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DIGITAL TOURISM PLATFORMS AS A MEANS TO PROMOTE INDUSTRIAL TOURISM IN RUSSIA: CURRENT STATUS AND IMPROVEMENT SUGGESTIONS

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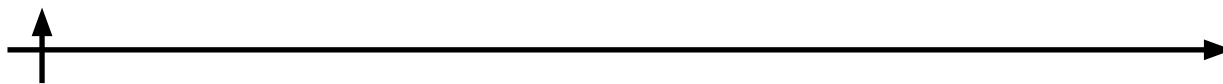
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Abstract. This research considers the main features of digital travel platforms aimed at promoting industrial tourism in Russia. The authors study four currently operating Russian platforms—Travel.RU, PromTourism, the Industrial Tourism section of the Visit Petersburg portal, and “Svoe Za Gorodom” [Your Own Countryside]—in order to assess their functions, strengths, and weaknesses. According to the findings, while these platforms provide helpful functions such as aggregating information and filtering tours, they do lack important features such as direct booking, detailed multimedia content, and user interaction, e.g., reviews and ratings. As a result, the authors conclude that efficient digital platforms for industrial tourism are supposed to incorporate comprehensive information, e-commerce capabilities, personalized user experience, and robust multimedia support to see visible improvements in their overall performance and user engagement.

Keywords: digital tourism platforms, industrial tourism, e-commerce, user experience, booking systems, multimedia content, tourism digitalization

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СОВРЕМЕННОЕ СОСТОЯНИЕ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ЦИФРОВЫХ РЕШЕНИЙ ДЛЯ ОТРАСЛЕВЫХ ТУРИСТСКИХ ЭКОСИСТЕМ РОССИЙСКОЙ ФЕДЕРАЦИИ

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Аннотация. Данное исследование посвящено анализу ключевых особенностей цифровых платформ, ориентированных на развитие промышленного туризма в России. В ходе исследования были рассмотрены четыре действующих онлайн-портала (Travel.ru, PROMTOURISM, раздел «Промышленный туризм» на портале Visit Petersburg, «Свое за городом»), а также выявлены развитые аспекты платформ и их структурно-функциональные ограничения. В результате, авторами был сделан вывод о необходимости комплексного подхода к проектированию цифровых экосистем промышленного туризма, предполагающего интеграцию e-commerce-функций, персонализированных рекомендаций, качественного визуального контента и инструментов взаимодействия с пользователями.

Ключевые слова: цифровые туристические платформы, промышленный туризм, электронная коммерция, пользовательский опыт, системы бронирования, мультимедийный контент, цифровизация туризма

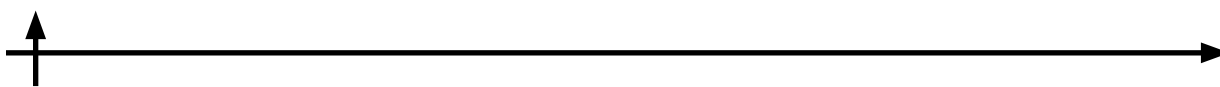
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Introduction

Internet portals and platforms make an integral part of the current development stage of tourism. They are not only expected to possess an informational component but also integrate with the websites of organizations that shape tourist products via e-commerce, user databases, and personalized customer service. Online travel portals that contain comprehensive information about tourist sites are incredibly convenient and highly in demand. The role of websites remains important as tourists use them to plan trips and select destinations. Since the COVID-19 pandemic, such online resources have been actively created and scaled up in Russia. This format of showing available destinations goes far beyond presenting information. Indeed, it is a powerful marketing tool and an effective way to communicate with tourists. With the development of domestic tourism in Russia and the emergence of its new types, such as industrial, educational, water tourism, etc., the range of excursions, itineraries, and tours is expanding. In this regard, the need for implementation of a single digital information portal for the country, federal district, and region is increasing (Pencarelli, 2020; Mckenna, 2024).

This research aims to identify the necessary functions of digital platforms for industrial tourism. It is necessary to analyze the available domestic experience in the digitalization of industrial tourism and identify its strengths and weaknesses.



