

INDUSTRIAL TOURISM IN BELARUS AS A BRAND AND STRATEGY

In the context of competition and changing models of global economic development, it is increasingly difficult for enterprises to promote their products, brands, establish new connections and attract investors. Industrial tourism comes to the rescue as one of the manifestations of the now popular economy of impressions.

In the Belarusian information space, the idea of industrial tourism as a dynamically developing field and one of the most important areas of development of the tourism industry, combining educational, business and cultural aspects, has become fixed. The emphasis is placed on attracting tourists to visit enterprises through the organization of excursions and other events (seminars, master classes, exhibitions). [2]

The purposes of this paper are to evaluate the position of industrial tourism in Belarus and to estimate the impact of this strategy on Belarusian market.

During the process of analyzing the materials, we found out that industrial tourism contributes to the development of the regional economy and the preservation of cultural heritage and the history of the industrial sector. Regions have to take part in this activity, because industrial tourism is not only about "looking" at the production process of goods at the enterprise, but also about the quality, positioning of the region as a whole, an incentive for further development of related types of services, launching processes of interdepartmental interaction, exchange of experience in organizing excursions between enterprises, development of investment activities, attractiveness of the territory. [1]

Belarusian government develops this kind of tourism to achieve several goals:

1. To give an opportunity to enterprises to earn additional income.
2. To evolve career guidance not only for schoolchildren and students, but also for adult staff hunting.

Today, industrial tourism is becoming one of the most effective tools for bringing enterprises to new markets, obtaining ideas for its strategic development, and excursion industrialization of the country.

The Republic of Belarus has a significant potential in this area due to the presence of a large number of enterprises in various industries on its territory. Moreover, Belarus has not only preserved its existing production facilities but also created new ones.

Currently, the resource for the development of industrial tourism in the Republic of Belarus is about 130 enterprises of various industries, where industrial excursions are developed and conducted. At Belarusian enterprises, you can learn how to brew chocolate, make soda, assemble televisions, tractors, grow diamonds, blow glass, participate in the manufacture of ceramic products, and evaluate the uniqueness of a particular profession for yourself. [4]

The Ministry of Industry recorded a significant increase in the number of visitors on the enterprises in 2024 — 154 thousand people, which is 67 % more than in 2023. The top of the most popular ones includes the capital's enterprises: almost 49 thousand tourists

visited the Minsk Tractor Plant, and 12.5 thousand tourists visited the automobile plant. BelAZ broke all records. It was visited by almost 59 thousand people. [1]

The Minsk Tractor Plant and its tractor BELARUS are recognized all over the world. The company has gone from a simple plow to a 500-horsepower tractor, from mini-equipment to modern machines. Today, MTZ is a scientific and technical center, where more than a hundred different types of equipment are produced. During the visit to the enterprise, participants will walk along the avenues and streets of the plant, visit the machine shop where parts are assembled. Guests will have an opportunity to see the tractor assembly buildings, where conveyors are located, and will be able to get acquainted with the exhibition of tractor equipment. [3]

The perspectives of developing this strategy are quite ambivalent. On the one hand, representatives of the Ministry of Industry believe that there will be more enterprises that will “open their doors” for visitors. On the other hand, it will be a really long-term process because promotion of this kind of tourism requires investment, and it is necessary to develop routes that would not intersect with production lines.

The benefits of industrial tourism for our country in general are obvious:

1. Product promotion
2. Development of domestic and inbound tourism
3. An increase in profits for transport companies, hotels, restaurants, travel companies.

In conclusion, the positive effects of industrial tourism in Belarus are multifaceted, encompassing economic growth, cultural preservation, educational opportunities, and potential environmental benefits. Developing this strategy requires careful planning, investment, and collaboration between government, industry, and local communities.

REFERENCES:

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