



Development Countermeasures of Industrial Tourism in the Northeast China

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Abstract

The Northeast Region is a well-known old industrial base in China. The research of industrial tourism of the northeast region and the creation of attractive industrial tourism products have important significance when it comes to the inheritance of the industrial civilization and the revitalization of the old industrial base of northeast region. Through SWOT analysis of industrial tourism of the northeast region, we found that the development of the industrial tourism in Northeast region has such advantages as environment competitiveness, regional advantages, industrial basis advantages and enterprise strength; the disadvantages are the obstacles of the system, the lag of the development, the singleness of the structure, the drab of products, the indeterminacy of the objectives, the inaccuracy of the orientation, and the ill management, etc.; the opportunities are the favorable policy conditions, and the increase of the consumer demand; the threats are that the industrial tourism market order needs further norms and the competition in the industrial tourism market has increased. Based on this analysis result, the W-O stability strategy and the S-O growth strategy are put forward to provide reference for advancing the development of industrial tourism in Northeast China, and promoting northeast economic growth of tourism.

Key words: Northeast region; Industrial tourism; SWOT analysis

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INTRODUCTION

Industrial tourism is the product of combination of the tourism and the industry, which is based on industrial resources and directed by the market demand. Through the integration and development of the industry and the tourism, it can meet the tourists' tourism needs of popular science education, sightseeing, leisure, recreation and so on, and the special tourism products with economic benefits, social benefits and environmental benefits can be obtained. On the whole, the potential of industrial tourism is large and its future is promising. In addition to meeting people's need of tourism consumption diversification, it can also stimulate the domestic consumption, and provide new opportunities for the development of enterprises. In the long run, the comprehensive effect of industrial tourism will also promote the sound developments of enterprises and society. Therefore, many countries all over the world regard developing industrial tourism as their priority choice for industrial restructuring, so industrial tourism has broad prospects for development.

Northeast region mainly refer to the developed areas considering strategic industry, backbone enterprise and industrial city as representative that the central government focused on investment, development and construction from the 1950s to 1960s after the founding of the People's Republic of China. The areas have intensive industries of large and medium sized state-owned enterprises, which have rich industrial tourism resources. Since the 16th CPC National Congress, the Central Government has made the decision the revitalization of the old industrial base of northeast region, which is not only an opportunity but a

challenge for Northeast China. And the central government put forward clearly on speeding up the strategy of rejuvenating Northeast China: “expand tourism by making the most of the northeast region’s advantages of its rich tourism resources and unique tourism features”, “open further the Rustbelt’s finance, insurance, trade, tourism, and other services”, which has become an opportunity for tourism development in northeast China. But at the same time, there are some disadvantages, such as, industrial structure in northeast China lay particular stress on, limited resources, industry resources tourism potential of small, poor appreciation, and so on. Occurrence condition analysis of the northeast industrial tourism resources, to better grasp the development direction of the industrial tourism, to develop a suitable for the countermeasures of development of industrial tourism in northeast China, such ability can promote the sustainable development of industrial tourism of the northeast region took to the road.

1. THE DEVELOPMENT STATUS QUO OF INDUSTRIAL TOURISM OF THE NORTHEAST REGION

1.1 The Development Status of the Industrial Tourism in Heilongjiang Province

After the country implemented the policy of reviving the tourism in northeast China, Heilongjiang Province grasped the opportunity to take the development of industrial tourism as a new thought of invigorating enterprises. In 2004, the four enterprises of Qiqihar Huan Industry (Group) Company, China First Heavy Industries Group of Qiqihar, the Tourism Center of Daqing Petroleum Industry and Daqing Huanengxinhua Power Co., Ltd were chosen as the “National Demonstrational Sites of Industrial Tourism”. In the October of 2006, the two Demonstrational Sites of Industrial Tourism of Sanjing Pharmaceutical Incorporated Company of Harbin Pharmaceutical Holding Co., Ltd and the Qiqihar Second Machine Tool Plant, where the nation-famous Ma Hengchang team worked, were also listed as the “National Demonstrational Sites of Industrial Tourism” (Sun, 2006). Besides, many industry tourism projects, such as Harbin’s third power plant, Daqing’s ironman memorial, Shuangyashan’s first power plant and so on, also gradually start. However, many large-scale industrial enterprises which can stand for the industrial landscape of Heilongjiang, such as Hafei Motor Co, Dong An Mini Engine Co., Ltd. Of Harbin, are now in blank condition. Industrial tourism has no input.

