



Past - Present - Future



CONCEPT FOR MAPPING OF NEW INDUSTRIAL TOURISM IN CENTRAL EUROPE

Regional/ Transnational
Concept

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CONCEPT FOR MAPPING OF NEW INDUSTRIAL TOURISM IN CENTRAL EUROPE

1. Project Context

The INTERREG project “InduCult2.0” (CE31) brings together regions with a distinct industrial past and present, situated outside major agglomeration areas in Central Europe. In recent years, all of them have undergone deep transformation processes due to automation, adaptation to globalized production patterns and the opening of markets in the former state-led economies. The long economic predominance of industrial production has brought about a particular cultural setting in the project partners’ territories. It is made up of certain skills, attitudes, traditions as well as tangible monuments and artefacts. However, these regions are usually considered culturally less attractive and they are not utilizing the existing Industrial Culture to their full development potential.

InduCult2.0, wants to revive the cultural spirit of long-standing industrial regions in Central Europe. Together with local stakeholders, partners rediscover and develop the positive elements of industrial communities. Specifically, project partners intend 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.

The Leibniz Institute for Regional Geography in Leipzig, Germany, is one of two academic partners. It will support and reflect these activities, conduct academic research along the project and is responsible for conceptualising and implementing a transnational mapping tool. In its scientific work it is supported by the Institute of Geography and Regional Science at the University of Graz, Austria. Further partners are municipalities, district administrations and private institutions from 8 Central European countries.

The InduCult2.0 project is implemented by the Central Europe INTERREG B programme and co-funded by ERDF. The project run-time is from summer 2016 to summer 2019. More information via www.inducult.eu.

2. Introduction

2.1. Industrial Culture and new Industrial Tourism

The character and different approaches of the term ‘Industrial Culture’ have been discussed extensively in previous work steps of the project, especially the framework and input papers (T1.1.1. and Tx.1.2.). In its classic approach it is focusing on the preservation and re-utilization of old

industrial sites and landscapes. In the approach of the InduCult2.0 project this classical view is widened by linking it to the specific cultural settings in industrial regions, thereby aiming at fostering regional development through re-interpretation, re-production of industrial heritage. Overall aim is to strengthen specific strategic regional potentials connected to industrial production.

In this view this specific notion of Industrial Culture has to be considered as a transdisciplinary, holistic, societal concept building on tangible, material and intangible, nonmaterial elements originating from the sphere of industrial production in past, present and future.

“Industrial Culture constitutes a reliable and authentic common ground of internal reference for industrial communities. Being a dynamic socio-cultural concept, Industrial Culture is - different from a plain recourse to the ‘golden past’- capable of evolving along with a transforming economic environment. It can be utilised for creating positive external perception which represents a soft location factor for attracting people and business, including tourism” (Application Form p. 81).

Along these lines of thoughts the project InduCult 2.0 uses the concept of Industrial Tourism (Li and Soyez 2006; Soyez 2014; Otgaar et. al 2016). Based on this, Industrial tourism is not only focussed on the industrial heritage (e.g. industrial heritage routes, technical and historic museums, transformed industrial areas with offers for touristic use, other historic monuments and interesting sites) but also on current or upcoming industries with special touristic and/or educational offers and activities (e.g. visitor access points to active industrial sites, offers to explore industrial production, temporary or recurring events like “Days of industrial heritage/culture”). Industrial tourism also includes new, innovative and creative use of the industrial past by artists, architects, designers, event managers, etc. (e.g. exhibitions, manufacturing workshops, leisure activities linked to the experiencing of industrial activities). It combines the past, the present and the future to promote Industrial Culture as a unique feature of the regional identity.

2.2. Objectives of the transnational mapping tool

In order to present the various offers of Industrial Tourism in Central Europe the Leibniz Institute for Regional Geography developed a transnational mapping tool. The tool “displays good practice approaches capitalizing on industrial culture for tourism [...] serves as a central source of industrial culture” (Application Form p. 82). It includes an information platform presenting and evaluating interesting sites as well as events based on contributions from InduCult partner regions (draft form attached as Annex) and relevant examples from outside the partnership. The mapping tool functions as an information platform for people interested in current and new Industrial Tourism and attract visitors to the InduCult regions. In a more general sense, the tool will not only promote Industrial Tourism but also raise awareness and attractivity of industrial economies and cultural offers.

