



POLICY LEARNING GUIDELINES ON INDUSTRIAL HERITAGE TOURISM

IVANA GOLOB MIHIĆ, MAG. HIST. ART. ET EDUC. INF.

EMA MAKARUN, MAG. HIST. ART. ET EDUC. HIST

CENTRE FOR INDUSTRIAL HERITAGE

UNIVERSITY OF RIJEKA

INTRODUCTION

ABOUT THE INDUSTRIAL HERITAGE

“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.”

International Cultural Tourism Charter, ICOMOS, 1999

Industrial heritage includes any tangible remains from the technological and industrial past of the human civilisation. Besides the architectural heritage, like abandoned factories and machines, this category includes auxiliary warehouses, means of transport and infrastructure, as well as workers settlements. Intangible heritage represents very valuable evidence and a historical resource witnessing the industrial take-off. A valid valorisation of industrial heritage started in the 1950s and from then we can follow the progress of industrial archaeology, a science dealing with the study of industrial heritage.

After the new technologies and informatization pushed out the manufactures, steam plants and obsolete methods of production in the second half of the 19th century, the 20th century, to be more precise its final decades, were marked with a total collapse of old industries. In this period, many European industrial cities and villages became places of fallen industries, with abandoned factory facilities as their basic feature. Today, industrial archaeology gains a very responsible task of research, valorisation, conservation, restoration and conversion of such industrial heritage. This highly-specialized science relies upon an interdisciplinary approach, considering the compact tangible and intangible evidence, oral testimonies,

documents, items, machines and architectural remains through various scientific disciplines.

RESEARCH, EVALUATION AND PROTECTION OF THE INDUSTRIAL HERITAGE

INSTITUTIONS AND CHARTERS

ICOMOS - *International Council on Monuments and Sites* is the head international institution founded in 1965 with the task to care for cultural monuments. Soon, the industrial monuments were included on its lists and since then it is possible to talk about a systematic management of such monuments. ICOMOS relies upon TICCIH - *The International Committee for the Conservation of the Industrial Heritage* as an organization responsible for the protection, promotion and presentation of industrial heritage. Industrial archaeology gained an additional boost with the First Scientific Conference on the subject of industrial heritage organized in Ironbridge in Great Britain in 1973 (FICCIM - *First International Conference on the Conservation of Industrial Monuments*). After the first systematic treatment of industrial heritage, the newly-founded scientific field has been constantly developing, particularly in the last twenty years. The two most significant charters brought in this last period are *The Nizhny Tagil Charter for the Industrial Heritage* in Moscow in 2003 by TICCIH organization and The Dublin Principles brought at the 17th ICOMOS General Assembly in November 2011. These two charters systematically define the status and the modern interpretation, as well as the way of treating the overall industrial heritage.

In the effort to systematically preserve the industrial heritage, some European countries have established centres to look after this heritage. Today there are few monuments that can boast with the crown of UNESCO

protection, which does not undermine their value. There are only a few industrial locations included on the UNESCO programme list, while others are under the care of organizations and previously mentioned centres, whose efforts are directed at recognizing the significance of other localities. Among the mentioned organizations, the following should be pointed out: SIA - *The Society for Industrial Archeology* founded in 1971 at the Michigan Technological University in Houghton, then AIA - *The Association for Industrial Archaeology* founded in 1973 with the goal of protecting the British industrial heritage, CILAC - *Comité d'information et de liaison pour l'archéologie, l'étude et la mise en valeur du patrimoine industriel* founded in 1978 in France and other smaller organizations such as the Centre for Industrial Heritage founded in 2013 at the University of Rijeka, directed towards research and protection of Rijeka's industrial monuments.

A large breakthrough towards a contemporary interpretation of technical and industrial heritage was made by the association E-FAITH – *European Federation of Associations of Industrial and Technical Heritage* by building a platform of volunteers and similar organizations which are trying to change the collective awareness about the industrial heritage with a series of programmes, thus attaching significance to it.