1.2 The Development Status of the Industrial Tourism of Jilin Province

The natural resources in Jilin Province are not very rich. Compared with those provinces with better tourism development, the tourism of Jilin Province still seems to

be lagging behind. The major manifestations are that the economic aggregate of the tourism industry is relatively small, and its impetus to the economy of Jilin Province is not strong, and the tourism products are in a relatively low level, and so on. The Planning Outline of the “Twelfth Five-year Plan” of the Development of the tourism of Jilin Province proposes that the advantages of Jilin Province’s tourism resources should be fully developed. The focus of the development should be tours with potential, such as the ecological sightseeing tour, recreational tour of ice and snow and leisure vacation tour, and great effort should be paid to the development of the historical site tour, industrial and agricultural tour, movie culture tour, folk custom tour, red tour, border scenery tour and festival and exhibition tour, so as to cultivate the tourism to become the pillar industry of Jilin Province. To further improve the tourism industry in Jilin Province, it must be changed from extensive to intensive, from the quantity expansion type to the quality and efficiency of expansion type and from the type of single sightseeing to sightseeing, vacation and tourism as an integral part type. As an important northeast old industrial base, the development of industrial tourism should be a new tendency of tourism of Jilin Province.

1.3 Development Status of the Industrial Tourism of Liaoning Province

There are many tourism demonstration sites such as Shenyang Aircraft Corporation Museum, Dalian Zhen’ao Life Park, Dalian Luming Polytron Technologies Inc., Dalian Ming Furniture Art Co., Ltd, Anshan Iron and Steel Group Corporation, Fushun Mining Group of West Open-pit Mine, Liaoning Five Female Mountain Milan Wine Co. Ltd., Dandong Taiping Bay Power Plant, Liaoning Daoguang 25 Manchu Dynasty Wine Limited Liability Company, Dalian Port, Dalian Changxin Winery and Wine culture Museum, Dalian Huafeng Group, Shenyang Laolongkou Winery Museum, Shenyang Miaowei Food Co., Ltd., Shenyang Coca-Cola Beverage Co., Ltd., Fuxin Shijiazhi Town of Agate, Liaoyang Qinwo Reservoir and Tieling Iron Coal Steam Locomotive Museum in Liaoning province, which are located in 10 cities of the whole province. The industrial tourism in Liaoning Province has made some progress. Demonstrational Sites of Industrial Tourism also have achieved a virtuous cycle of tourism development and enterprise development promoting each other. But there is an imbalance between different cities. The cause for this situation is that the Shenyang and Dalian regions have strong economic power, perfect industrial system, advanced enterprise management, convenient regional transportation, abundant human resources and sufficient client market, all of which are the requisite and basic conditions for developing industrial tourism. In comparison, the other area of Liaoning Province has disadvantages in economic foundation, geographic conditions, and human resources and so on.

The development of industry tourism is lagging behind. However, there is a great development potential. Besides, the industrial tourism products of Liaoning province is single structured, the advantaged industrial tourism resources have not been transferred into industrial tourism products, so it doesn't have the corresponding advantages in industry and economy. The extensive management and service cannot provide with industrial tourism environment and form industrial tourism experiences. Therefore, they are not attractive for the public tourists. In addition, some enterprises simply take input and efficiency into consideration and thus do not place enough emphasis on the development of industrial tourism. They rarely develop the effective cooperation with tourist enterprises and also the effective integration and optimization are absent for industrial tourism resources (Office of Liaoning

Statistics, 2013).

Overall, the Northeast as China's important industrial base, the development of industrial tourism has rich tourist resources, centralized distribution, the powerful strength of enterprises, a long history of industrial development and other advantages. But there are some disadvantages at the same time, such as emphasis on the industrial structure, limited reserves, small tourism potential of industrial resources, low ornamental value (Han & Zhang, 2010). Occurrence condition analysis of the northeast industrial tourism resources occurrence situation helps us to better grasp the development direction of the industry of tourism and to develop strategies for the development of industrial tourism in Northeast China and to promote the northeast industrial tourism on a sustainable development road. As shown in Table 1:

Table 1
The Industrial Tourism Destinations in Northeast China Which have Significant Influence