The main objective of the transnational mapping tool is to provide a comprehensive overview of the offers and activities in Industrial Tourism in the partner regions and beyond. The tool should amend the already existing touristic and on industrial heritage focusing maps with offers related to the industrial presence and future of the regions.

3. Functions and technical details

3.1. Transnational mapping tool

The transnational mapping tool will give an online overview of industrial tourism activities across CE based on a visual interface. Via questionnaires and during the partner meeting in April 2017 in Padua IfL assessed the partners' needs for the tool. Additionally, IfL evaluated the functionalities of different other websites with mapping tools (e.g. www.mundraub.org; www.erih.net; www.kartevonmorgen.de, www.soziale-oekonomie.com). Based on this information, IfL proposes the following functionalities and technical details.

The mapping tool will consist mainly of four parts:

- **The map** where the individual offers are marked including an overview description on the offer.
- **The individual offers and activities** (sites and events) including a detailed description of the offer, images and contact information. The detailed description will open by clicking on the link in the overview which is embedded in the map.

The individual offers can be registered via an online form by the project partners or by their cooperating institutions themselves. IfL will moderate the data entries to ensure high quality and comparability of entries.

- **Profiles of the partner regions** including a description of the region, its industrial past, presence and future. On the page of the regional profiles the tool will zoom automatically in the respective part of the map with the specific regional offers ("regional maps"; comparable to the regional routes on the ERIH website www.erih.net).

The partners are required to send a text for the regional profile to IfL which gives an overview of the industrial past, presence and future of the respective regions including contact details of the tourist agencies.

- **General information** on the concept of Industrial Tourism and the project InduCult 2.0.

The visual interface will be designed based on google maps and use the Typo 3 content management system. It will allow various filter opportunities according to target groups (especially for families or elderly), site or event categories, and industrial branches. The main language of the tool will be English. Local languages will be added for the regional profiles as well as for the sites and events.

3.2. Regional maps

The regional profile pages will include a map extract focussing on the offers in the respective region. This way the tool will foster the industrial identity of the partner regions. Via a direct link the partners can refer on their own websites or on the websites of the responsible tourist agencies to these regional profile pages (see e.g. <http://www.erih.net/i-want-to-go-there/list/Sites/styrian-iron-trail/>). Thus, the requirement of developing regional maps until September 2018 will be fulfilled (D.T2.5.6).

There will be an export function of raw regional data (Excel file) for further use by project partners. Project partners who want to develop further maps (online or offline) with other information than displayed with the transnational mapping tool can use this data as a basis.

4. Maintenance and sustainability

IfL will maintain the tool during the project lifetime.

After the project lifetime there are three options to maintain the website:

- 1) The database will be integrated into the database of the ERIH website. ERIH supports the collaboration and is ready to support us with delivering already existing datasets and incorporating InduCult-data after the project ends. This requires a close collaboration with the ERIH webmaster and the adaption to their requirements (see below). Costs will occur for editing the datasets for the transfer in accordance with the ERIH database.
- 2) The database will continue operation as it is set up through InduCult. The responsibility concerning the mapping tool will be transferred to another project partner aiming for longer term maintenance of the tool. Functionality and design of the mapping tool will follow the well established examples as introduced below. Project Partners would have to pay a certain fee for maintenance and technical support.
- 3) The database and mapping tool will be online as long as technically possible. If there is no further interest from InduCult-partners, the mapping tool will not be updated at all after the project. It will be publicly available without changes and updates. IfL will be able to maintain hosting fees, but cannot support technical maintenance and technical updates.

If the project partners decide on the integration of the data in the ERIH database after the project ends (option 1), we have to fulfil certain requirements. Because of that data entry forms ask already now for more information than will be presented with the InduCult-mapping tool. This way we avoid high costs and time-consuming adaptations afterwards.

- On the ERIH website all entries have to be **in English and German**. As the project partners are delivering their entries in English and a local language, IfL is ready to assist the partners with translation into German if the consortium opts for the integration into the ERIH database.
- Temporary entries (events, exhibitions, etc.) will be available only on the InduCult map and will not be transferred to the ERIH website (ERIH does not support temporary events).