The protection of monuments is certainly the first and the most important step in treating the heritage, but the ultimate tourist presentation is also indispensable in the process of emphasizing their importance.

The touristic aspect is well presented in the following charters:

- *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.

CONSERVATION AND CONVERSION OF INDUSTRIAL HERITAGE

By including the industrial heritage into the lists of protected cultural goods of a certain country, the heritage gains a completely new status. Its items and buildings with specific functional characteristics, made in the original industrial stage, gain a new role. The experts estimate the historical significance and the aesthetic characteristics of a certain location and provide guidelines for future conversion. The conversion is preceded by a systematic research, the analysis of comparative material, the conservation of the existing condition and the procedure of restoration. When it comes to managing monuments, the protection of localities by the main world institutions such as the UNESCO, certainly represents a great acknowledgement. Thus, the most important industrial locations have been subjected to such protection, e.g. *Ironbridge* and *port warehouses – Liverpool*

in Great Britain, *Zollverein – Essen* in Germany, *Wallonia Mines* in Belgium and others.

A detailed analysis of industrial heritage conversion procedures connected to tourism showed three main models of performing the conversion: reuse as a culture monument or site, reuse for tourism purpose and reuse with secondary tourism effect. These are the cases of the conversion of individual abandoned industrial facilities or the entire industrial zones. It is very important to emphasize that no conversion should influence the basic stylistic characteristics of a certain monument, whose authenticity should be maintained as much as possible.

REUSE AS A CULTURE MONUMENT OR SITE

This conversion refers to conservation and restoration of the existing condition of the industrial facility. Reuse like this can be applied only to the facilities and locations of extreme national and global importance. The facilities that become a monument (a museum exhibit) by themselves are treated as such. The most convincing example of this kind of a monument is the British *Ironbridge*, the so called “Birthplace of the Industrial Revolution”. Another such example, still not restored, is the torpedo launching station in Rijeka (Croatia) located within the complex of the former Torpedo Factory. The significance of the monument lies in the fact that the first torpedo was invented in Rijeka.

REUSE FOR TOURISM PURPOSE

This category refers to the industrial locations which have been conserved and converted into a new tourist function. A recognizable example of such conservation is the hotel Hilton Molino Stucky in Venice, where the former mill was converted into a hotel. Latvia has, for example, used its old railroad routes and converted them into new bike routes, thus converting the

transport function of the abandoned railroad lines into a new sport-tourist offer of the area.

Within this category, we should point out the subcategory of Cultural Tourism as secondary field of work. It is well-known that the museums are the main holders of cultural tourism in most countries. This is why it is important to emphasize the museums founded to present the locality of the industrial heritage or the branch of industrial production important for the city or the area. The primary museum activity is not tourism, but collecting, preserving, protecting and researching the tangible and intangible remains of evidence about the people and their environment, which is why this subcategory is singled out. It is important to note that in this case the industrial heritage is the basis of the development of the institution in which cultural tourism is only a secondary activity, a part of the presentation portion of the activities of museum. Some examples of such institutions are: *Iron Gates Region Museum – Romania, The Museum of Salt – Nin, The Museum of the Jewellery Quarter – United Kingdom, Tsalapatas Museum – The Rooftile and Brickworks Museum N. & S. – Greece and The Museum of Water in Portugal.*

REUSE WITH TOURISM EFFECT

The category “Reuse with tourism effect” refers to the spaces intended for conversion for various purposes whereby no importance was given to the presentation of segments of industrial heritage. These localities have been converted in the real sense of the word and they are used in various commercial and cultural-artistic purposes. The most renowned world example may be the Tate Modern Museum in London, where the impressive rooms of the former thermal power plant now house the museum of modern

and contemporary art. The cases within this category use industrial spaces in order to additionally increase the attractiveness of the space or location, without changing the urbanity. Besides the museum, there are also examples of conversion into residential and/or business spaces. In this sense, the former port areas are undergoing a significant takeoff, as they are often located at attractive locations and are being converted into artistic ateliers, areas for accommodation, education or entertainment (Hamburg, Gothenburg, Seattle...).

