



Past - Present - Future



CONCEPTIONAL PREPARATION OF INDUSTRY-RELATED EXPERIMENTAL ACCOMODATION FACILITIES

Regional concept for experimental low-key
accommodation offer reviving culturally
valuable industry-related buildings

Version 1
11 2017



T2.5.1



Term 3, Nov. 2017



PP3, city of Leoben



Alexandra Janze
alexandra.janze@leoben.at



TABLE OF CONTENTS

0. Abstract.....	3
1. Project Context.....	3
2. Introduction & objectives	4
3. Applied Approach.....	4
4. Results	5
4.1. International Benchmarking	5
4.2 Touristic background and offers for Industrial Camping in Eisenerz.....	5
4.3. Share Economy in the tourism market	6
4.4. Relevant social milieus	6
4.5. Legal Aspects and business structure.....	7
5. Evaluation/transnational added value	8
6. Outlook and sustainability	8
7. Annexes incl. picture documentation (if applicable)	8

0. Abstract

Urban Camping is a unique concept of low budget vacation for people, who are looking for a cost-efficient alternative to common overnight stays such as hotels, hostels, couch-surfing and Airbnb. The idea behind Urban Camping is to rent indoor floor space in vacant buildings with hardly any amenities. Based on best practice examples in Europe and experiences of a pilot test during a post-industrial festival in the region Styrian Iron Route, a special concept for “Industrial Camping” in old-industrial remains was developed. The concept provides the background for a new, experimental low-tech offer in the field of tourism, shows the legal challenges and different scenarios of utilization considering given market conditions and approaches of shared economy. A pilot implementation is due to follow in 2018.

1. Project Context

The Central Europe Project InduCult2.0 (www.inducult.eu) addresses Central European regions mono-focused on industrial production. Through InduCult typical regions utilise the tangible and intangible cultural assets of their industrial past, present and future in a synergetic way for positioning their regions as attractive places for working, living and recreation. Together with local stakeholders, they rediscover and develop the positive elements of industrial communities. Specifically, the partnership intends to:

- promote and establish the idea of Industrial Culture in Central Europe;
- strengthen the distinct culture of industrial regions and utilise it as location factor;
- empower industrial regions by re-activating their pioneer spirit.

Involved are eight representative regions from Germany, Austria, Belgium, Italy, Czech Republic, Slovenia, Croatia and Poland. They are supported by two scientific partners from Germany and Austria.

Work package 2 - “Priming Industrial Culture as a unique feature of regional identity” - compiles a range of awareness-raising activities: (1) promoting cultural resources of industry: ‘industry goes public’, (2) industrial tourism combining heritage and present, (3) image-shaping through industry-related cultural events. Among others, activity T2.5 deals with testing measures fostering industry cultural tourism by creating industry-related experimental accommodation facilities in an unusual but inspiring environment of vacant old-industrial sites. Two different approaches are carried out in the regions of Styrian Iron Route (PP3) and Kranj (PP7).

2. Introduction & objectives

Over the last few years, the tourism industry has undergone major changes. People have the ability to book their vacation online or to communicate peer-to-peer, which has created a new culture of travel. Basically, there is an increased interest in new social-ecological, sustainable experiments in urban as well as in rural towns. The idea of “Industrial Camping” is a unique innovation of low budget vacation for people, who are looking for a cost-efficient alternative to the common overnight stays like e.g. hotel or hostel accommodations, camping or couch surfing.

“Industrial Camping” is based on the idea of Urban Camping, which has been tried out in a couple of places all over the world. For example Belgian architects developed the “Urban Camping import.export” concept, which gives campers the ability to sleep on three to five consecutive platforms. Every two years in Amsterdam, the Urban Campsite Festival takes place, where visitors get the opportunity to live temporally in artistically designed shelters. In London, untenanted churches, where no ceremonies are held anymore, have been converted to a new form of camping (“Champing”). In every Urban Camping project visitors can use vacant spaces and non-common accommodation facilities.

The idea of Urban Camping was also tried out in the mining city of Eisenerz in 2013. It was part of the revitalizing process of abandoned miners’ housings in form of a temporary self-sufficient community during the so-called Rostfest, a post-industrial festival. Although there was neither electricity nor running water in the flats, the idea of a temporary gathering from visitors from all over Austria got a large spectrum of visitors and became a unique happening. Only two years later, the Urban Camping included already more than 80 abandoned flats which were provided to the visitors of the Rostfest.

