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6.5 Industrial Tourism as New Trend in Tourism Business of Ukraine

The tourism that is presently at the peak of its development is a priority field of the national economy development for many countries all over the world. The socio-economic efficiency of the tourism is determined by its ability to meet the growing tourist requirements in a new tourist product. There is the trend of conversion of the mass tourist interest from the common travelling exceptionally aiming at resting into more profound, informative tours in the modern world. The concept of three «S» («Sea-Sun-Sand») has been changed by the concept of three «L» («Landscape-Lore-Leisure») [5]. On analyzing the contemporary trends which prove the tourist's attempt to lead an active lifestyle and travel to the mysterious planet places we suppose that a new step of the tourism will deal with the change of three «L» concept by the concept of three «E» («Extreme, Exotic, Energy») [6]. Now the tourism trend makes the travelling to the places which have never been considered as perspective from tourist's view more attractive, but one of the main characteristics of the epoch is an appearance of the new kinds and trends of the tourism and as a result the diversification of tourism market. The alternative tourist activities have been gaining a dominating value including the industrial tourism.

This tourism trend develops on the intensive industrial territories, which are in the phase of the postindustrial development of the society raise the interest and motivate the travelling with the aim of acquaintance and usage of the industrial heritage. The industrial tourism was marked by the great development in the postindustrial countries.

The industrial potential of Ukraine sets the basis for the development of industrial tourism in the industrial regions that will allow them to enter the tourist services market and improve the socio-economic conditions. It is very difficult to occupy a definite niche in the world tourist market. Hence, there is the necessity of actualization of all the resources. The main accent

in the development of the tourist activity in the industrial regions has to be made on the basis of the maintenance and use of the industrial heritage, the presentation of the powerful enterprises and the unique modified landscapes.

Many western scientists deal with industrial tourism issues: D. McKenel, A. Lew, I. Kelly, V. Dickson, E. Inskir, R. Prines, J. Schwarbrook, R. Yali and others. Among the Ukrainian scientists there were O. Beidyk, L. Bozhko, V. Danylchuk, L. Zelenska, K. Gorb, V. Kulyesh, Y. Tyutyunyuk, etc. who concerned a theoretical rationale for the development of industrial tourism. The authors of this study are engaged not only in theoretical developments in this field, but also in their practical implementation. For several years, we worked in the KryvyiRih City Development Institution. In 2017, we established the Non-Governmental Organization «Tourist Center «Kryvbastur», which is aimed at the practical implementation of the business tourism excursions and industrial tours.

The industrial tourism is interpreted as the type of tourism concentrated in the industrial regions and aimed at the satisfaction of cognitive, professional, business interests of the tourists on the base of the resource use of the operating industrial enterprises and the industrial heritage (industrial landscapes, industrial architecture, visiting of operating and non-operating enterprises). The industrial tourism occupies the interdisciplinary position, so as the basis of its development is the industrial object and the landscapes, and its effective operating is provided by the tourist industry.

The origin of the industrial tourism was promoted by several trends.

First, the tourism has transformed into one of the largest sector of the world economy. On regarding it, many countries of the world think that their strategic tasks are the development of the tourist sphere with the aim of occupying the definite niche in the world tourism market. In connection with it, the efforts of the specialists are directed to the development of the original tourism product, to the elaboration of the uncommon tours, to the introduction of non-standard offers that are capable of contenting the exacting requirements of all the age, professional and social levels of the population.

Second, the new territories and sites, which can be thematically directed are aimed to attract to the tourist activity. All of these are the prime cause of the industrial tourism origin.

Third, the change of the orientation of the tourist incentives has happened. The travelers from the developed countries eager to widen their outlook by visiting exotic and unique sites, which led to the increase of the demand for the informative tours.

In Ukraine industrial tourism has not enough developed although there are several popular tourism sites. Among them would be noted the following.

The Tchernobyl nuclear power plant, which was found as the most exotic place in the earth for tourism by «Forbes» magazine in 2009. Eye-opening experience of the post-Apocalyptic world The «Tchernobyl tour» offers the tourists three types of visits which are different in duration and scenarios:

1) Individual trips for those who want to go to Tchernobyl by themselves or with their group, or who have special requirements on time, geography of visit or transport.

