

Exploring Industrial Tourism: Creating a County-Level Model for Humanistic Economics

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Abstract

Industrial tourism represents an innovative industry model that integrates industry and cultural tourism, leveraging a variety of industrial resources to showcase industry-related content through immersive exhibitions and interactive experiences. Integrating multiple functions across various fields and models, it serves as a critical pathway for industrial ecological transformation. This report first examines three major challenges in China's industrial tourism. Taking Changshu as a case study, it proposes five policy recommendations to promote the development of industrial tourism in Changshu: enhancing resource coordination and planning, strengthening the complementarity between traditional cultural tourism and industrial tourism, promoting the 'Industry + N' development model, creating a tiered product system, and developing an integrated digital communication network.

Key Words

Industrial Tourism; Humanistic Economics; Changshu