- ERIH only displays **square pictures**. We would follow this suggestions and ask you to send us pictures in square format for your presented sites or events.
- ERIH offers us to give us already existing datasets to use it for InduCult. IfL will compile a list with the objects which are already listed in ERIH and which could be integrated in the mapping tool.
- The ERIH network is very much interested in presenting **new regional routes** (e.g. like that <http://www.erih.net/i-want-to-go-there/list/Sites/saxony>). However, please keep in mind that these routes will need to be coordinated also after the project lifetime. A sleeping or dying route will be deleted by the ERIH webmaster soon.

5. Timeline

April 2017: discussion with InduCult-partners about regional objectives and goals, layout of the platform, categories of entries to the database, functionalities of the platform, long term maintenance of the website, http-address of the website (suggestion: www.industrial-tourism.eu – still available)

July/August 2017: coordination and information-sharing with ERIH, ERIH is ready to support the collaboration with InduCult2.0

September 2017: call for public tender (development of mapping tool) and finalisation of concept for mapping new Industrial Tourism

October 2017: selection of service provider to programme and set up the mapping tool.

November 2017: delivery of one test entry for each partner to PP2; delivery of regional profiles of InduCult partner regions to PP2; discussion on mapping concept (e.g. categories of entries)

December 2017: draft introductory and framework texts for the website's information section; final decision on categories of entries; test versions for layout

January 2018*: elaboration of non-public online test-version of the mapping tool and website including initial texts for the information sections of the website and first test-entries

February 2018*: full functionality of the website; online-form ready for partner entries (moderated by PP2); direct links to regional map-zooms ready for partners

April 2018*: export function of regional data (Excel) for further use by project partners

May 2019: end of technical maintenance of the website by IfL

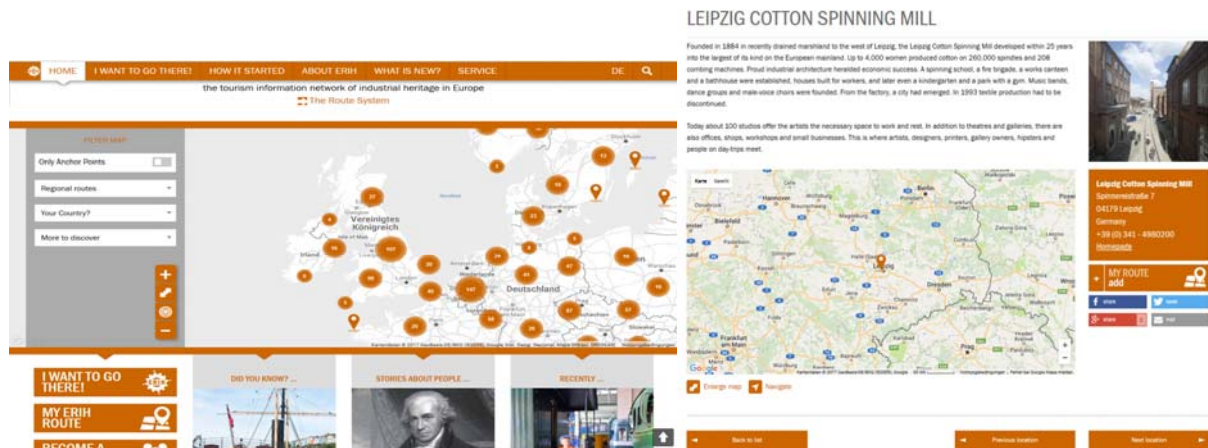
June 2019: possibly moving website responsibility and technical maintenance to ERIH or other project partner