Materials and Methods

Currently, there is a wide range of papers that are devoted to the global experience in the development and operation of digital tourism products (Kopyrin, 2023; Bogolyubov, 2023; Mckenna, 2024; Popova, 2023). Significant attention is paid to the need for import substitution in the digitalization of tourism. In 2023, Morozov M. and Morozova N. actively dealt with this issue (Morozov, Morozova, 2023). Industrial tourism is an especially popular research topic in 2024-2025, widely considered both in Russia and worldwide (Tankieva, 2024; Khatami, 2024; Cassia, 2020; An, Lee, 2021; Nikulina, 2017). All the above-mentioned sources were invited in the research.

System, documentary, and logical analyses were also employed in this research.

Results and Discussion

Russia holds several platforms that aggregate useful information on travelling around the country. All of them function quite successfully within the framework of the national project “Tourism and Hospitality Industry.” Figure 1 presents the visual designs and names of the selected platforms.



Fig. 1. Russian platforms: digital experience in supporting and developing the tourism industry.

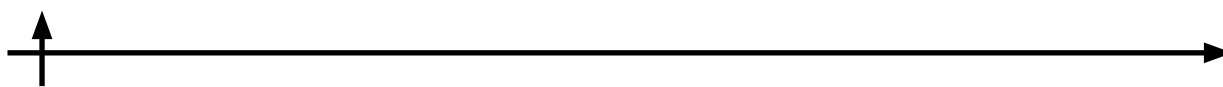
The following platforms were selected for this research:

1. Travel.RU — a national tourist portal that contains information on travelling around the country (RUSSIA Territory of Hospitality);
2. PromTourism — a portal on industrial tourism in Russia and the CIS (Selection of industrial tours);
3. Visit Petersburg: the “Industrial Tourism” section — an official tourist portal of St. Petersburg, supported by the city government; it presents national tourist routes, specifically the industrial ones (Industrial tourism in Saint Petersburg);
4. “Svoe Za Gorodom” [Your Own Countryside]—a platform initiated by the Russian Agricultural Bank to promote agritourism in Russia (Time to look at Russia in a new way).

Assessment of Travel.RU

Travel.RU contains general information on available excursions and tours, as well as popular sites in a particular region or district. In this section the authors will take a closer look at this resource in terms of its functions, digital capabilities, and advantages and disadvantages of the presented content.

The website presents the “North-West” direction but does not fully coincide with the statutory composition of the Northwestern Federal District. All subjects of the Federal District are divided into two directions: “North” and “Northwest.” Each of the presented destinations can be filtered by interest in the “More Ideas” section, including the tag “industrial tours.” However, when redirected to the “Northwestern Federal District” section, the user finds very limited information. The total number of excursions and tours in the two destinations under



consideration is four, with the information being irrelevant and the list of tourist products incomplete. Since this service does not purely specialize in industrial tourism, there is a limitation in the detailing of routes. Therefore, this source is unlikely to satisfy the requirements of tourists searching for highly specialized destinations, such as the industrial ones. However, it is great for the formation of a tourist's own route or considering more traditional destinations of cultural or educational tourism.

Nevertheless, the functionality of Travel.RU is quite impressive. The website offers the following digital capabilities:

1. Search for routes and tours, including a convenient filter by region, target audience, recreation type, etc.;
 2. A calendar of events and a “Popular Destinations” section, which makes it easier for potential tourists to select a destination and get familiar with new ideas and sites;
 3. Interactive map of Russia, which allows selecting the region on the map and seeing available routes, attractions, collective accommodation facilities, and catering establishments;
 4. High-quality visual design and focus on multimedia content: aesthetically organized site with photos, videos, and interactive tours, no information overload;
 5. Multiple website versions: smartphones, tablets, and computers;
 6. English version of the website—a great solution for better international engagement.
- Figure 2 summarizes the specified benefits and drawbacks of Travel.RU.