CREATING 'STATE OF THE ART' CULTURAL TOURISM SITE

In order for a locality or an individual monument to gain the *state of the art* status, they have to meet a few criteria. It is very difficult to determine the criteria, but this certainly includes several factors: number of visitors, place at the UNESCO World Heritage List, the status the site has within the community that manages it and the way it contributes to the community.

The number of visitors is a quantifiable factor which is taken as relevant in estimating and following the popularity of the site. The Ironbridge Gorge as a representative site of industrial heritage has over 545 000 visitors a year, the Tate Modern had 5.7 million visitors only in 2015, while the entire RUHR area had 10 million visitors in 2010 when they were a part of the European Capital of Culture. The number of visitors represents an important piece of information both in the tourist and cultural aspect, but it is also a factor that depends on other elements, such as the tourist attraction of the country/city, marketing and similar. Also, this must be taken with a pinch of salt as we have to consider the cultural heritage which should be preserved with all the risks that the visitors bring (human influence).

At the moment, the UNESCO World Heritage List contains 22 sites of the European industrial heritage, which means that the share of industrial

heritage in all the sites of cultural heritage in Europe amounts to 5.3% (4% of all cultural heritage sites in the world).

Besides UNESCO award, some of the more prestigious awards in the domain of culture are the Europa Nostra Awards, European Heritage Label, ECTN Annual Award, the title of European Capital of Culture and others. It is very important to gain the status of a cultural good within the national classification of cultural heritage; therefore, it is important to mention the national lists of cultural heritage.

The way that tourism and culture influence the local community, which is an important factor both in the promotion and the life and operation of the heritage, is becoming the focus of interest of researchers in the recent years.

Even in 2003, the share of cultural tourism in the global tourist trends amounted to 37%, showing the tendency of growth of 15% annually. (Richards, 2003)

POLICIES AND ACTIONS

The first step towards the conversion of the site, as was mentioned, is the expert evaluation, research and protection. However, the overall strategy of managing the cultural heritage, development of culture on the local/regional level and development of tourism, is equally important. The strategies of development and policies regulate the mentioned levels. Without support on the level of local and regional policies, it would be difficult to initiate the valorisation process and conversion in any direction. A strategic development of cultural tourism requires the cooperation on more levels, from local and regional government, i.e. their departments responsible for culture and tourism, to tourist boards and institutions in culture. This was particularly emphasized if the sustainability and duration

of the project, international financial support and overall efficiency and success are the goal.

Furthermore, the same mentioned strategies and subjects are important for international networking and marketing which considerably contributes to the success during development. The principles that have to be respected through the conversion process include the professional and interdisciplinary valorisation, participatory approach in creating policies and the balance between conservation and conversion.

CONCLUSION

The care for cultural, as well as industrial heritage and the development of cultural tourism should be one of the strategic goals of the cultural development of any country. The multiannual progress in the direction of better valorisation of industrial heritage may be followed within the European borders. A systematic development of the strategies of valorisation and promotion of industrial heritage for the purpose of enriching the offer of cultural tourism enables us to make a large step forward in the tourist and cultural sector. The presentation of industrial heritage as a valuable subject of the tourist offer of an area may be made provided that the conditions of a valid treatment of such heritage have been previously satisfied. This first of all implies meeting the criteria of an interdisciplinary approach to the research of such heterogeneous material in order to collect valid documentation and provide a suitable valorisation of industrial heritage. This is followed by the protection on a national level and the conservation of the existing condition in order to avoid further deterioration, as well as a thorough restoration and ultimate conversion. During the procedure, it will be necessary to establish a team of experts

responsible for the work on the project, who come from various city and national institutions, local administration, the relevant conservation department, museums and cultural institutions, the university, the tourist board and the ministry of culture and tourism of a certain country. The network of mentioned institutions represents a good basis for a systematic and complete presentation of the European industrial heritage which today represents a very valuable and indispensable segment of the European cultural heritage in general.

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