2) One Day Full trip, departure from Kiev at 8.00 am and returning at around 21.00, the tourists visit the city of Tchernobyl, the Tchernobyl Nuclear Power Plant and the observation deck of the Shelter, and also the formerly abandoned 50-thousandth city of Pripyat .

3) A two-day, three- or even seven-day trip that allows you to fully immerse yourself in the Zone with a more thorough, leisurely overview of the main objects and visiting a number of important, but rarely displayed places, with plunging into the Tchernobyl nature, hearty communication with self-settlers – residents of Zones.

The minimum tour cost starts with \$ 39 [8].

The Salt mine in the town of Soledar. This town is a pioneer in the development of the industrial tourism in Ukraine where due to the more than century salt production appeared the system of more than 200 kilometers of excavations; their height reaches 30 meters in some places. The excursion begins from the short accident prevention explanation. The route length is approximately 700 m., including the return way to the mine shaft. The lift takes the visitors to the depth up to 300 m. The excursion time lasts from an hour and a half to two hours. During the excursion the tourists visit the salt football field, the underground labyrinth, the concert hall, the underground gallery, see the fancy figures made of salt [7].

Artwinery (early Artyomovsk winery) is the largest manufacturer in the East Europe of wines by traditional champagne method, numbering the history of more than one and a half a century. The full production cycle is carried out in the underground, in the caves, at the depth of over 72 meters, which have ideal conditions for the wine production due to the authentic French technology. The whole area of caves extends for 26 hectares. More than 30 million bottles in the storage are kept simultaneously [7].

The manufacture developed the excursion route for acquaintance of the persons interested with the classical champagnization technology, which includes the visit of three production sections of the underground part of the

factory. On conclusion of the excursion wine tasting that includes 6 samples of products will be waiting for the visitors. The duration of tour is 2.5 hours.

The electric steel-melting plant Interpipe Steelin Dniprois the first powerful metallurgical plant, built in Ukraine not only during the years of Independence but for last 40 years at all. Total volume of investments has amounted to 700 million US dollars. This remarkable for the Ukrainian society project affiliates the innovative technologies and five scale art installations by OlafurEliasson that became the parts of the enterprise [3]. The safe conditions for tourists were created in the enterprise and the free of charge excursions are conducted for tourist groups.

The National Aerospace Educational Center of Ukrainian Youth was set up in 11 of June, 1996. Dnipro city is deservedly considered as the «cosmic capital» of Ukraine where the whole generation of the talented scientists and constructor worked who built spacecrafts, rockets. In the Center was set up and operates educational and exhibition complex that is the large-scale exhibition of the space and the high technologies, which is regularly visited by excursions groups of pupils, students, enterprises and organizations workers of Ukraine and the official foreign delegations.

At the halls of the educational and exhibition complex the following items are displayed: the production association «Pivdenyi machine-building plant»; the spacecrafts mockups ranging from the first to the unique multifunctional which designed to monitor the Earth manufactured in the production association «Pivdenyi machine-building plant» and developed in the design bureau «Pivdenne»; space and war launch vehicles and their models; fragments and parts of the space-rocket hardware production [7].

However, the greatest prospects of the industrial tourism growth both in the Dnipropetrovs'k region and in Ukraine has KryvyiRih city that possesses the unique resources and geospatial basis for the establishment of this tourist direction. KryvyiRih – is a city, situated in the very heart of our country, it is Ukraine's industrial pearl. The city has acquired its worldwide fame due to the vast iron ore deposits it possesses. The powerful enterprises and the deepest mines of Europe are concentrated in this city, as well as gigantic open pits and unique abysses. A unique system representing the mountain landscapes and marvelous moonlight sceneries has been created amongst steppe by human hands. The industrial tourism in KryvyiRih is 1 out of 10 strategic directions of the city development which can be very profitable for the city budget in the future.

The industrial environment of the KryvyiRih region creates the favorable conditions for the introduction of the associated types of tourism.