Enterprise name	Industrial product	Factors of Causing Effect
Daqing Oilfield	Oil	The first oversize oilfield developed since the foundation of New China, known as "the tanker of the Republic"
Ansteel Group	Steel	It grew out of the Anshan Iron-smelting Institute which was built by South Manchuria Railways Co., known as "the NO. 1 steel mill of the Republic".
Faw Group	Automobile	The first auto manufacturer established since the foundation of New China, known as "cradle of Chinese automobile industry"
Changchun Film Studio	Movie	The first film studio established since the foundation of New China, with the fame of "Orient Hollywood"
Harbin Electric Group	Power machinery	Dynamics armament production base of China, mainly producing large complete sets of power generating equipments.
Shenyang Aircraft Corporation	Military aircrafts	It's the fighter production base of China, known as "the cradle of Chinese fighter jets".
Dalian Shipyard	Ships	It's the largest oversize modern ship assembly plant with the maximum of types of production in China.

2. SWOT ANALYSIS OF THE INDUSTRIAL TOURISM OF THE NORTHEAST REGION

2.1 Advantages

2.1.1 Environment Competitiveness

The development strategy of the "the revitalization of the old industrial base of northeast region" formulated by the Party Central Committee and the State Council puts the rejuvenation of northeast China at the equally important position as the Western Development. Give full play to the unique advantages of rich tourism resources in Northeast China, and vigorously develop tourism industry; the expansion of the reform and opening up of the range of services including finance, insurance, commerce and trade, and tourism is something inherent in the revitalization of the Northeast China. Hopefully Northeast China will be the fourth growth pole of Chinese economy after the Pearl River Delta, Yangtze River Delta and Beijing-Tianjin-Hebei region. With the help

of environment and good opportunity, the development prospect of the industrial tourism of Northeast China old industrial base is optimistic and infinite business opportunities are contained.

2.1.2 Regional Advantages

Adjacent to North Korea, South Korea and Japan, Northeast China is the bridgehead to participate in Northeast Asian economic cooperation. In the adjustment of world economic structure and international industrial transfer, it has superior location advantages and becomes an important area to undertake the international industrial transfer. It has the advantage to attract foreign capital and technology especially of Korea and Japan. It strengthens cooperation with Japan, Korea and other countries in science and technology, energy, raw materials, electronics, machinery manufacturing and other fields, building an open new pattern. It provided the development of the industrial tourism of the Northeast Old Industrial Bases with a broad space for development.

2.1.3 The Advantages of Industrial Resources

The Northeast China has a vast territory, abundant

resources, and diggings and oil fields such as collieries, iron mines, gold mines and oil fields. It has China's first and biggest gold mine in modern times (Jiapigou gold mine), China's oldest brewery and bakery (Harbin), China's steel metropolis (Anshan), China's coal city (Fushun), China's first major auto manufacturer (Changchun), China's forest metropolis (Yichun), China's aircraft manufacturing base (Shenyang), China's ship manufacturing base (Dalian), China's biggest oil field (Daqing), northeast China's power hometown (Harbin) and heavily machinery hometown (Qiqihar). These advantaged industrial resources are the powerful advantages for the Northeast Old Industrial Bases to develop the industrial tourism (Cui, 2011).

2.1.4 Industrial Basis Advantages

The modern industry of the northeast is developed, and industrial structures are diversified. Among the big cities of the northeast, from plane, steamer, locomotive, motor to steelmaking, oil refining, machine, it may be called factories standing in great numbers and various structures. A large amount of industrial raw materials, fuel and industrial equipment are transported from the Northeast to each place of the whole country uninterruptedly to support the economic development of each place; a large number of engineering and technical staff have been dispatched to each place of the whole country to provide spiritual motivation and intellectual support. Concentrated in the northeast on the earth, the human development history of various industries, many industrial monuments of ornamental value, is incomparable elsewhere in China. Shenyang, Changchun and Harbin in the Northeast are important accumulation areas of universities and scientific institutions in our country. They have solid research foundation and have established important science parks such as Dalian Software Park which is called "Chinese Silicon Valley", Shenyang high-tech industrial development zone, Changchun high-tech industrial development zone. This is the engine and the power source of the development of Northeast China. Industries such as aircraft manufacturing, robots, and CNC machine tools of the Northeast have a great influence in the whole country. In the minds of the fellow countrymen, these places are the holy land of the industries of the republic and have a particularly strong appeal.

