

# Preliminary Study on Development of Industry Tour in Liaoning Province<sup>1</sup>

## ETUDE PRÉLIMINAIRE DU DÉVELOPPEMENT DE L'INDUSTRIE DE TOURISME DANS LA PROVINCE DU LIAONING

Li Miaoyan<sup>2</sup>

**Abstract:** Industry tour in our country is a newborn newborn product.. But, it has very strong practical significance in the process of reforming and reconstruct of Northeast Old Industry. This article starts from the definition of industry tour, demonstrate the function of Industry tour, then combines the real situation of Liaoning Province to analyze the advantages, disadvantages, challenges and opportunities by using SWOT method and puts forward the development pattern of Liaoning Industry tour.

**Key words:** tourism, industry tour, potential

**Résumé:** L'industrie de tourisme est encore un produit nouveau-né. Mais, elle revêt une signification bien pratique dans le processus de la réforme et de la reconstruction de l'ancienne industrie du Nord-est. Le présent article, commençant par la définition de l'industrie de tourisme, démontre la fonction de cette industrie, combine la situation réelle de la province du Liaoning pour analyser les avantages, désavantages, défis et opportunités en utilisant la méthode SWOT et met en avant le modèle de développement de l'industrie de tourisme du Liaoning.

**Mots-Clés:** tourisme, industrie de tourisme, potentiel

### 1. DEFINITION AND FUNCTION OF INDUSTRY TOUR

The definition of industry tour was firstly given by our country on "the National Agriculture Tour Demonstration Spot, the Industry Tour Demonstration Inspection Standard (Trial Act)". It is believed that the industry tour refers to the tourism spot which regards the industrial production process, factory style, the scenes of work and life as the main traveling attraction.

The academic professionals illustrate the definition of industrial tourism according to different study goal. But in any event, they all stressed to combine enterprise's production, the sales behavior with tourist and the tourism activity, that is to say to sell the enterprise activities as the traveling commodity. Industry tour as a new travel style appears in front of us.

### 1.2 Function of Industry Tour

#### 1.2.1 It has the function of promoting economy

Industry tour has great effects on local economy and related industry and economy. Abroad research indicated: The industrialized country, the tour expenditure increases one unit, industry value may expand 2.7 times, the national income may expand 1.36 times, investment increases 0.25 times; for the developing country expands 3.7 times, 2.7 times and 0.9 times. Take Three Gorges Project as example, more than 800,000 tourists visited the first dams in 2004, tourism revenue reached 140 million yuan of RMB, become the largest industrial attraction in China, which has become the fourth income increasing point after the electric power generation, flood protection, shipping, and promotes the development of hotel, food and

<sup>1</sup> This article is funded by Social and Scientific Planning Fund of Liaoning Province (L06BJL017).

<sup>2</sup> Phd at Wuhan Technology University, Shenyang University, China.

\* Received 19 September 2007; accepted 11 October 2007

beverage and travel agency.

### 1.2.2 The industry tour can raise the scientific and cultural level of people

Through the industry tour, tourists may understand enterprise's production condition clearly. It enhances enterprise's brand value, more importantly raises the scientific and cultural level of tourists. It not only enables them better understanding advanced science and technology, but also can make them understand the enterprise connotation of core competitive ability. Therefore the industry tour is an effective way to enhance the scientific and cultural level, For example: In American Washington country mint, Houston navigation center, people may visit their daily production activity in near distance, so that tourist not only visited the enterprise activities, more importantly enhanced their own understanding to traditional and the modern science cognition.

### 1.2.3 It can improve ecological environment effectively

As for the enterprise, the enterprise peripheral environment has a very important role in attracting tourists. The enterprise often invests the huge manpower, the physical resource and the financial resource to improve the enterprise peripheral environment, and leads the entire local enterprise and the department to improve the local ecological environment, increases the investment, finally achieves the goal of improving local ecological environment and the living conditions. For example: Beijing Steel Corporation, which has become the industry tour demonstration, in order to improve local ecological environment, forced a large scale blast furnace to stop production which might produce iron 900 thousand ton iron annually, and hold the rosa garden fair each year., it has attracted tens of thousands of Beijing residents to come to visit a park. Both has realized the development of industry tour, and propagandizes the Beijing Steel Corporation culture, but also improves the peripheral environment, increased the economic efficiency and social efficiency of Beijing Steel Corporation significantly.

## 2. SWOT ANALYSIS

The SWOT analysis method is one extremely effective analysis method. It can analyze the industry and enterprise marketing environment by using SWOT method and make the characterized developmental strategy. The SWOT analysis research technique mainly collects the enterprise or in industrial production management process and classifies it into advantages, disadvantages, the opportunity and challenges, then carries on the appraisal to these essential factors, finally determines the enterprise or the industrial development

pattern.