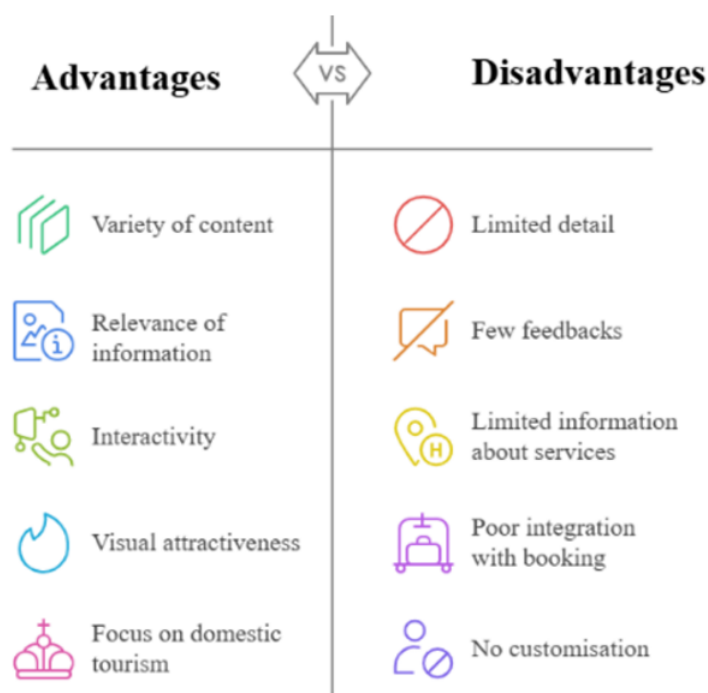
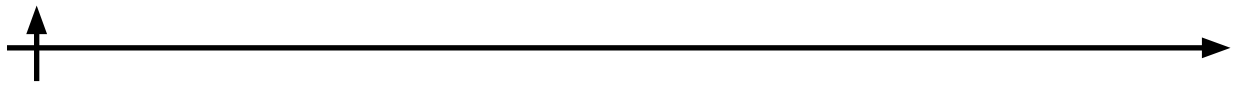


Fig. 2. Advantages and disadvantages of content provided by Travel.RU.

Overall, Travel.RU is a useful and up-to-date travel-planning tool with multiple strengths, such as visual content, high-quality navigation, and convenient filters. However, in order for the platform to increase efficiency, it would be recommended to refine the delivery of tourism data, add elements of user interaction (reviews and ratings), and ensure online booking.

Assessment of PromTourism

The PromTourism platform is a federal digital resource specifically designed for industrial tourism. It serves as a navigation system for those wishing to arrange a visit to operating enter-



prises in Russia and Belarus.

This project is supported by the Agency for Strategic Initiatives for the Implementation of New Projects and the Ministry of Industry and Trade of the Russian Federation, as well as other partners, including the Competence Centre for Tourism and Hospitality. The platform primarily aims at shaping a positive image of industrial enterprises and factories in Russia.

PromTourism holds a wide functionality, with the digital capabilities displayed in five sections. A catalogue of enterprises is presented with a description of excursions, visit requirements, a brief history, a video presentation, and areas of activity.

An advanced search for tours by various parameters is provided in the “Selection of an Industrial Tour” section. The user needs to select relevant information from the six options, including region, industry, audience type, purpose of the visit, and number of participants. In this section, tours are focused on the B2G, B2B, and B2C sectors. With a total of 11 target groups, the “group type” parameter presents an extended list of potential visitors, for example, individual tourists, government agencies, foreign tourists, etc. However, the “number of employees” parameter may not always be accurate to apply to certain target groups presented. It is also important to note that the biggest share of the proposed tours can be visited by groups of 10 individuals.

The “Ready-made Tours” section contains offers of ready tours, which makes it easier for users who do not want to tailor an itinerary of their own. However, such an option is available for only two subjects of the Russian Federation: Moscow and the Chelyabinsk region.

The “Press Centre” section posts updates on the development of industrial tourism in the country as well as news on events and successful cases, thus allowing users to get acquainted with the latest trends in the synergy of industry and tourism.

Another interesting section is called “Promtourism.Practicum”—a consulting centre. It is a large-scale project that extends to friendly countries and regions of the Russian Federation. Its framework provides four training concepts: Industrial Tourism Strategy, Industrial Tourism Practicum, Industrial Tourism Tour Guide, and Industrial Tourism Inspection. All of them are designed for different requests and regions. Their major mission is to adapt an industrial tourist product to the request of a specific enterprise or region. On top of that, Promtourism.Workshop is implemented as a quick and effective way to move from an idea to the first tourist flows.

Figure 3 presented the strengths and weaknesses of the PromTourism website.