2.1.5 Enterprise Strength

Cities like Shenyang, Dalian, Changchun, Harbin, Anshan, Fushun, Jilin and Qiqihar in the Northeast are all super large-scale industrial-based cities and our country's important industrial bases with a population of more than one million and a batch of enterprises of long history, advanced technology and tremendous strength. The Northeast China has a high concentration of large-scale industrial enterprises, which is suitable for centralizing the development of industrial tourism. China's "national treasure" of China First Heavy Industries, ten thousand

tons of hydraulic press, Daqing oil field, such as iron man memorial museum and oil science and technology museum industrial tourism demonstration projects both at home and abroad enjoy high reputation (Huang, 2011). These are the strengths of the development of the industrial tourism in Northeast region.

2.2 Weaknesses

2.2.1 Systematic Obstacles, the Lagging of the Development

The industrial economy of the Northeast which is in the restructuring phase hinders the development of industrial tourism in a sense. The Northeast is an old industrial base of our country, and its state-owned enterprises still account for a very large proportion of the national economy. Such problems as the unclear demarcation of property rights, the imperfect system of legal rules and regulations, the combination of governments and enterprises, the imperfect structure of corporate governance, the low operational efficiency of state-owned economy and severe losses exist in some enterprises. Therefore, many enterprises are exploring the reform ways suitable for their own development, and establishing modern enterprise system so they have no time to take their development of industrial tourism into account.

2.2.2 Deficient Recognition and Lack of Publicity

There are a large number of nationwide well-known enterprises in the Northeast while the industrial tourism is not so well-known, which lies in the lagging "switch" of the enterprises' conception. Great numbers of enterprises lack scientific recognition to the development of industrial tourism and attach insufficient importance to it. They haven't recognized the significance of industrial tourism and have failed to make the mental preparation for the development of industrial tourism. Particularly, some large state-owned industrial enterprises took industrial tourism as "kids' stuff" without good prospects, so they just refused to develop tourism. Besides, the industrial enterprises in Northeast make insufficient efforts to propagate it during the process of the development of industrial tourism. Not only are there few media reports, but also there is even no explicit introduction and propaganda on the enterprises' websites. Take Shenyang as an example; in the 50-year industrial history of new China, it had accomplished countless brilliant achievements: casting the first national emblem of the Republic and manufacturing the first car, the first plane, the first CNC machine tool, etc. If these masterpieces are propagandized and utilized well, they will undoubtedly bring considerable economic and social benefits.

2.2.3 The Lack of Structural and Product Diversity

Currently, the developing contents of the products of industrial tourism of Northeast China old industrial base lack diversity. In order not to affect the production, many enterprises generally limit the tourism activities within the tour expressways. Tourists just give a quick tour of

the factories and their basic demands are not satisfied, which shows nothing about the meaning of "tourism". Because the tour routes are not abundant, the tourists' length of stay is mainly within one day, and some tourists even stay there for less than one hour. Currently, except FAW, Changchun Film Studio, Port of Dalian, and Forest Small Train of Changbai Mountain and so on, which have some tourism developments, most enterprises haven't the development of industrial tourism. In addition, industrial enterprises in Northeast China don't have a strong sense on the development of tourism products as well as the organizing power of development, which basically have no characteristic tour commodities and tourist souvenirs that sell auxiliary. The system of industrial tourism products should be further improved.

2.2.4 The Nebulous Goal and Inaccurate Position

The position of developing industrial tourism market should be accurate. First, it is necessary to start market research, then the market segmentation. Finally the target market should be determined. Currently, there are three misunderstandings about the market development of industrial tourism of Northeast China old industrial base: the first one is focusing on the juvenile market but neglecting the middle-and-old-age market. During the process of developing industrial tourism, we take the juvenile market as the only target market of industrial tourism, but don't attach much importance to middle-and-old-age market. The second one is focusing on the local market but neglecting the market of other places. At present, the customers of industrial tourism of the northeast region are mainly local residents, and the development of the non-local customer market is insufficient. Thirdly, more emphasis should be placed on the town market and little importance should be attached to the rural market. Currently, the rural market of the northeast industrial tourism still hasn't been developed. The rural residents who get rich with each passing day are not given serious attention to.

2.2.5 Incompetent Management, Poor Service

The companies which the development of industrial tourism mainly concentrate in the second industry. Though the enterprises have already groped out some experiences in the development of tourism, generally speaking, there is still a certain gap in the aspect of tourism specialized services. It is manifested by the unregulated management and so on, which requires to introduce the quality management system as soon as possible; employees' overall quality remains to be improved, and their professional knowledge and cultural literacy cannot completely meet the requirements of modern industrial tourism. It has become an important factor restricting the industrial tourism from developing rapidly.