KryvyiRih has a great industrial potential including following components:

1. Working («alive») industry – there is one of the biggest metallurgical enterprises «ArcelorMittal» KryvyiRih located in KryvyiRih, eight mines which are the deepest in Europe and more than 80 other industrial enterprises.

2. Industrial relief – the nature landscapes of the city have been transformed intensively. There are 11 operating open pits, 89 dumps, 26 collapsing zones, 35 speleological objects [3].

3. Industrial heritage is represented by more than 800 industrial objects such as: railroads, hydrotechnical constructions, bridges, fragments of the ancient industrial constructions, abandoned workers settlements.

4. Skilled personnel – KryvyiRih State Pedagogical University has the department of physical geography and tourism. The specialists of this department are engaged in studying the aspects of industrial tourism in KryvyiRih, the location of industrial objects, creation of the safe ecological zones.

5. Infrastructure – KryvyiRih has a net of the railroads, highways and airlines. The city has a rather developed infrastructure for receiving tourist. There are 12 hotels (2 of them four-star hotels), 66 tourism agencies, 413 restaurants and cafes. The tourists can spend their free time visiting circus, palace of youth and students, three cinema houses, three theatres, 32 museums (11 of which connected with industrial enterprises) two exhibition hall, 12 leisure centers and many sport centers [4].

The development of industrial tourism in the city was initiated by local authorities. The discussion as to the prospects of the development of industrial tourism in the city began in autumn 2012. As a result «The program of the development of industrial tourism in KryvyiRih for 2013-2015» [2] was adopted. An active part in the development of this programme was taken by «Institute of Development of KryvyiRih» the Department of Economic of City Council, experts of National University. After that active steps were taken for the realization of this programme. Currently, the Program has been prolonged until 2020.

The principal purpose of the Programme is to develop the tourist industry and conditions for its development, the establishment of tourist business which can comprise the industrial heritage and meet the requirements of the domestic and international tourism.

The following tasks must be solved:

to set up the department of industrial tourism on the basis of «The KryvyiRih City Development Institution» for further development of this field;

to involve industrial enterprises in the process of development of industrial tourism;

to support the development of small and middle business in the sphere of tourist infrastructure;

the organization of recreation zones on the anthropogenic landscapes (recultivated territories);

realization of marketing research in the field of industrial tourism. The representation of the city achievements of the city at the international exhibitions in Ukraine and abroad;

the elaboration of the city tourist brand;

to promote advertising activity aimed at the formation of the image of the city as a tourist center on the international level;

to provide lawful support of industrial tourism;

to establish «The Center of Industrial Tourism of KryvyiRih», the purpose of which is to develop tourist industry in KryvyiRih, the support of tourist infrastructure, to work out tourist routs;

to provide highly qualified personnel and create the system of training of personnel for tourist business;

the protection and restoration of the industrial heritage of the city;

to create tourist routs within the city area as the principle vector of excursion activity and to promote traffic routs to the sites of the excursion;

to provide safety measures for the tourists [2].

The sessions of the coordinated board take place regularly. The coordinative board has the representatives of leading industrial enterprises, specialists in the sphere of tourism scientists. The principle purpose of these sessions is the discussion of the strategic tasks of industrial tourism in the city.

On the 1 of March, 2013 at «The KryvyiRih City Development Institution» the department of industrial tourism was set up. The main directions of its work are:

Analytical activity is aimed at the braking points in the development of industrial tourism in the city, generalization of world experience in the development of industrial tourism, analyses of public opinion as to the industrial tourism in KryvyiRih, making up the list of the sites for sightseeing, analyses of the market of tourist services in the city.

Science–methodological activity is conducted to work out the excursion routs, booklets and brochures on industrial-tourism topic, tourist maps, recommendations to promote the development of industrial tourism and the essays on the given topic.

Practical activity is aimed at the arranging of the excursions in the cooperation with industrial enterprises (leading industrial enterprises are involved in the development of industrial tourism such as: «Arcelor Mittal KryvyiRih», «EVRAZ SuhaBalka», «Krivbaszalizorudkom», Pivdenyi,

Inguletskyi and Pivnychnyi mining enterprises), relations development with the international organizations, attracting of the investors in order to maintain the stable industrial tourism development.