The huge miners’ housings complex is now owned by a touristic development company, which partly wants to use it for creating holiday apartments. The vision for the remaining part is to find an unusual low-cost accommodation solution for tourists.

The Industrial Camping is especially meant for people in the age from 22 and upward who prefer low budget vacations and uncommon settlements. The concept of Industrial Camping shall offer a refreshing approach for the local economy as well as for sustainable tourism. It provides the background for a new, experimental low-tech offer in the field of tourism, shows the legal challenges and different scenarios of utilization considering given market conditions and approaches of shared economy.

3. Applied Approach

The approach included the following steps and procedure:

- Analysis of best practice examples of Urban Camping
- Reflection on Urban Camping at the ROSTFEST

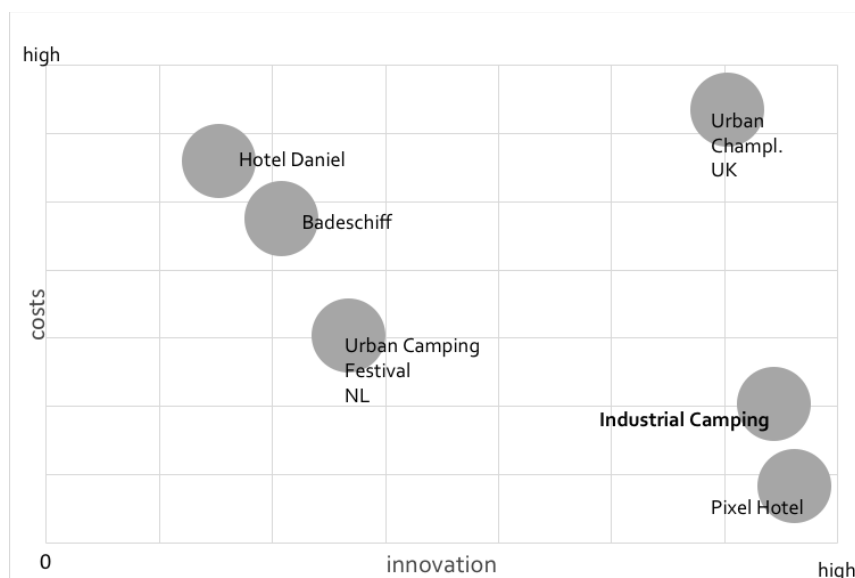
- Definition of innovative criteria of Industrial Camping
- Analysis of the target groups and addressed audience of Industrial Camping
- Defining the background: Changes in the tourism market and collaborative consumer cultures
- Contextualization of the approach in Eisenerz
- Discussion on legal aspects and a suitable business structure

Details see full German concept documentation in the Annex.

4. Results

4.1. International Benchmarking

Several existing Urban Camping (and similar) projects were analyzed. The following graphic shows the relation between innovation and costs in international comparison. Due to low costs and high innovation the Industrial Camping project in the old miners' housing complex in Eisenerz seems to have a good potential.



4.2 Touristic background and offers for Industrial Camping in Eisenerz

The city of Eisenerz offers a lot of outdoor activities such as hiking in the national park, climbing and skiing (www.erlebnisregion-erzberg.at). In addition there are some huge events such as the Erzberg rodeo (the hardest Enduro motocross race in the world; 40.000 visitors), other large sport events (e.g. Erzberg adventure days) and the post-industrial Rostfest festival. In the time of festivals and events, the hotels, apartments and private

rooms for tourists are overcrowded and people have to find residence in cities far from Eisenerz.

The biggest accommodation provider at the moment is the Erzberg Alpin Resort which has established touristic apartments in parts of a huge old-industrial miners' housing complex. The rest of the property has been provided for free in the past years for a very basic form of Urban Camping during the Rostfest festival.

For event visitors as well as for outdoor enthusiasts, a more sophisticated form of Industrial Camping could help to meet the demands in "high season", when the region is overcrowded and the approximately 300 beds for rent are far too little for the visitors.

4.3. Share Economy in the tourism market

Over the last few years, the tourism industry has undergone major changes. The establishment of new platforms on the Internet and the of peer-to-peer communication have created a new culture of travel. It started with the digital hospitality network "couchsurfing.com" in 2003 offering free accommodation for travelers, AirBnB made a business model out of this concept.