2.2.6 The Lack of Features and the Low Brand Effect

Seen from the development of the industrial tourism of Northeast China old industrial base, despite the fact that the

tourism industry has a higher grade of tourism resources and tourism resources themselves have high visibility, the corresponding tourism projects fail to make their own characteristics. These projects are generally limited to the display and propaganda of the existing resources, and short of tourism projects which have a lasting appeal to visitors. And enterprises for the development of industrial tourism are fragmented, independent operations, lack of system operation and the overall branding; have not yet to form truly competitive brands.

2.3 Opportunities

2.3.1 Generous Policy Conditions

Generous policy conditions have created a favorable external environment for the development of industrial tourism and become an important base to promote the fast development of industrial tourism of Northeast China old industrial base. Since the Sixteenth Congress, central authorities have made a major policy decision to the revitalization of the old industrial base of northeast region and paralleled it with the development of the west regions as the two interactive wheels of Chinese modernization construction which realize the interaction between the west regions and the east regions, drive the middle regions and promote the coordinated development of regional economy in our country. For northeast region, it is not only an opportunity, but also a challenge. The northeast China just borrowed the opportunity of central policy of the revitalization of the old industrial base of northeast region, in the economic transformation period, using their advantages to develop well the industrial tourism in the region.

2.3.2 The Rise of Consumer Demand

With the continuous development of the economic society, the knowledge economy has come into being at the right moment, which has produced a large number of tourists who are familiar with all kinds of high-tech products and want a higher level of tourism consumption. The industrial tourism, a kind of professional tourism with the nature of knowledge, complies exactly with the trend of the development of the times. This creates industrial tourism of Northeast China old industrial base and a good opportunity for the sustainable development of tourism.

2.4 Threat

2.4.1 Aggravation of Industrial Tourism Market Competition

The active guidance of National Tourism Administration and local governments has made industrial tourism spring up all over the country exuberantly. Not only the industry tourism projects increase with each passing day, and what's more, more and more local governments consciously begin to integrate the projects of the development of industrial tourism, in order to create competitive local industrial tourism brands. As it is known to all, industrial tourism is in the primary stage of development, and its development model and operation mechanism are both in the probing

phase. So at this stage, industry tourism projects share extremely high similarities in the form of expression, content of tourism with the service product. In addition to the industrial enterprise brand effect, industrial tourism products have strong homogeneity, and high substitution, which makes the comprehensive sustainable development of industrial tourism of the northeast region has certain difficulty in operation.

2.4.2 Industrial Tourism Market Order Needs Further Norms

Industrial tourism as an important means of publicizing the enterprise and improving the relationship between the consumers and the manufacturers, and the sale of the products of this enterprise is an important part of the industrial tourism activities, and especially the enterprise product sale which is mainly about handicraft products and tourism products even takes up more than half of the shares in industrial tourism revenues. However, in the tourism market, guide the merchant jointly QiKe, rip off

phenomenon. It has just started soon, has not yet formed stable for industrial tourism brand effect is another threat in the process of its development.

2.5 Analysis Summary

The development of industrial tourism in northeast China can be summarized through analyses, as shown in Figure 1. We should give play to its environment competitiveness, regional advantages, The Advantages of Industrial Resources, enterprise strength and industrial basis advantages; We should overcome the disadvantages such as the absence of overall planning and supporting facilities, the lack of tourism resource development and the deficient competence of tourist brands; we should take advantages of opportunities such as favorable policy conditions and increasing consumptive demand; pay attention to such threats as intensified competition of industrial tourism market and disorderly market to make the industrial tourism in the Northeast region develop better.