Until June 2021: hosting of the website by IfL without any further updates

* to be discussed with the winner of the tender

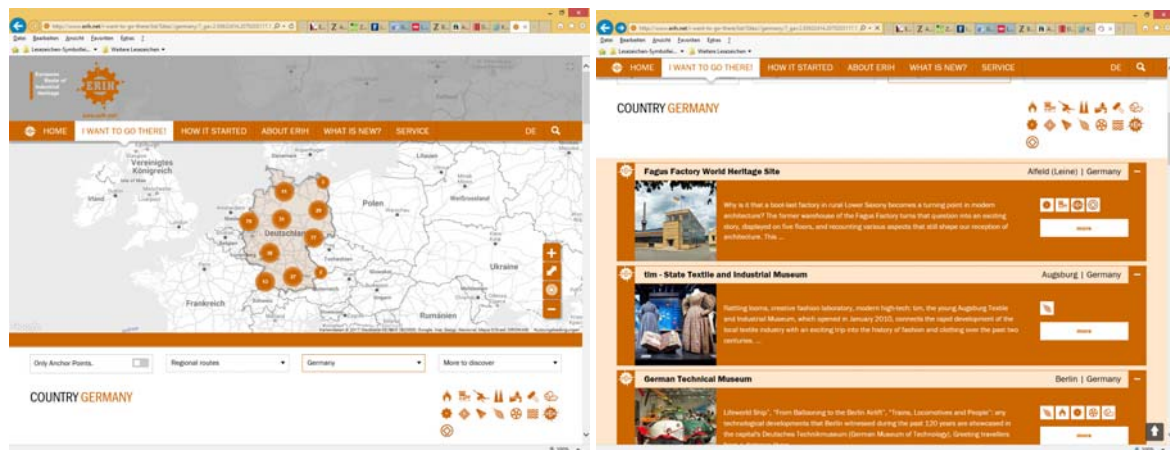
6. Examples

Mapping of European Route of Industrial Heritage (www.erih.net/)



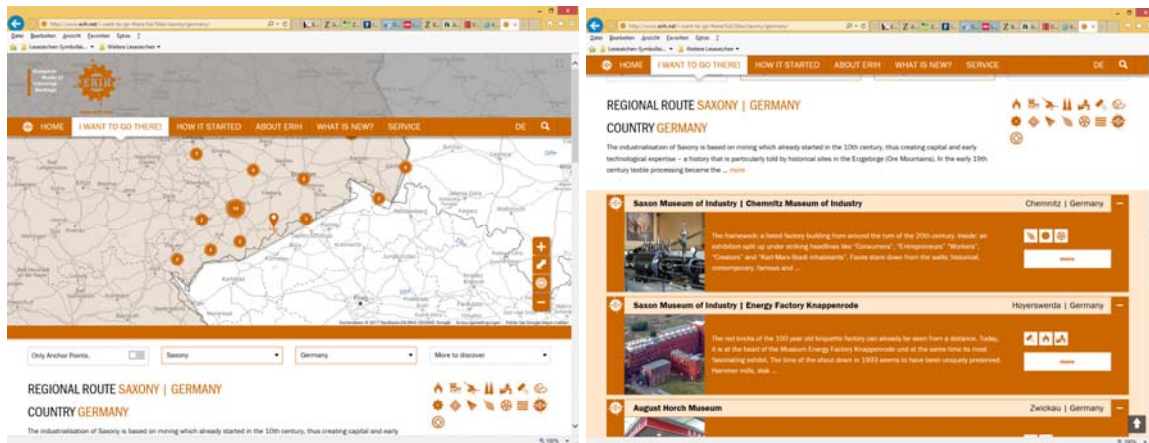
General map:

Language: English



Map extract – Regional routes (country):

Languages: English, national / regional language



Map extract – **Regional route (Saxony):**

Languages: **English, national / regional language**

7. References

Li, L. and Soye, D. (2006): Industrial tourism destination management in Germany: A critical appraisal of representation practices. In: Community Tourism and Border Tourism, edited by BAO Jigang, XU Honggang and Alan Lew. Beijing: China Travel Publisher, pp. 408-29.

Soyez D. (2014): Industrial tourism in Germany: Situation, weaknesses and challenges. In: Geography, environment, sustainability. 2014;7(4): 28-39. DOI:10.24057/2071-9388-2014-7-4-28-39

Otgaar A.H.J., van den Berg L., Xiang Feng R. (2016): Industrial Tourism: Opportunities for City and Enterprise. Routledge, London, New York, 242 p.

8. Annexes

Annex 1: Data entry form - English

This English form is elaborated on the basis of the ERIH questionnaire and complemented by specific requirements for the InduCult 2.0 project. You can present either sites and/or temporary events (such as exhibitions, guided tours, workshops, etc.).