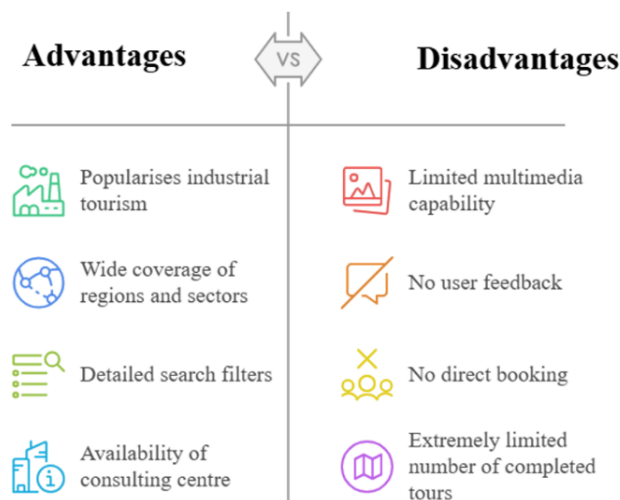
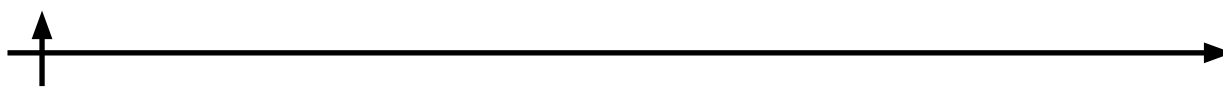


Fig. 3. Advantages and disadvantages of content provided by PromTourism.



Since industrial tourism has been a priority for the state for the past few years, the information provided by PromTourism is relevant and specialized in the cooperation of industry and tourism. It seeks to cover all 73 industry-specific regions of the Russian Federation and partnerships with Belarusian enterprises. Such a large sample of industrial sectors allows users to choose their tour by interest and geographical preference.

Nevertheless, some significant shortcomings are also present, including insufficient visual content, no online booking, an incomplete “Ready-made tours” section, and no user reviews, which could boost trust and awareness of potential visitors.

In general, PromTourism provides extensive searching opportunities, especially for the B2B and B2G segments at both Russian and international levels. What would boost the efficiency of the platform is definitely booking excursions, combined with an existing business filter as a means to attract more users.

Assessment of the “Industrial tourism” section of the Visit Petersburg website

The Visit Petersburg website itself is an official tourist portal of St. Petersburg that aims at emphasizing the status of the city as one of the key areas in the tourism industry. The website functions as sort of a guide to St. Petersburg, helping different categories of tourists to plan a high-quality, comfortable trip.

The website presents 4 components of “Industrial Tourism”: industrial enterprises of St. Petersburg, excursions, trips to plants and factories, and tips for tourists. Every section provides a wide list of enterprises in various industries; however, not all of them are described in a sufficient way and are lacking videos and photos. Nevertheless, an integrated approach has been taken to solve the problems of tourists during the preparation and during visits to industrial enterprises. One of the steps to do so was a memo, developed in order to give access to the set of tips for industrial tourists in St. Petersburg.

Figure 4 summarizes the major upsides and downsides of the content delivery of the platform under consideration.

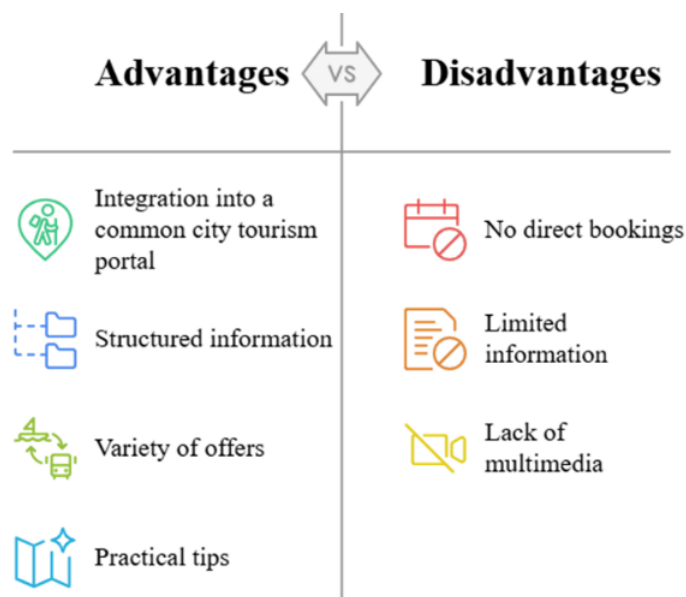
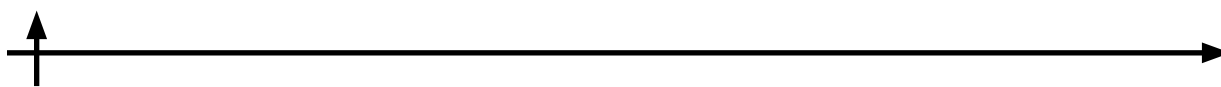


Fig. 4. Advantages and disadvantages of content provided by the “Industrial Tourism” section of the Visit Petersburg website.

