State of the art in Industrial Heritage & Responsible Tourism

Workshop "Industrial Heritage Tourism"
14 - 15 March 2017, Boras, Sweden

Ivana Golob Mihić, mag. hist. art et educ. inf.
Ema Makarun, mag. hist. art et educ. hist.
Centre for Industrial Heritage
University of Rijeka
“At the time of increasing globalisation, the protection, conservation, interpretation and presentation of the heritage and cultural diversity of any particular place or region is an important challenge for people everywhere.”

**Industrial Heritage**

**Short Terminology Overview**

- **Industrial Heritage** - physical remains of the history of industry and technology, including transportation infrastructure, warehouses and worker housing.

- **Industrial Archaeology** - scientific study that deals with remains of industrial heritage (Michael Rix – 1950s).
**Interdisciplinary Approach** - industrial heritage contains material and immaterial evidence, documents, artifacts, structures created for or by industrial process and should be overlooked throughout different science aspects; history, art history, demography, culture studies, engineering...
Industrial Heritage in International Associations and Charters

Heritage Aspect


- TICCIH - The International Committee for the Conservation of the Industrial Heritage - is the international society dedicated to protection, promotion and interpretation of the industrial heritage

- special advisor for IH to ICOMOS - International Council on Monuments and Sites (1965.)
Most Important Charters

- **Venice Charter** (1964) - International Charter for the Conservation and Restoration of Monuments and Sites

- **The Nizhny Tagil Charter for the Industrial Heritage** – National Assembly of TICCIH (Moscow 2003.) – refers to: definition, values, research, legal protection, conservation, presentation and interpretation of IH

- **The Dublin Principles** (17th ICOMOS General Assembly, November 2011); ICOMOS – TICCIH Principles for the Conservation of Industrial Heritage Sites, Structures, Areas and Landscapes

- **Taipei Declaration for Asian Industrial Heritage**, (TICCIH General Assembly for Asia, 2012.)
IH Associations

- **SIA - The Society for Industrial Archaeology** (formed 1971) - Department of Social Sciences at Michigan Technological University in Houghton; interpretation and preservation of historically significant industrial sites, structures, artifacts, and technology.

- **AIA - The association for Industrial Archaeology** (founded 1973) - preservation and presentation of Britain’s industrial heritage.


- **E-FAITH - European Federation of Associations of Industrial and Technical Heritage** - platform promoting contacts and co-operation between volunteers and non profit volunteer associations in Europe (Organizers of European Industrial and Technical Heritage Year 2015).

- **ERIH - European Route of Industrial Heritage** - Database of industrial heritage sites.
Industrial Heritage in International Associations and Charters

Tourism Aspect

- **International Cultural Tourism Charter** (ICOMOS, 1999) - managing tourism at places of heritage significance

- **Riga Charter** (FEDECRAIL - The European Federation of Museum and Tourist Railways, 2002/2005), railway heritage

- **Cardiff Declaration** (ECTN, 2005) - cultural tourism as a help for further European integration

- **Malta declaration** (Europa Nostra Congress, 2006) - cultural heritage as a distinct feature of the European Identity

- **Siem Reap Declaration on Tourism and Culture** (UNWTO-UNESCO, 2015) - new partnership model between tourism and culture, the contribution of cultural tourism to urban development

- **Thessalia Charter for Sustainable Cultural Tourism**, ECTN, 2016 - CHARTS project - Culture Heritage Added-value to Regional policies for Tourism Sustainability
UNESCO

Banská Štiavnica

Liverpool

Wallonia Mines

Mill Network at Kinderdijk-Elshout

Ironbridge

Tor der Zeche Zollverein Essen
Examples of Industrial Heritage Reuse

1. As a culture monument or site
2. Reuse for tourism purpose
3. Reuse with secondary tourism effect
Examples of Culture Monuments and Sites

IRONBRIDGE
the so-called “Birthplace of the Industrial Revolution”
UK

CATHERINE BRICKWORKS
Denmark

Torpedo Launch Pad
Rijeka, Croatia

ALMADÉN MINING PARK
Spain

PENDELI QUARRY
Greece
Examples of Reuse for Tourism Purpose

HILTON MOLINO STUCKY VENICE
Former mill
Italy

BOTEL MARINA
A boat turned into a hotel/hostel
Croatia

BICYCLE TOURS
Eco and sport tourism
Riga, Latvia
# Cultural Tourism as a Secondary Field of Work

Industrial heritage as a source of scientific research and culture preservation

<table>
<thead>
<tr>
<th>Location</th>
<th>Museum Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romania</td>
<td>IRON GATES MUSEUM</td>
</tr>
<tr>
<td>Croatia</td>
<td>THE MUSEUM OF SALT, NIN</td>
</tr>
<tr>
<td>Portugal</td>
<td>THE ROOFTILE AND BRICKWORKS MUSEUM N. &amp; S. TSALAPATAS</td>
</tr>
<tr>
<td>Birmingham, UK</td>
<td>MUSEUM OF THE JEWELLERY QUARTER</td>
</tr>
<tr>
<td>Portugal</td>
<td>MUSEUM OF WATER</td>
</tr>
</tbody>
</table>
Examples of Reuse with Tourism Effect
Industrial Heritage as Added Value

COAL MINE AND COKE OVEN ZOLLVEREIN
"preservation through conversion."
Germany

EX FLOUR MILL IN SIDNEY
studio spaces for small creative businesses
Australia

MUSEUM TATE MODERN
Industrial heritage in service of arts
UK

EX WAREHOUSE, MARIBYRNONG RIVER
Melbourne artist studios
Australia

EX KINGSTON POWERHOUSE
Canberra Glassworks
Australia
What is ‘state of the art’?