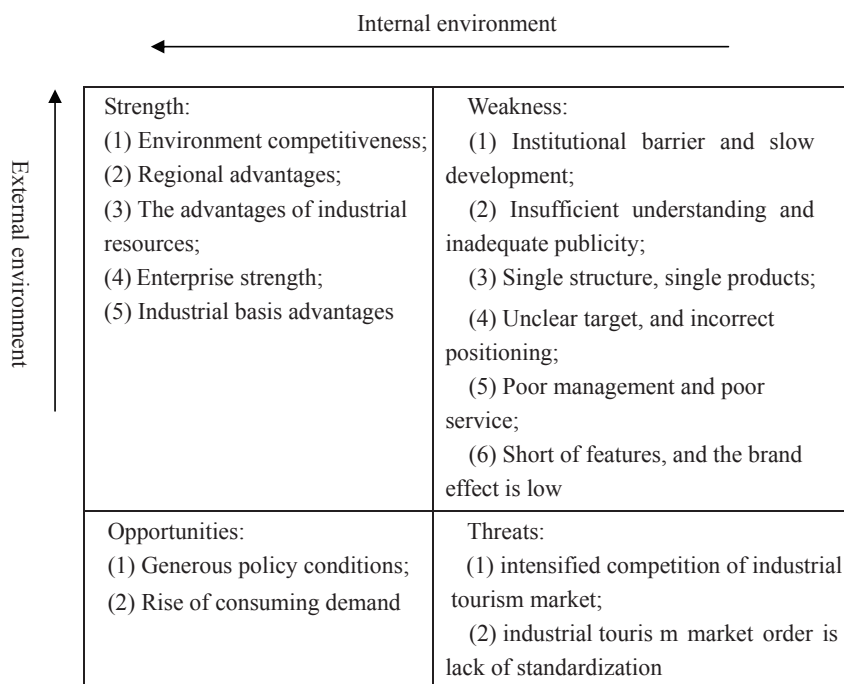


Figure 1
SWOT Analysis for Industrial Tourism of the Northeast Region (2x2 Matrix)

3. DEVELOPMENT COUNTERMEASURES OF INDUSTRIAL TOURISM IN THE NORTHEAST CHINA REGION

According to the results of analysis above, we propose that the development of industrial tourism in northeast China should adopt the W-O and S-O stability strategies firstly, to provide a theoretical base for the development of industrial tourism of the northeast region, making it able to achieve sustainable development.

3.1 W-O Strategy

Northeast region meets the basic requirement to developing industrial tourism, but the lack of recognition of industrial tourism in general makes many barriers for the development of industrial tourism. In order to make the industrial tourism in the Northeast region step forward, firstly should adopt W-O strategy, make full use of opportunities, and overcome the disadvantages.

3.1.1 Government Guidance and Policy Support

All levels of government of the tourism sector and related

sectors, with the collaboration of the enterprises of the industry, actively promote the development of industrial tourism resources. The National Tourism Administration guides and promotes the sound development of the industrial tourism on a national scale by formulating corresponding regulations. The advocating activity will move more old industrial bases, metallurgical, industrial and mining cities which are in difficulty and short of traditional tourist resources and take industrial tourism as a significant measure to improve the city and region image and adjust the industrial structure so as to build an overall atmosphere of industrial tourist resource development. During the initial stage of the development, some industrial enterprises will probably be not so interested due to the fact that it is very hard for industrial tourism businesses to bring objective economic profits immediately and some enterprise leaders will even consider it as a “deviation from the proper job”. In the subjective and objective conditions, the government is needed to guide in order to promote the development of industrial tourism resources.

3.1.2 Renew the Concept and Raise the Awareness

The industrial enterprise is the production department, which has its own operation and management system. Developing industrial tourism will inevitably bring a certain impact on the original system. Many enterprise leaders are accustomed to the original production and management system, overemphasizing the negative effects brought to the enterprise by developing industrial tourism. While they fail to recognize the positive effects enough, and they even take some positive effects as negative effects. For example, developing industrial tourism has the demand for a clean environment, and requires enterprises to vigorously control pollution and improve their production technology. However, some enterprise leaders think these spell trouble for enterprise production and bring economic waste, thus they have no passion for developing industrial tourism. Therefore, in order to developing industrial tourism, the traditional views of enterprise leaders shall be changed first, and their understanding shall be improved. Only when the leaders of the enterprises truly recognize that the developing industrial tourism can greatly boost the production and development of enterprises, can industrial tourism have a better development and get positive results.

3.1.3 Careful Planning and Reasonable Development

Once an enterprise starts to developing industrial tourism, a large number of tourists will pour into the enterprise. If there is no careful planning, the production of the enterprise will be adversely affected inevitably. Therefore, enterprises developing industrial tourism must carry out careful planning and construction for the development. What needs to be noted in the planning is that the industrial tourism area should be separated from the industrial production area so as to prevent the industrial

production from being affected by tourism. The developed industrial tourism production line also needs to be separated from the tourism corridor. We shall reasonably develop those industrial tourism products that have close relationship with tourists and tourists are more interested in, including industrial production line, industrial products and industrial heritages, and so on. Industrial tourism development is not permitted to the industrial production lines with higher technical confidentiality or some special industrial production lines.