The very fact of coverage of industrial tourism serves as a driver for its popularization. According to the platform, the reason why you should visit the city is to take a tour to the industrial enterprises of the northern capital.



“Industrial Tourism” delivers all information on excursions to enterprises, tours, and trips in a clearly structured way. The site offers a comprehensive classification of businesses by industry, which makes it way easier for users to navigate and search.

When it comes to the imperfections, the following range is identified: absence of an online booking option, no redirection to the websites of plants and factories, insufficient detail, and lack of visual content, which prevents the user from building whole-scale expectations for the future visit.

A high-quality boost in the efficiency of this platform and improvement of user experience depend on the integration of online booking and expansion of multimedia content.

Assessment of “Svoe Za Gorodom” [Your Own Countryside]

Despite the fact that the “Svoe Za Gorodom” website does not specifically focus on industrial tourism, it was still selected for this research as one of the most successfully implemented projects in Russia. This domestic digital project for tourism support should in no way be neglected.

“Svoe Za Gorodom” promotes ecotourism and rural tourism in Russia, offering users tours and excursions in the countryside. The following extensive functions and digital capabilities are available:

1. A poster with events of interest outside the city in a particular month—a selection of the most popular events around Russia, with the opportunity to sort all activities by location, time, and topic.

2. Catalogue of tours and excursions—a wide range of tourist products, including multi-day trips, gastronomic tours, agro-tours, and eco-tours. It is possible to filter these tours by regions, categories, and days.

3. Farm Information—data on various farms available for a visit, with itinerary descriptions, workshops, and tastings, as well as their prices.

4. Direct online booking—users have the opportunity to book tours and excursions on the site, which simplifies the process of planning trips and reduces the time spent on searching for primary sources of information on tourist products.

5. Gift certificates—an extremely convenient and original feature that allows attracting more new users.

For better clarity, Figures 5 and 6 below show the entire collection of identified advantages and disadvantages in the content delivery by “Svoe Za Gorodom.”

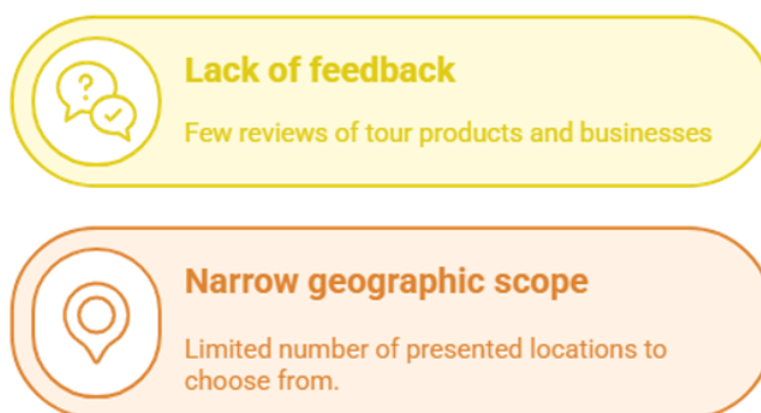


Fig. 5. Disadvantages of content provided by “Svoe Za Gorodom”.