Site Data

* IC	Site name	
* IC	Country	
*	Regional Route	
*	European Theme Route	<input type="checkbox"/> Mining <input type="checkbox"/> Iron and Steel <input type="checkbox"/> Textile <input type="checkbox"/> Production and Manufacturing <input type="checkbox"/> Salt <input type="checkbox"/> Paper <input type="checkbox"/> Industry + War <input type="checkbox"/> Energy <input type="checkbox"/> Transport and Communication <input type="checkbox"/> Water <input type="checkbox"/> Housing and Architecture <input type="checkbox"/> Service and Leisure Industry <input type="checkbox"/> Industrial Landscapes
IC	Object category	<input type="checkbox"/> Industrial heritage site / buildings, ensemble <input type="checkbox"/> Museum with industrial relevance <input type="checkbox"/> Active industry with special offer (guided tours, outlet, etc.) <input type="checkbox"/> Industrial Hot Spot (e.g. visitor access point to active industry) <input type="checkbox"/> Industrial Touristic Route <input type="checkbox"/> Event location <input type="checkbox"/> Sports and leisure (linked to experiencing industry)
IC	Target group (Especially suitable for)	<input type="checkbox"/> families <input type="checkbox"/> seniors

Events (only for InduCult 2.0 mapping tool)

Event name	
Country	
Type of event	<input type="checkbox"/> Exhibition <input type="checkbox"/> Guided tour <input type="checkbox"/> Special event <input type="checkbox"/> Recurring event <input type="checkbox"/> Special Days (lasting several days) <input type="checkbox"/> Public talk or presentation <input type="checkbox"/> Demonstration <input type="checkbox"/> Workshop <input type="checkbox"/> Artistic performance <input type="checkbox"/> Childrens' event <input type="checkbox"/> Concert <input type="checkbox"/> Sports and leisure activities
Target group (Especially suitable for)	<input type="checkbox"/> families <input type="checkbox"/> seniors

* Information will be published on ERIH website

IC Information will be published on InduCult 2.0 map

1. General Data

1.1 Address details

* IC	Street	
* IC	Post code	
* IC	Town	
* IC	County	
* IC	Region	
* IC	TelNo	
	E-mail	
* IC	Internet	

1.2 The person responsible for project-related contacts is

	Name	
	TelNo	
	E-mail	

1.3 Site or Event Description

* IC	<p>[The text describing the site should be limited to about 150 words. The texts should animate and invite people to visit attractive sites and destinations and should therefore not be too technical]</p>
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1.4 Superlatives/Specific Characteristic (for later use on ERIH website)

* IC	<p>[Is your site or one of your exhibits unique (the largest, oldest, first ever built...), then please let us know as we would like to publish this in our "Did you know ...? Section on the website.]</p>
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* Information will be published on ERIH website

IC Information will be published on InduCult 2.0 map

2. Information for a visit of the site or event

* IC 2.1 Recommended duration of visit in hours (for sites)

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* IC 2.2 Time of a guided tour in minutes (for sites)

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IC 2.3 Duration of the event(s):

Start date		
End date (= expiry date of entry)		
Time		
Regular event	<input type="radio"/> yes	<input type="radio"/> no
If yes, please give the regular interval. <i>[e.g. every second Tuesday]</i>		

3. General Tourist Infrastructure

* IC 3.1 Opening hours

Regularly	<i>(please quote opening hours and days)</i>
Guided tours only	<input type="radio"/>
Guided tours optional	<input type="radio"/>
Tours in other languages	<input type="radio"/>
Which languages?	

* IC 3.2 Admission

<input type="radio"/> free	<input type="radio"/> charge
How much?	
<input type="radio"/> registration necessary (for events)	<input type="radio"/> registration not necessary (for events)
Registration details:	

* IC 3.3 Access for handicapped persons

<input type="radio"/> full	<input type="radio"/> for details see website	<input type="radio"/> none
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* IC 3.4 Infrastructure for children

Playground	<input type="radio"/>
Educational offers	<input type="radio"/>
Guided tours for children	<input type="radio"/>

* Information will be published on ERIH website

IC Information will be published on InduCult 2.0 map

Baby changing facilities	<input type="radio"/>
Other facilities	<input type="radio"/>