## 2.1 Advantages of Industry tour in Liaoning

### 2.1.1 Abundant industry superiority

With the abundant industrial enterprise superiority and the good tourism development situation is the premise of industry tour. Liaoning Province always is the national heavy industry base since the beginning of forming of country, has abundant industry foundation. Although at present Liaoning Province is carrying on the new industrial adjustment, the second industry still occupies the very great proportion. Till 2004 year's end, Liaoning Province industry legal person unit is 62,159, industry activity unit has 65,469, the jobholders reaches 3.86 million people, the total asset is 1603.9 billion Yuan, at the same year, main income was 905.24 billion Yuan. Major industry is multitudinous, the complete property has 137 in 1 billion Yuan. Among of them, the majority are occupied by large scale enterprises. The enterprises, which total asset is above 1 billion, is 137. The amount of enterprise, which main revenue is over 1 billion, is 100. Total profit is 43.43 billion yuan. These large scale industries all have the good brand prestige, specially the Shenyang aviation industry group limited company, the Shenyang machine tool group as a respective of large-scale state-owned manufacturing industry enterprise, enjoys the extremely tremendous influence in domestic and on international market. The second industry still is the national economy pillar industry of Liaoning province. This has provided the rich traveling destination for the industry traveling, simultaneously also shows the big potential as a big province of industry tour.

### 2.1.2 Industry superiority for tourism

Tourism of Liaoning province is ranked first top of tourism industry in China, in 2004, it has 1858 lodging enterprises including hotel and other hospitality industry, jobholder amounted 81 thousand, annual turnover 5.39 billion Yuan by the end of 2004. Among of them, revenue of housekeeping was 2.72 billion Yuan, retail was 2.15 billion Yuan. The total amount of Food and beverage enterprise was 2522 in 2004, which included dinner, fast food, drink and cold drink service and other food and beverage. Average annual jobholder was 87000, annual turnover was 5.89 billion Yuan. All figures shows that tourism of Liaoning was in the leading level in China.

### 2.1.3 Infrastructure superiority

Liaoning province is the bigger province of Northeast Provinces, has developed sea travel, land transportation and air transportation. The Dalian port, Yingkou port, the Dandong port, the Jinzhou port, the Hulutao port are open to navigation with the five continents more than 140 countries and regions respectively. Places the such

as Shenyang, Dalian, Anshan, Jinzhou, Dandong, Chaoyang six airports connect with more than 100 countries and regions respectively such as Japan, Russia, South Korea, Hong Kong. At present it has formed an all-round transportation net, takes the port as gate, railway as artery, the road as skeleton

## **2.2 Disadvantage of developing industry tour for Liaoning Province**

### **2.2.1 The scope of target market is too small**

At present, it has become one of important factors to hamper the development of industry tour in Liaoning Province to have vague target market. The majority of industry tour visitors are business travelers, they have specific traveling goals, thus forms a small scale with limited visitors, It is hard for them to become a big and strong one. There is a difficulty to attract travel agency to participate in, and hard to reduce cost of industry tour. In particularly, enterprises only hire their own employee and pay less attention to professional train, and provide low quality of industry tour and make it strange for tourists.

### **2.2.2 Propaganda dynamics is insufficient**

Insufficient propaganda is another bottleneck of Liaoning province to develop industry tour.

Liaoning Province's industry tour still adopts the old method, while Shandong Province's Qingdao same as industry tour city, it is worthy of learning for us from the aspects of propaganda. It promotes industry tour route via multiple media, especially via network media, on the other hand it takes active action to enlarge the influential of industry tour. It cooperates with National Tourism Bureau to develop market research.

## **2.3 Opportunity of developing industry tour for Liaoning Province**

### **2.3.1 Rapid developed economy facilities the industry tour**

Average Gross National Product in China has already surpassed 1,000 US dollars. It symbolized the structure of consumption has been changed in China, the annual demand for tourism is increased in large scale. No matter for Liaoning's economy or Liaoning's tourism, it is beneficial and profitable if Liaoning can have a cup of soup.

### **2.3.2 The strategy of promoting Northeast Old Industrial Base will impetus the development of industry tour**

As one of significant National and Party policies, the strategy of promoting Northeast Old Industrial Base will impetus the development of third industry, which mainly develop the tourism industry. It can be seen this manifests in 2004, the Liaoning Province tertiary

industry jobholders is 3.789million people, accounts for the entire Liaoning Province employment population 43.2%, tourism jobholders 351,000 people. In 2005, the gross income of tourism was 73.46 billion Yuan, grew 27.9% compared to the last year, among, the domestic traveling received 67.47 billion Yuan, grew 28.8% compared to the last year; Traveling foreign exchange earnings 738 million US dollars, grew 21.3% compared to the last year.

