

Study on the Development Mechanism and Current Situation of Industrial Tourism--Taking Guangzhou as an Example

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Abstract: From the perspective of post-industrial society, the development of industrial tourism as a new type of tourism industry is mainly driven by the internal driving force of tourism industry, the pulling force of tourism market, and the support of social environment catalysis and technological development. Based on the analysis of several examples of industrial tourism in Guangzhou, it can be seen that the development of tourism products with industrial characteristics by enterprises can be recognized by the market. The successful introduction of industrial tourism products not only improves its brand and image, but also opens up new profit channels for enterprises.

1. Introduction

Industrial tourism is developed from the early factory sightseeing activities, which was originally promoted and displayed by enterprises. In the 1950s, governments in developed countries began to actively promote the development of industrial tourism, and a variety of industrial tourism products emerged. Especially after the 1980s, the developed countries began to change to the post-industrial society, a large number of traditional industrial factories closed, which caused a series of social problems. Therefore, the government actively explores how to use these industrial heritage resources to develop tourism. Industrial tourism has obtained various conditions and opportunities for development, and has become a separate new tourism format.

At present, China is in the period of industrial transformation and upgrading, especially some old industrial cities, such as Guangzhou, are also facing the problem of how to use industrial resources to develop tourism industry. Based on the theory of post industrialization, this study explores the development mechanism of industrial tourism, and then analyzes the case of Guangzhou industrial tourism.

2. A Brief Introduction to the Theory of Post Industrialization

Human society tries its best to make two landmark structural changes: the first is the transformation of the social structure dominated by primitive agriculture and handicraft industry into the social structure dominated by high productivity mechanized mass production, thus realizing the transformation from agricultural society to industrial society; the second is the transformation from the social structure dominated by mechanized mass production to the social structure dominated by information and service. As a result, the social leading production sector has been transformed from industry to service industry, thus realizing the transformation from industrial society to post-industrial society.

According to Daniel Bell's theory of post-industrial society, in the post-industrial society, knowledge and information are the core of development, and service industry is the foundation of development. [1] In the industrialized society, the level of productivity has been greatly improved, so the material products are rich, people pay more attention to the enjoyment and experience of materialization. In the post-industrial society, people will pay more attention to spiritual experience, so service industry will replace industry as the main industry. [2].

3. Analysis of the Mechanism of Industrial Tourism

From the perspective of post-industrial society, the emergence of industrial tourism is also the general trend. The development of industrial tourism, as a new type of tourism industry, can be considered as the joint effect mainly supported by the internal driving force of tourism industry, the pulling force of tourism market, and the catalysis of social environment and technological development, as shown in figure 1.