3.1.4 Serving with Heart and Improving Quality

Developing the industrial site tourism in the northeast region should follow the requirements of Guidance and Regulations on the development of industrial tourism released by the National Tourism Bureau. More user-friendly factors should be infused into the design of the project so as to be amiable to a certain extent. First of all, the reception service center of tourist supposed to be founded and ameliorated, and we always put the people in the first position, thinking about what are they thinking, also make our service more humanized, relationship and detailed. Secondly, we should be armed with the professional tourist guider teams, pay attention to the training work of the tourist guides, prepare commentary and promotional items attentively, provide multilingual tourist guide service to the tourists from different countries and also put road signs and introductions to make the tourist easy to visit in the scenic spot. Thirdly, practically do good jobs in safety work. Set up safety warning signs in the appropriate places of scenic spots. Tour guides should frequently remind tourists to keep safety to avoid accident, and let customers come with joy and return with safety and satisfaction. For example, Fuxin Haizhou’s coal mine has dangerous factors like underground water and sulfur dioxide gas. When industrial relics tourism is conducted, comprehensive and detailed security detection must be conducted to eliminate security threats and construct secure environment for tourism.

3.1.5 Perfecting the Structure and Enriching the Connotation

Industrial tourism is a kind of high-quality tourism. High-quality tourism projects should emphasize knowledge and participation, so that visitors can enrich their knowledge and broaden their horizons. Firstly, industrial tourism should pay more attention to participation. In Industrial Tourism Process, we shall cleverly add some contents inviting the tourists to participate more so as to meet their needs of learning from playing, which is the key point of current Industrial tourism development. Some beneficial attempts can be made according to the different features of industrial enterprises: For example, the tourists can make up perfume themselves under the guidance of technicians in a perfume plant; take part in the assembly of auto models in an auto plant; allow the tourists to try on clothes and then show off on a “T” stage which was built

for them in a clothing factory. Some simulative workshops can be built when the condition allows. Secondly, the industrial tourism should stress on the feature of culture. The old industrial bases are by no means only burdens of development, but also precious spiritual wealth our ancestors left us. We need to change the “old” of the old industrial bases to “new” and “old” from the perspective of cultural consumption. Related cultural and recreational facilities are added within the enterprise and the traditional cultural connotation of the enterprise is deeply dug out which enable the tourists to learn more knowledge, enrich experience, deepen the self-experience, receive education and get more entertainment so as to prolong the time of the tourists to stay and consume. Hence the enterprise creates high economic values while creating cultural ones.

3.1.6 Developing Scientifically and Extending the Period

To develop the industrial tourism, we must establish the scientific concept of development, planning the development among regions as a whole, and also the short-term goals and long-term goals, as well as the economic benefits, social benefits and environmental benefits. First, comprehensively Occurrence condition analysis of the northeast industrial tourism resources and make an overall plan to develop many industrial scenic spots gradually. Give full play to the industrial basis advantages and handle the relationship among human beings, resources and environment properly. Second, implement the fixed-point system of industrial tourism reception agency. Fixed-point reception can guarantee the service quality of tourism, and avoid the phenomenon of travel agencies’ disordered development and charging customers without providing reception. Thirdly, the problems of tourism capacity about industrial tourism should be considered. In addition to guaranteeing tourists’ full appreciation and understanding of the details of industrial tourism and helping them obtain the psychological satisfaction, conducting a reasonable control over the number of visitors and their density and maintaining the best ration will also avoid any negative influence on the production of the industrial enterprises and the environment, so that production and tourism are balanced. Fourthly, Industrial tourism development into a functional tourism product. Industrial tourism provides greater knowledge and is more educational, which is hard to be replaced by many other types of tourism. Industrial tourism development into an educational product by combining with the profound atmosphere of “developing the country through science and education” and the desire to learn scientific knowledge by people, especially students. For example, Dalian Institute of Biochemistry was converted into a science education base for colleges and universities. It can not only can popularize scientific knowledge, but also promote the further development of the tourism industry, extending the life cycle of industrial tourism products.

4.2 S-O Strategy

Industrial tourism of the northeast region is rich and its industrial foundation is solid. However, its development of industrial tourism lags behind oppositely, and the infrastructure hasn’t been very sophisticated yet. After implementing the aforementioned W-O strategy, industrial tourism of the northeast region will improve tremendously. Seizing opportunities and making good use of advantages during this stage will make the industrial tourism in the Northeast region to achieve rapid development.