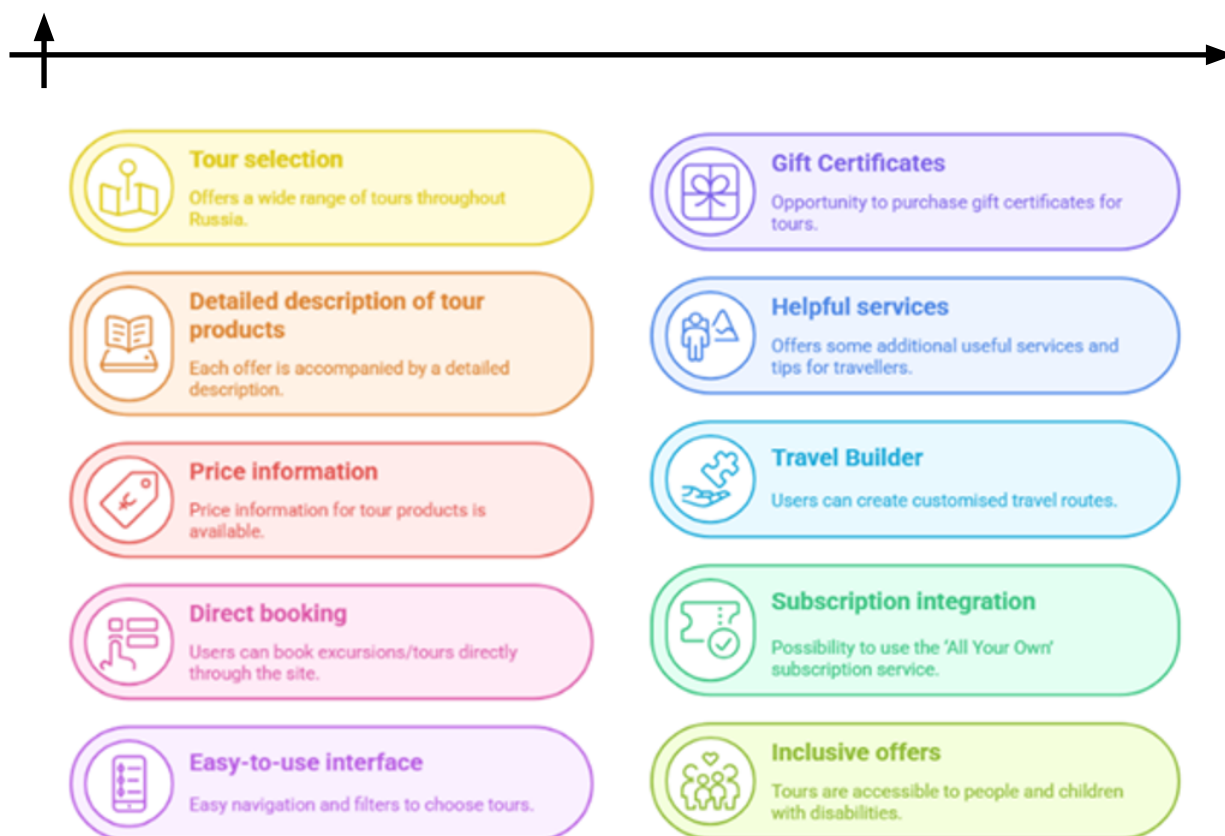


Fig. 6. Advantages of content provided by “Svoe Za Gorodom”.

Overall, “Svoe Za Gorodom” is a comprehensive digital platform that combines many necessary functions for users to meet all their needs with the help of a wide range of available tours, detailed descriptions of tourist products, price lists, direct booking, interactive interfaces, gift certificates, additional services, and offers for challenged people.

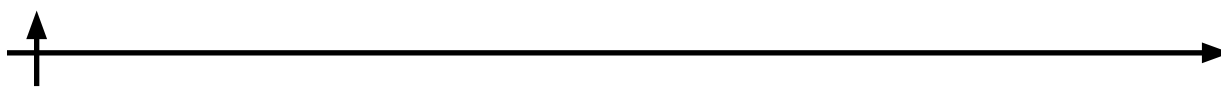
Of course, some areas for improvement are visible enough. For instance, it would be a win-win for the platform to expand the geography and encourage customer reviews.

Conclusion

Domestic digital platforms show significant progress in supporting tourism but still require a range of improvements to boost convenience, interactivity, and completeness of information (Ilyina, Mikhailova, 2013; Ilyina, 2016). Successful practices, such as direct booking in “Svoe Za Gorodom,” can serve as a benchmark for other projects. What is more, further digitalization should focus on a more detailed practical implementation of the main mission—the popularization of specific types of tourism (Voronova, Vasiliev, 2024). Thus, it is necessary for the platforms to meet the needs of users and not only facilitate the search for ideas but also ensure their practical implementation (e.g., direct booking) (Tikhomirova, Voronova, 2025).