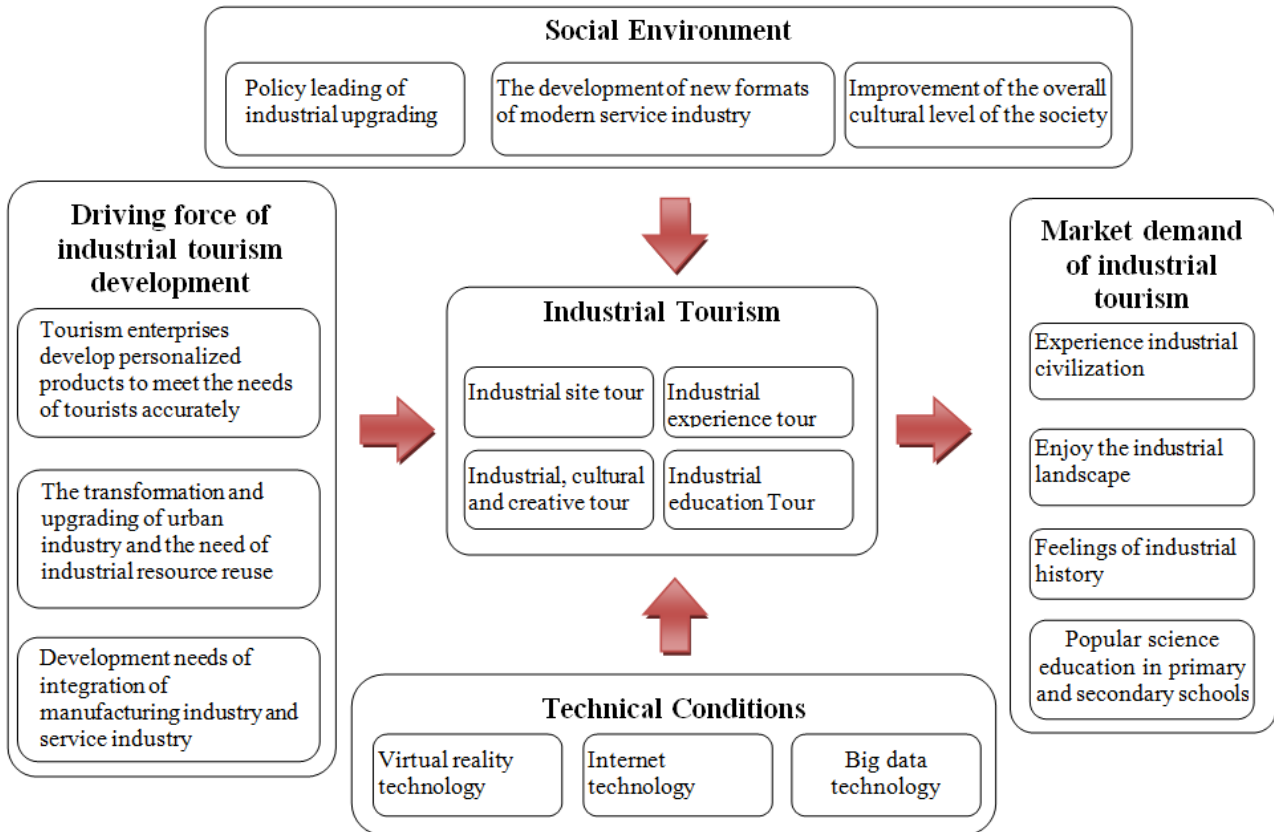


Figure 1. Analysis on the development mechanism of industrial tourism

3.1 Internal Driving Force of the Tourism Industry

First of all, in order to survive and develop better, tourism enterprises constantly refine and analyze the needs of tourists, and develop personalized tourism products is the main internal driving force to promote the development of the industry. It is precisely because of the keen discovery of tourism enterprises that some people are interested in industrial scenes or related landscapes, either because of aesthetics, nostalgia, or knowledge growth, etc., so they develop industrial tourism.

Secondly, after the transformation of urban industry, there are bound to be some traditional factories with weak connection with emerging industries that will be closed or eliminated. Although these industrial resources are hard to use in the industrial field, they meet the needs of industrial tourism development. Most tourism enterprises do not have relevant industrial resources. If the resources of traditional factories can be well integrated, developed and utilized, they will be transformed into tourism resources to continue to create value in new areas.

Finally, in the post-industrial era, manufacturing and service industries integrate with each other. In order to develop new revenue sources, manufacturing enterprises use their own resources to develop tourism business; enterprises in tourism industry, cultural and creative industries and manufacturing industries cooperate with each other to maximize the value of limited resources and achieve win-win results.

3.2 Demand-pull of the Tourism Market

First of all, the development of modernism and postmodernism aesthetics and design studies has cultivated and enlightened many people's aesthetic interests. Modernism design advocates that

design should adapt to the needs of modern production and life, use new technology and materials to design, and put forward the "machine aesthetics" that combines art and technology image. Postmodernism advocates the application of decoration to meet the visual and psychological needs, and to experience the beautiful artistic conception through affinity design. The rigorous and precise mechanized production scene of modern chemical plant or the decorative and designed creative park of plant site all compound the aesthetic taste of this style to a large extent.

Secondly, the industrial transformation and upgrading of cities are often related to the memory and emotion of many people. Once known for its industrialization, the city has met the needs of generations of people with its industrial products. The brand of industrial products has become the name card of the city. After industrial upgrading, these factories can arouse the feelings and nostalgic psychological needs of the majority of user groups, which also promotes the development of industrial tourism.

Finally, the study of popular science knowledge, especially the education of industrial popular science knowledge for primary and secondary schools, is also a powerful driving force for industrial tourism.

3.3 Catalysis of Social Environment

First of all, various targeted policies issued by the government have greatly promoted industrial development. From the perspective of the development process of developed countries in Europe and America, it is precisely after the introduction of guiding policies related to industrial tourism that a large number of social capital and professionals are guided into the field of industrial tourism. Therefore, industrial tourism has a relatively large development.