**Visitors?**
- Ironbridge Gorge
  - over 545,000 visitors per annum
- Tate Modern
  - 5.7 million in 2015
- RUHR area – ECOC 2010
  - 10.000 million visitors

**UNESCO?**
- 22 industrial heritage sites in Europe on the World Heritage List
- Industrial heritage sites hold 5.3% in total number of culture heritage sites (4% in world heritage sites)

**Community?**
- Seattle, US
- Hamburg, Germany

Culture tourism accounted for 37% of global tourism and has a growth tendency of 15% per year. (Richards, 2003)
City of Rijeka - Development in Relation to Industrial Heritage and Tourism

- City of Rijeka
  - Development strategy until 2020
- University of Rijeka
  - Centre for Industrial Heritage
- Rijeka Tourist Bord
  - Strategy for development of cultural tourism 2014 - 2020
  - Technical Collection
- City of Rijeka Museum
  - Directorate for the Protection of Cultural Heritage
  - Strategy for development of culture 2014 - 2020
- Primorsko-Goranska County
  - Development strategy for tourism of Kvarner area 2016 - 2020
  - Historic and Naval Museum of Croatian Littoral

EUROPEAN CAPITAL OF CULTURE 2020

University of Rijeka

Bid book
Rijeka - Industrial Heritage & Tourism

Research Centre for Industrial Heritage
City of Rijeka Museum

Presentation
City of Rijeka Museum

Promotion
Tourist Bord
County City

Protection
City of Rijeka
Department of Culture
Conservation office
Development Strategy of Rijeka`s Cultural Tourism

Rijeka Tourist Board

- Participative approach to strategy making
  - SWAT analysis with culture and cultural tourism stakeholders
  - Analysis of goals, mission and vision of Tourist Board

- Dependent and connected on the other strategic documents (City of Rijeka – Department of Culture, County)

- New vision:
  „Rijeka is a modern regional and European hub of cultural and industrial heritage and creative industries; the city on the sea, with new horizons and cultures; city of energy of young people, alternative cultural tourist expressions and events in unfettered, multicultural and tolerant urban environment where everyone feels good.“
City of Rijeka + Tourist Board

Development Strategy of the City of Rijeka 2013 - 2020
- modernize institutions and the independent sector through improved infrastructure and management capacity, computerisation and digitisation
- increase the quality and availability of cultural products, open the sector to the general public
- promote cross-sector networking, with an emphasis on linking with the educational system, creative industries and the economy in general, and urbanism
- establish Rijeka as a “city of culture and creativity” at national and international levels
- Culture as a separate development area

Development Strategy of Rijeka’s Cultural Tourism 2014 - 2020
- Participative approach to strategy making
  - SWAT analysis with culture and cultural tourism stakeholders
  - Analysis of goals, mission and vision of Tourist Board
- Dependent and connected on the other strategic documents (City of Rijeka – Department of Culture, County)
- New vision:
  “Rijeka is a modern regional and European hub of cultural and industrial heritage and creative industries; the city on the sea, with new horizons and cultures; city of energy of young people, alternative cultural tourist expressions and events in unfettered, multicultural and tolerant urban environment where everyone feels good.”
Development Strategy for Culture + ECOC 2020

“culture must emerge beyond a narrow framework and take a more active role in the processes of urban transformation”

- two main infrastructure projects
- main goal: revitalization and reuse of Rijeka’s industrial heritage

1. ex Sugar Refinery and Tobacco Factory into the site for museums, library and cultural NGOs
2. ex merchant and warship “Galeb” into the site for museum, theatre, hostel, shops and NGOs
Reuse of Industrial Heritage for Tourism Purpose

- Ship Galeb & former Sugar Palace
Conclusion

- Interdisciplinary approach
- Collaboration
- Policy making
- Participatory approach
- Balance
- Conservation
- Reuse
1. Ćopić, S., Turmarić, A. Possibilities of Industrial Heritage Reuse as Tourist Attractions – a Case Study of City of Zrenjanin (Vojvodina, Serbia). Geographica Pannonica • Volume 19, Issue 2, 44-49 (June 2015)
3. Industrial Heritage Re-Tooled, TICCIH
4. Perera, K. The Role of Museums in Cultural and Heritage Tourism for Sustainable Economy in Developing Countries. Regional Centre for Strategic Studies
5. Richards, G. What is cultural tourism? https://www.academia.edu/1868136/What_is_Cultural_Tourism
7. The Dublin Principles (17th ICOMOS General Assembly, November 2011)
8. Taipei Declaration for Asian Industrial Heritage, (TICCIH General Assembly for Asia, 2012.)
9. International Cultural Tourism Charter (ICOMOS, 1999.) - managing tourism at places of heritage significance
10. Riga Charter (FEDECRAIL, 2002.), railway heritage
11. Cardiff Declaration (ECTN, 2005.) - cultural tourism as a help for further European integration
12. Malta declaration (Europa Nostra Congress, 2006.) - cultural heritage as a distinct feature of the European Identity
13. Siem Reap Declaration on Tourism and Culture (UNWTO-UNESCO, 2015.) - new partnership model between tourism and culture, the contribution of cultural tourism to urban development
14. Thessalia Charter for Sustainable Cultural Tourism, ECTN, 2016. - CHARTS project - Culture Heritage Added-value to Regional policies for Tourism Sustainability
Thank you for your attention!

Ivana Golob Mihić, ivana.golob@gmail.com
Ema Makarun, anicic.ema@gmail.com
Centre for Industrial Heritage – University of Rijeka
Trg braće Mažuranića 10, 51 000 Rijeka, Croatia