



Industrial Tourism: Opportunities for City and Enterprise (EURICUR Series (European Institute for Comparative Urban Research))

Rachel Xiang Feng, Alexander, Dr Otgaar, Christian, Mr Berger, Leo, Professor van den Berg

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Industrial tourism presents opportunities, both in terms of income and as a tool of management, for individual firms who open their doors - and consequently their local regions - to the public. But how can these opportunities be organised in a way that enables both the city and the enterprise to take advantage? This book analyzes the conditions for successful industrial tourism development using case studies of Wolfsburg, Cologne, Pays de la Loire, Turin, Shanghai and Rotterdam, and makes astute recommendations for cities and companies with ambitions in this field.

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