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## DEFINITION OF INDUSTRIAL TOURISM STAGES

Industrial tourism is a type of tourism which involves visits to operational companies and industrial heritage; it offers visitors an experience with regard to products, production processes, applications, and historical backgrounds. More than 100 years ago public and private organizations already started to organize industrial tourism visits.

The stages of formation and development of industrial tourism in the world are: emergence of industrial tourism, formation of industrial tourism, activation of industrial tourism. The main attention was paid to the definition of industrial tourism as new direction in tourism activities. The main examples of the development of industrial tourism in the world are considered, and promising objects of industrial tourism in Ukraine are identified as well.

Thus, historical examples include visits to French wineries and chocolate factories, to Greek and Maltese lace-producers and to Dutch cheese producers. In Paris, tourists and residents had the opportunity to choose among various tours back in 1900. The offer of tours ranged from visits to textile factories to tours to mortuaries and slaughter-

houses. Furthermore, there were visits to a tobacco factory, the stock exchange, the parliament and the court of justice. There is also evidence from the United States that industrial tourism has actually a long history; a good example is the Jack Daniel's distillery in Tennessee which began to offer factory tours back in 1866, the year when the company started operating. Industrial tourism offers opportunities for individual firms, but also for cities.

Particularly for cities with a considerable industrial base, industrial tourism comprises interesting possibilities to strengthen the economic structure (direct and indirect employment) and to increase the supply of tourist products. For such cities industrial tourism is a field of potential growth that matches their identity: the sector offers opportunities to strengthen their distinctiveness and image, notably by building on their existing assets. Many cities, however, have the assets to develop industrial tourism but fail to make a profit on them. In most cases industrial tourism is only restricted to low-profile company visits, without any clear vision of its strate-

gic value by the municipality or firm, not to mention coordinated product development.

Analyzing the main trends in the development of industrial tourism, we can assume that the next stage will be the stage of mass attraction of tourists. In many developed countries, a visit to almost any production is not a problem and is

aimed at promoting the products of the company visited. The world has accumulated considerable experience in the development of industrial tourism, which Ukraine could adopt, but in our country preferences for the development of industrial tourism are not yet fully understood and are just beginning their formation.