Promotional work aimed at the creation and maintenance of industrial tourism WEB-site, presentation of the city at the international tourism exhibitions, forums, conferences, holding of industrial tourism forums, workshops, conferences in the city, promotional support in Mass Media and The Internet.

For the first years of implementation of the Program the following results have been achieved:

- creation of the Industrial tourism in KryvyiRih region web-site (www.krt.dp.ua); the site comprises information about the industrial tourism objects in the city, its infrastructure, the best practices of industrial tourism establishment all over the world and in Ukraine, systematized scientific research data of industrial tourism, information about all sight-seeing tours in the city.

- an inventory and creation of local register of industrial tourism objects;

- more than 60 excursion routes and tours were developed;

- sociological research of tourism preferences of the community.

According to the online research <http://irm.kr.ua> the target audience is people aged 19–25 years (52,6%) and 26–35 years (29,5%), their social status – students (34,3%), people engaged in science, education and culture (21,9%), employees of the material production enterprises (15,3%), the must see places of industrial tourism are mines (18,2%), open pits (17,9%), non-operating ancient industrial objects (15,2% of respondents), as to the type of the sightseeing tours most respondents preferred the combined bus and walking tour (25,7%), walking tour (21,2%), and a significant number of respondents chose an extreme excursion by unconventional transport (16,2%) in general the city residents consider the potential of KryvyiRih region for industrial tourism development as a very high 52,3% and as rather good – 29,4%;

- tourism potential of the city has been presented at several international conferences and exhibitionsthe V International Tourism Fair in Zabrze (Poland), V European Conference on Industrial Tourism (Ferrol, 2014, Spain), International Conference on the Conservation of Industrial Heritage (Lille, 2015, France), tourist exhibitions in the cities of Zabrze and Wroclaw (Poland, 2013 and 2017 years);Annual Conference ERIH (Copenhagen, Danmark, 2017)

- a number of booklets and videos demonstrating the industrial tourism potential of the city have been produced,

- the process of signing cooperation agreements with leading industrial companies, travel agencies and institutions of the tourism industry has been intensified;
- a network of integrated and thematic tour itineraries for different categories of tourists has been developed;
- the industrial tourism brand has been created;
- holding of the First International Scientific and Practical Forum «Industrial tourism: Realities and Prospects» on 7-8 November 2013 in KryvyiRih. It was the first tourism forum in KryvyiRih and the first industrial tourism forum in Ukraine. The forum was attended by scientists from different cities of Ukraine and Russia, representatives of travel agencies and travel media, the industrial tourism experts. The Forum participants visited «ArcelorMittalKryvyiRih» and Rodina Mine of Kryvbaszalizorudkom. Experts discussed the conditions and prospects for tourism development in KryvyiRih region.

In September 2017, the festival «The Night of Industrial Culture» was held in the city and year by year it is gaining momentum and will be transformed into IndustrialFest in 2019. The practice of holding such a festival was originated in the German Ruhr, then this festival called «Industriada» was organized in the Polish Silesia. In Ukraine, for the first time this festival was held in Donetsk in 2012.

From 2018 the leading industrial and tourism facilities of the city were included in the European route of industrial heritage (ERIH). Currently, this route includes:

Quarry of the Public Joint Stock Company «South Mining and Processing Plant». This Complex is the first enterprise of the former Soviet Union, built for extraction and beneficiation of ferrous magnetite quartzites with the purpose of getting iron-ore concentrate and blast furnace sinter. The birthday of combine is considered to be July, 27, 1955.

A quarry of South Mining and Concentration Complex is the unique and effecting spectacle created with the hands of miners. During 60-years-old history, the quarry became a ground for researches, tests, introductions of high technologies and advanced technique, school of best practices, high skilled specialists foundry. An observation platform offers breath-taking panoramic views into the Quarry which is 3 km long, 2,6 km wide and 425 m deep.