As a result of the overview provided in this research, the authors specified the set of functions and services that are absolutely inherent for the tourism platforms to progress (Figure 7):

1. Detailed and comprehensive information on the destination that will enable the users to find out the basic information about the site, its features, description, photos, and videos.
2. Promotion of destination products and services. Websites, as a global showcase for tourism promotion, should boost the attractiveness of a destination via high-quality visual content, etc.
3. Support and improvement of advertising offers.
4. Destination branding. The online service should be able to reflect the image that needs to be created for a particular destination and support the chosen approach to branding. Thus,



what should be implemented is a complex approach that would demonstrate the visual quality and interactivity of the site and provide a convincing presentation of the image.

5. Ability to build personalized relationships with tourists and travel representatives. People should be able to register on the website and receive more detailed information if they need it, as well as provide more details about their travel interests. Databases of individuals (B2C segment) and representatives of the tourism business (B2B segment) can be created by registering on sites and then used to maintain constant contacts.

6. Involvement of users in discussions.

7. Visitor databases and conducting research (online surveys, databases of registered people). This can be a very inexpensive and productive method of data collection because it takes place online, and the respondents are not only tourists but also professionals and specialists in tourism.

8. Long-term partnerships with destinations—a comprehensive tourism information portal can be an excellent tool for partnerships with tourism stakeholders and other organizations.

9. E-commerce opportunities—the functionality of the website should allow visitors to book excursions and tours of their choice.

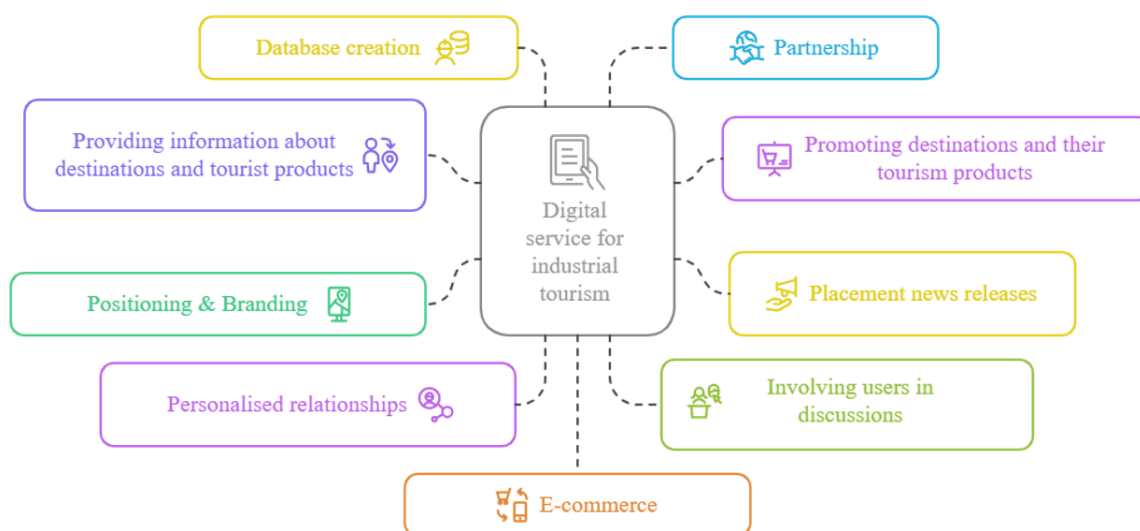


Fig. 7. Main functions of a digital service for industrial tourism.

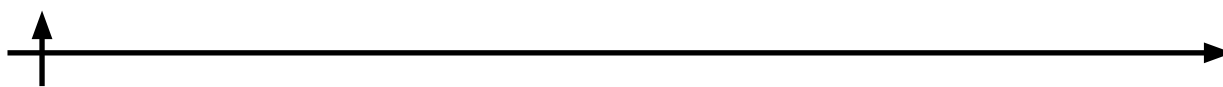
Despite the visible success of the existing digital tourism platforms in Russia, some imperfections can be identified, including limited interactivity, lack of direct booking, and insufficient multimedia. To optimize these platforms in the future, it is necessary to implement e-commerce features, increase user engagement through reviews and personalized accounts, expand multimedia, and promote an integrated user-centred approach.

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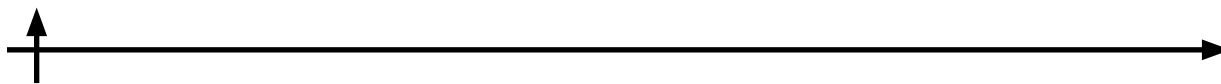
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