Secondly, modern service industry is developing rapidly, and many new business forms emerge. The overall development trend of the service industry also drives related industries. One of the most prominent characteristics is that the service industry began to integrate with the manufacturing industry, and the enterprises in the manufacturing industry began to use their own resources to develop service-oriented projects and realize diversified income.

Finally, the improvement of the overall social cultural level is also a great promotion of industrial tourism. Higher level and more extensive education has cultivated the aesthetic consciousness of the public, so more people have accepted the modernism style and mechanical aesthetics, which also gave birth to the demand of industrial tourism.

3.4 The Support of Technology Development

The development of industrial tourism is also inseparable from the support of new technology. First of all, collaborative management based on Internet technology can better synchronize production and tourism business. Based on virtual reality technology, it can better show the aesthetic feeling in the industrial field through visualization and let the public accept it. Based on big data technology, we can better coordinate the production rhythm and the peak season of tourism. It can be seen that industrial tourism relies heavily on new technologies.

4. Current Situation of Industrial Tourism in Guangzhou

Guangzhou, as an important industrial area in South China, gathers a large number of enterprises of all kinds and has rich resources to develop industrial tourism. As the front position of China's reform and opening up, as early as 2003, Guangzhou launched a "one-day tour of industrial enterprises", which was affirmed by the market. With the industrial transformation and upgrading of Guangzhou, industrial tourism has also become a key industry for development. At present, a number of enterprises have been built as industrial tourism demonstration units in Guangdong Province, such as GAC Toyota Motor Co., Ltd., Guangzhou Pearl River Piano Group Co., Ltd., Guangzhou Restaurant Group Likoufu Food Co., Ltd., etc. Some of the more distinctive examples are as follows.

4.1 Guangzhou Tiantian Laundry Co., Ltd

Guangzhou Tiantian Laundry Co., Ltd. through the sightseeing project of laundry central factory, can open and display 16 strict standardized washing procedures of clothes from logistics, classification, pretreatment, washing, drying and so on. Visitors can see the advanced washing equipment such as automatic washing line, full-automatic dry cleaning machine, human shaped ironing machine, automatic packaging machine, and feel the convenience and comfort brought by modern industrialization. The company not only makes use of industry characteristics and resources advantages to create unique tourism routes and tourism products, but also constructs the laundry world culture museum. The museum shows the laundry culture from its historical origin, development process, processing technology, industrial development, integration of tourism and industry, culture, education and other aspects. As a typical representative of the integration of modern technology and the laundry industry, the intelligent laundry central factory shows the visitors the ultimate laundry experience and the vision of a better life under the intelligent penetration.[3].

4.2 GAC Honda Automobile Co., Ltd.

GAC Honda Automobile Co., Ltd. has also developed industrial tourism services. In the era of increasing popularity of automobiles, many people who drive automobiles don't know how to produce automobiles. Therefore, the production site experience tour of GAC Honda can attract a large number of curious car lovers. Through the large-scale modern automobile production line, it shows tourists the feat of producing a car in 100 seconds, which also surprises many tourists and regrets the power beauty of modern large industry. GAC Honda's product showroom not only realizes the tourism function of on-site visit, but also enables many tourists to purchase cars on-site to maximize the benefits. [4].

4.3 Guangzhou Yakult Co., Ltd.

Guangzhou Yakult Co., Ltd. has opened a sightseeing channel, mainly showing tourists the whole production process of Yakult drinks, including germ room, culture room, mixing room, filling room, testing center, etc. The company has also built a special tourist reception room to provide leisure, catering and other services for tourists. What's more, the company will invite experts to introduce intestinal health knowledge to tourists, display scientific and educational films of intestinal maintenance to tourists, perfectly integrate the concept of health preservation into industrial tourism, and establish a good brand effect and social image of the company [4].

5. Conclusion

From the perspective of post-industrial society, the development of industrial tourism as a new type of tourism industry is mainly driven by the internal driving force of tourism industry, the pulling force of tourism market, and the support of social environment catalysis and technological development. Based on the analysis of several examples of industrial tourism in Guangzhou, it can be seen that the development of tourism products with industrial characteristics by enterprises can be recognized by the market. The successful introduction of industrial tourism products not only improves its brand and image, but also opens up new profit channels for enterprises.

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