Coking Plant and Museum Arcelor Mittal Kryvyi Rih.»Arcelor Mittal Kryvyi Rih» is the largest full-cycle metallurgical company in Ukraine. Its production plants include in addition to other large plants a coking plant which can be visited at certain times.

Construction of the enterprise started in 1931 and in August 1934 the blast furnace «Komsomolka» was commissioned. In December 1974 the blast furnace #9, which still remains one of the most powerful in the world.

ArcelorMittal products are in a great demand among many countries all over the world and are used at construction of the most ambitious and large scale projects: BurjKhalifa skyscraper of 828 m high in Dubai, The Holy Trinity Cathedral of Tbilisi – one of three highest orthodox buildings all over the world, Olympic Stadium in Kiev and others.

Open Air Museums of Mining Equipment PJSC «Arcelor Mittal Kryvyi Rih» and PJSC «North Mining and Processing Plant». Expos of these museums are presented in the form of exhibit items of various mining and metallurgical facilities among which there are: a dumpcart, mining electric locomotive, bulldozer, dump truck BelAZ, belt conveyer and others.

Moreover, there are other places enjoying popularity among the tourists who visit the city:

The old Kochubeyevsky mine, which is located on the northern outskirts of KryvyiRih, worked in the early 20th century. A small iron-ore open pit, where brown iron ore was mined and its dump is remained here. The adornment of the route is the underground world of the mine: 7 tunnel with a total length more than 200 m, three underground cavities with ceilings in the height of three-storey house, where bats live. The underground of the Kochubeyevsky mine passes almost all the delights of the workings of old and modern mines of Kryvbas.

In 2016 this object became the location of the filming of the Ukrainian film ‘Chervonyi». After finishing a film, most of the decorations stayed on the place of the mine, so actually the mine became a scenen mining case of the early XX century.

Landscape Reserve «Vizirka». The reserve was created in 2001. Its total area is 121,1 hectares. It includes 3 worked out ironstoned open pits and dumps. It had been founded with unique rocks on the sides of old quarries, and also the whole quarry-dump complex with lakes where rare species of plants and animals are located. There is recreation area on the coast of northern quarry.

KryvyiRih Grand Canyon. It was formed as a result falling off of dumps by the South Mining and Concentrating Enterprise with a height to 150 m to the side of the Inhulets riverbed. Plain river valley was artificial changed into a real mountain canyon. Such formation has not any analogues in Europe. Length of the canyon is 2,2 km and depth – 150 m. all local places are attractive – blooming dumps, working dump cars which build dumps higher and make the canyon deeper every year.

Exclusion Zone. Sinking landscapes of KryvyiRih are unique sights, which appeared after collapsing of underground horizon ceilings to 100-600 meters in depth. Overall area of sinks in KryvyiRih is 3,4K hectares.

Collapse landscapes are a totality of bailer-shaped fallings and 150 m deep, failing wells, 250 meters deep, terraces and landslides, rocky walls with familiar escarpment as real mountains have. Some part of sinks transformed to a very attractive lakes. In the walls of some sinks the open underground drifts and old underground mining horizons (over 60 years) have been preserved.

The best sink remained at the north part of KryvyiRih – near the modern mines «Gvardiyska», «Ternivska», «Ordzhonikidze». Partially remained sinks on the fields of mines («Yuvileyna», «Artem-1») territories.

The variety of mine sinks in KryvyiRih have no analogies in whole Europe. That's why they have great importance for the industrial tourism.

Flooded quarries. 22 pit-lakes had been formed in our lands. They are concentrated in the south part of the city.

KryvyiRih lakes are unique by their natural characteristics. They appeared as a result of filling of exhausted quarries with rain, melted snow, underground waters. All lakes are more than 10 meters deep. Transparency of waters of quarry lakes hesitates from 0,5 to 5 m that is a great rate for natural reservoirs of Ukraine. At present 11 kinds of water plants have been discovered in the KryvyiRih quarry lakes.

The flooded quarries of KryvyiRih are potential places for swimming in clean water and going in for many kinds of recreational activity: diving, boating.