## **2.4 Challenges of developing industry tour for Liaoning Province**

Liaoning Province will face many challenges from other province while other provinces regards the tourism as the new economy growth, in particular for industry tour. Taking Shandong Province as a example, in 2005 the tourism gross income surpasses 100 billion Yuan. The amount of domestic and aboard visitors 142 million, increased 20% comparing to last year. The total revenue of tourism reached 103.9 billion Yuan, increased 27.5% comparing to last year. Specially the development industry tour of Qingdao is ranked top level in China. We may come into conclusion the development of industry tour in Liaoning is facing huge challenges.

## **3. LIAONING INDUSTRY TRAVELING DEVELOPMENT MODEL**

Developing the model of industrial tourism should be in accordance with the enterprise's attribute and character. Generally speaking, there will be several kinds of models as followings for Liaoning industrial tourism to learn from:

### **3.1 Specialized development pattern**

Regarding the industrial tourism, which are featured with the contents of modern science and technology and advanced production techniques, such as Shenyang Aviation Exposition Garden, may adopt the specialized development model. Shenyang Aviation Exposition Garden is the largest aviation exposition garden in China. Inside the building, we can even see the exposition hall, which displays historical pictures and material objects, together with some presentation. It carries on the explanation and the demonstration by using the sound, the light, the electronic method, by reading the picture, the material object and the simulation demonstration and so on fully demonstrated the product characteristic, enable the tourist to have a deeper understanding to the aviation knowledge. Also may built up some related museum, the exhibition hall, provides the professional tour guide to carry on the scene explanation to each science and technology phenomenon, invites the expert to hold the seminar concerning on special performance, sells some

correlation imitation science and technology products, books and so on variously provides the specialized knowledge for the tourist from all aspects.

### **3.2 Park development model**

The industry traveling object basic was the quite backward life craft, the production pattern which some already was obsolete, even was already abandons, for instance mineral area , the steam engine factory and old train factories and soon, also was allowed to show the magnificent production scene, but also was allowed to perform the entire factory district to afford the transformation, and became the landscape park, take an example, the iron and coal group steam locomotive museum, might become a new traveling resources. Sightseeing area and natural sights on the way when driving a car, enjoying the sights, you might feel the charming of ancient industrial history as wee as a feeling of return to nature and esthetic sense of the return old times.

### **3.3 Harbor development model**

The harbor unique harbor model, the wharf facility, the ships landscape, the loading and unloading craft, as well as the strong enterprise culture, have increased the harbor traveling charm, is the industry traveling special landscape. Harbor industrial traveling is an emergent industry aim to develop harbor tourism resources and to cultivate economic increase. Taking Dalian as an example, Dalian both has the exquisite natural scenery, and has the unique industry traveling resources, it owns

unique industrial tourism. Dalian harbor was built in 1899, has passed through the Dalian history. It retained the constructions of beginning of 20 century , also has absorbed the 21st century modern construction features. In the Dalian Da yaowan's port, 300,000 tons crude oils wharf, 300,000 tons ore wharves as well as the standard container berth, had already achieved the world advanced level, in these areas , not only to travel around here, but also may built shopping center, good food culture street, sport center, amusement park, theater and so on necessary facility, in order to attract massive traveling and leisure stream of people.

### **3.4 Specific development pattern model**

The specific development pattern refers the model of displaying a certain producing model, producing crafts. Currently, most of the industrial tourism in our country are this developing model. In order to avoid resemblances and identically, every enterprise should be on the basis of integration and then cultivate their own unique characteristics, such as Shenyang Laolongkou Brewery Museum and Fuxin Shijiazhi Agate City. With 340 years old history, tourist may put on the old-style clothing, fermented the good wine according to ancient person's style in Laolongkou Brewery Museum. They also could have the series of old Longkou exquisite wine in small fine package and unique local crafts. The Fuxin Shijiazhi Aate City win the reputation of "City of Agate" for its unique resources advantages. It must develop and design tourism resource scientifically, it can cultivate a long-life industrial tourism products.

## **REFERENCES**

- Huang, F. (2003) SWOT Analysis and Strategic Model Selecting of Qingdao Industrial Tourism. Theory Journal [3]  
Zheng, Y.. Countermeasures Study on Tourism Sustainable Development in Liaoning Resourceful City. Northern-east Finance University Press.  
Yang,H. (2006) The Current Situation, Issues and Develop Orientation of Old Industrial Base in China. Economic Issue, (3)  
Wu,L. (2006) The Development and Its Useful Aspects of Germany Industrial Tourism, Germany Study (2)

## **THE AUTHOR**

**Li Miaoyan**, Professor of Shenyang University, Phd at Wuhan Technology University.  
Address: No54 Lianhe Road, Dadong District, Shenyang, Liaoning, 110041, P.R. China.  
Shenyang Tourism and Geography Science College, Shenyang University.  
Email: Lmy5000@126.com