3.2.1 Win-win Achievement for the Cooperation Between Tourism Enterprises and Industrial Enterprises

In terms of Industrial tourism development, there are different value orientations for tourism and industrial enterprises. Tourism enterprises mainly focus on the economy of tourism, but for industrial enterprises, the social benefits and cultural functions of which account for more. The divergence caused by it desperately needs a reasonable development mechanism by reaching an inward consensus and forming a norm on institution, on the base of which we will seek the best combined point between the demands of propaganda objectives of the enterprise itself and the development of industrial tourism for lucrative purpose of travel agency for benefiting the active cooperation of enterprise and travel agency. In the cooperation process, it should be explicit in terms of the separate rights and obligations, tour guide reception certificate, charging standard and profit sharing, the construction and sharing of visit reception facilities and tourism and leisure area and so on between the travel agency and enterprise, forming a reasonable and mutually beneficial development mechanism thus to guarantee the reception quality of tourism and ensure the legal benefit of both sides, realizing the “win-win” and even “multi-win” pattern of Industrial tourism development pattern.

3.2.2 Look Abroad and Expand the Market

Northeast Asia occupies an important position in the world economy. The economic giant Japan, China which has the biggest market and the economic take-off sample of developing country South Korea are all located in Northeast Asia. Relative to politics and economy, tourism can realize the regional cooperation of Northeast Asia more easily because of the adjacent geographic position. In accordance with the related statistics issued by the China National Tourism Administration, in 2007, among the tourist source countries of inbound tourism, the number of the visitors from South Korea, Japan and Russia to China was the top three respectively, accounting for 45% of the total number of the inbound visitors. Because Northeast Asian region has a deep cultural origin and economics and trade relation, its humanistic and cultural tourism resource has outstanding dependency and complementarity. Therefore, by promoting the regional tourism cooperation of Northeast Asia and developing more marketable tourism products to meet the needs of different levels of tourists,

not only can the domestic tourist market be developed, but the regional tourism cooperation of Northeast Asia can be promoted and the friendship among the people of each country can be strengthened. Therefore, industrial tourism of Northeast China old industrial base should not only attract local and domestic tourists, but also need to pay more attention to the Northeast Asia and to attract the tourists of Japan, South Korea, Russia, Mongolia and North Korea (Gao, 2010).

3.2.3 The Combination of Resources, Diversified Development

Rich tourism resources are rich in northeast China. There are superior natural and humanistic and cultural tourism resources in places close to each industrial city, which match the industrial tourism resources well. In the process of industrial tourist resource development, industrial tourism products can be combined with not only the natural landscape of the region, but also the human landscape, or implement the combination of industrial tourism and agricultural tourism, science tourism and technology tourism, etc. Win a wider customer market and promote the development of industrial tourism by providing diversified tourism products.

CONCLUSION

Industrial tourism of the northeast region has abundant resources, which strongly attracts tourists from the whole country and has a good condition of developing industrial tourism. Heilongjiang Province, Jilin Province and Liaoning Province all have strong foundations of industrial enterprises. However, many industrial enterprises in Northeast China which can represent the styles and features of the large-scale industrial enterprises still have blanks in the aspect of industrial tourism which is insufficiently developed. The SWOT analysis results of the industrial tourism of the northeast region show that the advantages of the industrial tourism of the northeast region include the environment competitiveness, regional advantages, The Advantages of Industrial Resources and enterprise strength; the disadvantages include the institutional barrier of industrial basis advantages,

backward development, inadequate understanding and propaganda, single structure, monotony of products, unclear targets, bad management, low level of service, lack of features and low brand effect; the opportunities have favorable policy conditions; the rising of consumption demands; the threats are intensified competition of industrial tourism market and the lack of standardization concerning industrial tourism market order. According to the result of SWOT analysis, this paper puts forward the development strategy of industrial tourism of the northeast region is W - O stable strategy, and the specific strategies of development conclude government guidance, policy support; renewing ideas, raising awareness; careful planning, rational development; improve quality through whole-hearted service; enrich connotation through structure perfection, etc. When infrastructures become relatively sophisticated, the S—O strategy is adopted. The concrete strategies include the cooperation between travel agencies and enterprises to realize win-win; expansion of the market by looking abroad, and so on.

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