Kryvyi Rih Mountains are dumps of local stones mined in open pits and mines, which do not contain iron, or accumulated waste from concentrating factories and blast furnaces. The total area of the KryvyiRih mountains is 12500 hectares. Their age dates from 1885. The dumps as new artificial mountains with steep and loose slopes covered with vegetation are a true analogue of natural mountains.

Informative, ecological, extreme and sports walking routes are laid out by dumps of Kryvbas. KryvyiRih mountains rise above the city and are excellent observation areas of the industrial city's landscapes. A tradition of many years is the New Year's meeting at the Petrovskiy Dump.

A descent into an operative mine. The most attractive and longest excursion, which allows to become a real miner. Every step is interesting: medical examination and changing into the miner's clothes, getting a lantern and training of work with a rescue worker and the most interesting is descent in a real cage under the ground to the working horizon 1350 m.

Under the ground, experienced guides from among the miners in 3 hours will show you all the main attractions of the mine: the working horizon, working machinery, dummy shafts, stretts, crossdrifts, fastening ceilings. There is an introduction to process of drilling iron ore and cleaning work at the working face. Every tourist has the opportunity to take with him a piece of rich martite ore to remember. It is also planned the lifting on the copra roof of the mine in a height of 102 m, from which an impressive panorama of the industrial city opens. At the end of the tour, visitors pass the final stage of the work shift: washing in the shower, changing clothes, if desired, lunch in the working dining room.

Excursion to the mine is of the greatest interest for the city visitors, however, however it is held only in the VIP format. From time to time tourists are welcome in Rodina, Ternivska, Gvardiyska mines.

Considering the considerable potential of the city and the current interest of visitors, the next steps in the implementation of industrial tourism are:

- fostering of excursions to operating enterprises;
- creation of recreational zones on the basis of industrial landscapes;
- taking of industrial heritage objects under protection;
- conducting information tours in order to attract tour operators to cooperation;
- expanding the range of thematic and complex excursions;
- expanding the scope of attractions in museums, skansens and operating enterprises;
- participation in tourist forums and exhibitions;
- preparation of projects for the conversion of broken industrial objects into various institutions of the service sector;
- search for partners and sponsors, participation in grant projects.

So, adequate positioning of KryvyiRih region at the tourism service market, considering its advantages in comparison with other regions, is an essential ground to be competitive on the market. Well-coordinated and systematic activities for implementation the above mentioned measures will allow KryvyiRih to find its niche at the tourism market not only in Ukraine, but in Europe too. All that will emphasize the unique side of local heritage as for other regions, and will help to raise patriotic awareness for unique industrial and culture heritage among the local community. The main goal of tourism development in KryvyiRih is to form a complex and out of ordinary tourism city's image, to bring local tourism product into domestic and foreign markets. It could make Ukraine's tourism service variety wider and form a strong, unique brand of the country, combining the region's

specifics and as a result growing of comers who travel to KryvyiRih and Ukraine.

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6.6 Мобільні додатки як складова Інтернет-технологій у туристичній діяльності України й світу

Індустрія туризму потребує впровадження сучасних інформаційних технологій і за останні десятиліття зазнала значного впливу науково-технічного прогресу. Мобільний телефон та мережа Інтернет дали змогу створювати загальнодоступну, надзвичайно інформаційно змістовну, та, порівняно з іншими інформаційно-технологічними системами, дешеву й швидко інформаційну інфраструктуру.

Питання мобільного телефону як сучасного інструменту комунікації з'ясовані у праці [5]. Окремі аспекти щодо розробки мобільних путівників розглянуто [6]. Створенню мобільного додатка та забезпеченню інформаційної та рекламної діяльності присвячені праці [3–4]. Інформаційні продукти є новим засобом організації туристичного обслуговування і потребують узагальнень та розробки практичних рекомендацій на національному та регіональному рівнях.

Мобільні додатки – це тип програмного забезпечення, розроблений спеціально для мобільних пристроїв, таких як смартфони або планшети. Традиційно мобільні додатки часто створені для відображення подібних послуг, як ті, що надаються на персональних