrial tourism, which can increase the competitiveness of the tourism industry in the region and enterprises offering industrial tours.

Key words: industrial tourism, tourist enterprise, tourist services, regional programs of support, tourist infrastructure, industrial heritage, innovative production technologies.