These trends show that there is a growing desire in the tourism market for original offers in authentic residential areas. There is also a desire for community.

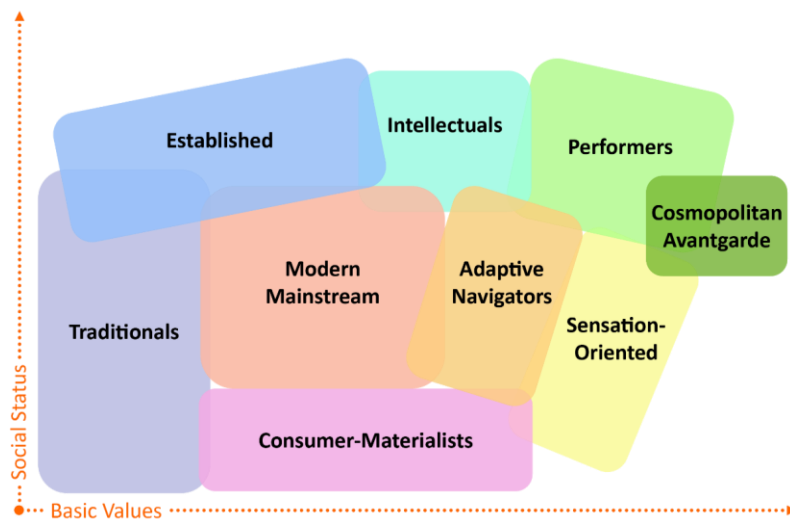
The continuing trend especially in cities to set up community gardens illustrates the combination of the underlying phenomena:

- A heightened ecological consciousness in certain milieus
- Sharing and participation as an expression of a trend culture

4.4. Relevant social milieus

Regarding social milieus, two types seem to be the relevant target groups for an Industrial Camping project:

- **sensation-oriented:** looking for fun, thrill & action and entertainment; rather unconventional and rebellious; living for today, here and now; tendency to escape reality; independence, spontaneity, trendy
- **cosmopolitan avantgarde:** Non-conformist, creative & individualistic; self-realization, freedom & independence, no fixed dogma; mobile socializers, global, pluralistic, "scene" cosmopolitan, digital sovereign



4.5. Legal Aspects and business structure

A crucial question is how Industrial Camping can be implemented in order not to conflict with legal rules, as the regulations and conditions in the field of accommodation are very strict in Austria.

From a legal perspective, it would be worth considering defining Industrial Camping as a mountain shelter/hut. Minimum standards for equipment and plumbing are defined for this special sort of accommodation.

Another possibility would be to define the Industrial Camping as a campsite. This would mean that the following guidelines have to be followed:

- The campsite must have sufficient drinking water in sufficient quantity.
- Care must be taken to ensure that suitable washing facilities are available to campers, separated by gender.
- At the campsite, lockable waste containers of sufficient number should be set up so that they can be emptied without disturbing the campers.
- The campsite must be provided with a corresponding number of structurally and hygienically sound toilet systems.
- The proper disposal of waste water must be guaranteed.

The Industrial Camping could be implemented at and managed by the Erzberg Alpin Ressort. This touristic resort offers 70 modern furnished apartments situated in the huge complex of the former miners' housings. The new Industrial Camping apartments could be an asset and additional supply in "high season" in the company's portfolio to meet the demand. Certain services and the processing of bookings and servicing could take place within existing structures.

5. Evaluation/transnational added value

The concept was developed for a specific site in the mining town of Eisenerz/Austria. Anyway it is easily applicable for other old-industrial regions looking for a new and unusual use for their industrial remains. Within the InduCult partner network, the results (including the best practise analysis) should provide valuable input especially for PP7 (Kranj), who is working on the realisation of a similar concept. Exchange of PP3 and PP7 is supposed to take place on situ when the pilot actions will take place. In addition the concept of Industrial Camping shall also show chances and possibilities for the other InduCult partners working in a similar environment.

6. Outlook and sustainability

The concept shows a cost-extensive solution for using old-industrial vacant spaces either temporarily or on the longer run. The next step is the furnishing of two pilot apartments on the base of “up-cycling”. The designing and manufacturing of the furniture will be based on a creative design thinking process and will take place until the end of 2017. In summer 2018 a test phase renting out the apartments will follow.

7. Annexes incl. picture documentation (if applicable)

Concept: Industrial Camping (English, 18 pages)