



## CONCEPT

### **International Tourist Forum in Arkhangelsk (ITFA)**

#### **“New Vector: Industrial Tourism Development”**

May 23-26, 2012

Arkhangelsk

**Forum mission:** International Tourist Forum in Arkhangelsk (ITFA) will provide an opportunity for the dialogue between the authorities, business, scientific community and non-governmental organizations with the purpose to discuss issues of development of industrial tourism as a tool of territory marketing, an extra device to increase children and youth tourism and in whole a good way to promote tourism potential of the Russian and foreign regions.

#### **Forum objectives:**

- exchange and dissemination of experience on the issues of the development of industrial tourism in Russia and abroad;
- formation of proposals for the development of public-private partnerships when arranging regular tours to industrial enterprises;
- searching for new approaches and forms of tourism cooperation on national and international levels for developing new tourism products.

#### **Key topics of Forum:**

1. Current state and prospects of the development of industrial tourism in Russia.
2. Foreign experience in the sphere of industrial tourism development.
3. Development of public - private partnerships in the sphere of industrial tourism.
4. Implementation of the projects for school-age children and youth in the sphere of industrial tourism

On the territory of Russia there are individual tours to large industrial enterprises, but this kind of tourism is not practically used by regional administrations for improving the attractiveness of territories and strengthening the competitiveness of regional tourism products. The development of industrial tourism allows diversifying of tourist products, promotes the emergence of new brands, improves the investment climate.

Industrial tourism is being actively developed abroad, there are many cities that have successfully exploit tourists on their enterprises: there are wine tours in Spain, cheese tours in France, flower tours in the Netherlands. In Germany, the post-industrial motive is widely used; abandoned coal mines and factories of the time of the Second World War are shown to tourists. In the USA a huge number of companies successfully arrange tours to enterprises for marketing purposes.

Industrial tourism is a niche for the development of cooperation between regional authorities, business and local tour companies. Each party can get the benefits: tourism potential's promotion, customers' loyalty, expanding range of tourist products. However, there is a need for comprehensive cooperation including the issues of security.

#### **Forum networks and participants:**

- Ministry of Sport, Tourism and Youth Policy of the Russian Federation;
- Federal Tourism Agency (Russian Federation);
- World Tourism Organization (UNWTO);
- Regional authorities of Russia and foreign countries;
- Regional tourist authorities and associations;
- National tourist representation bodies and tourism offices of foreign countries located in Moscow and Saint-Petersburg;
- Educational institutions carrying out training programs for specialists in tourism and hospitality sectors;
- Tourist companies and associations;
- Non-governmental organizations in tourism and hospitality sectors;
- Chambers of commerce and associations of entrepreneurs;
- Central and specialized mass media.

#### **Steering Committee:**



Government of Arkhangelsk Region  
Ministry of Youth Affairs, Sports and Tourism of Arkhangelsk Region  
Section for Regional Tourism Development

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