*** 3.5 Catering**

Restaurant	<input type="radio"/>
Café	<input type="radio"/>
Picknick area	<input type="radio"/>
Nearby catering facilities	<input type="radio"/>
None	<input type="radio"/>

*** IC 3.6 Visitors' centre on site**

<input type="radio"/> yes	<input type="radio"/> no
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*** 3.7 Gift and book shops on site**

<input type="radio"/> yes	<input type="radio"/> no
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4. Regional tourism organization promoting the site

Name	
Internet	

5. Pictures (square pictures)

Please upload four or more digital photos (free of rights) for the use on InduCult 2.0 and ERIH website/press works or send it by e-mail (or by www.wetransfer.com) to a_wust@ifl-leipzig.de; and f_goermar@ifl-leipzig.de

* Information will be published on ERIH website

IC Information will be published on InduCult 2.0 map

Annex 2: Data entry form - local language

This form is meant to collect the data for the regional parts of the map. Please enter the necessary information in your local language!

Site Data

Site name	
Country	
Object category	<input type="radio"/> Industrial heritage site / buildings, ensemble <input type="radio"/> Museum with industrial relevance <input type="radio"/> Active industry with special offer (guided tours, outlet, etc.) <input type="radio"/> Industrial Hot Spot (e.g. visitor access point to active industry) <input type="radio"/> Industrial Touristic Route <input type="radio"/> Event location <input type="radio"/> Sports and leisure (linked to experiencing industry) + Free text field: [<i>Please indicate the object category in your local language</i>]
Target group (Especially suitable for)	Free text field [<i>Please indicate in your local language weather the offer is suitable for families or seniors.</i>]

Events

Event name	
Country	
Type of event	<input type="radio"/> Exhibition <input type="radio"/> Guided tour <input type="radio"/> Special event <input type="radio"/> Recurring event <input type="radio"/> Special Days (lasting several days) <input type="radio"/> Public talk or presentation <input type="radio"/> Demonstration <input type="radio"/> Workshop <input type="radio"/> Artistic performance <input type="radio"/> Childrens' event <input type="radio"/> Concert <input type="radio"/> Sports and leisure activities + Free text field [<i>Please enter the type of event in your local language</i>]
Target group (Especially suitable for)	Free text field [<i>Please indicate in your local language weather the offer is suitable for families or seniors.</i>]

1. General Data

1.1 Address details

Street	
Post code	
Town	

* Information will be published on ERIH website

IC Information will be published on InduCult 2.0 map

County	
Region	
TelNo	
E-mail	
Internet	

1.2 The person responsible for project-related contacts is

Name	
TelNo	
E-mail	

1.3 Site or Event Description

[The text describing the site should be limited to about 150 words. The texts should animate and invite people to visit attractive sites and destinations and should therefore not be too technical.]

2. Information for a visit of the site or event

[Please enter the following information in your local language:

For sites:

- *Recommended duration of visit in hours*
- *Time of a guided tour in minutes*

For events:

- *Start and end date*
- *Time*
- *Indicate if it is a regular event and, if yes, the regular intervals]*

3. General Tourist Infrastructure

3.1 Opening hours

Regularly	<i>(please quote opening hours and days)</i>
<p><i>[Please indicate in your local language if the site can be visited:</i></p> <ul style="list-style-type: none"> - <i>only with guided tours,</i> - <i>with optional guided tours, and/or</i> - <i>with tours in other languages and, if yes, with which ones)]</i> 	

3.2 Admission

[Please enter all necessary information about admission to the site or event. Is there a charge or is it free of charge? How much is it? Is registration for events necessary and, if yes, what are the registration details?]

3.3 Access for handicapped persons

[Please provide information about the access for handicapped people.]

3.4 Infrastructure for children

[Please indicate if there are any special offers for children, e.g. playground, educational offers, guided tours for children, baby changing facilities or any other.]

3.5 Other interesting information

[Please indicate if there are any catering possibilities, a visitors' centre on site, gift or bookshops or other facilities which are not yet mentioned.]

4. Regional tourism organization promoting the site

Name	
Internet	

5. Pictures (square pictures)

Please upload four or more digital photos (free of rights) for the use on InduCult 2.0 and ERIH website/press works or send it by e-mail (or by www.wetransfer.com) to a_wust@ifl-leipzig.de; and f_goermar@ifl-leipzig.de