

CONCEPT DEVELOPMENT FOR TOURIST ACTIONS COMBINING INDUSTRIAL HISTORY AND PRESENCE

Thematic - Concept

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0. Abstract

In the framework of InduCult2.0 thematic workpackage 2 Padova Chamber of Commerce aims at conceive and develop new actions combining industrial history and presence, targeting the tourists and highlighting what industrial culture in Veneto means and offering so new promotion and business opportunities for the industrial sector and the tourism related value chain. To achieve this goal, Padova Chamber of Commerce will set up multiple actions, in cooperation with the local and the international partners. After the mapping of the existing offer in the region related to Industrial Culture (industrial heritage sites, companies with visitors centres, company museums, open collections and archives, etc.), the Consorzio DMO Padova will propose itineraries related to the Industrial Culture in the Region and will check if there are the conditions to bind the industrial and tourist companies establishing a “touristic product club”.

Beside this action the Chamber of Commerce and its local partners will sensitize and accompany the industrial companies to “get public”...opening to tourists and visitors. The data about the mapped companies will be shared with the international partners of InduCult2.0 project, to discuss the possibility of conceive trans-national itineraries and the listing of the sites in ERIH platform.

1. Project Context

InduCult2.0 project, financed by the Interreg Central Europe cooperation programme, establishes the idea of Living Industrial Culture in Central Europe and as such reveals, strengthens and utilizes the unique cultural spirit of industrial regions.

The underlying basic concept is innovative by itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industry are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools and creative communities. In this way, Industrial Culture becomes a living and dynamic concept mirroring the ongoing transformations of industrial economy and shaping the cultural sphere of the affected communities.

The InduCult 2.0 thematic 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, interlinked with an eye-catching transnational feature.

All WP activities are laid out to connect industrial heritage and current/upcoming cultural resources.

The WP holds following main outputs:

- Regions draft action plans for raising awareness on Industrial Identity based on inter-regional peer review and scientific findings. After results of test / pilot actions are available and shared, these plans are finalised and supplemented to the regional strategy.
- Regions implement pilot actions showcasing industry and its cultural offers through exhibitions and installations.
- Scientists set up a transnational map tool for promotion of industrial tourism in CE, based on contributions of regions.

2. Introduction

In Veneto Region, Industrial Culture has shaped the regions' cities, villages and landscapes for centuries. The Arsenale of Venezia is considered by scholars one of the most ancient industrial plant in the world (the "Fordist" organization of work was a habit there in the XIII century), and the first "industrial district" has been the island of Murano, where the government of the Venetian Republic concentrated the glass production in XIV century. Heritage and history of Industry can be experienced in many museums and companies, but it's rarely considered a core value in the touristical promotion of Veneto Region. For instance, the Regional Law of Tourism, nr.11/2013, highlighting the main types of tourism in Veneto Region, doesn't mention the industrial tourism.

As the Regional Argumentation paper produced in the framework of InduCult 2.0 project points out, within the InduCult2.0 project, Industrial Culture is understood as a variety of both tangible and intangible heritage (buildings, traditions), as well as contemporary assets, such as specific mind-sets, and skills, as well as referring to the reservoir of cultural meaning and practices actors construct in contemporary and active industrial production units.

Events like the one promoted by the "Open factory" industrial festival, for the promotion of industrial culture, but also to show the process linked to the realization of each product and its real value.

Open factory festival, as well other smaller industrial culture related events, have involved companies from various sectors (manufacturing, mechanical, design, services, logistics, agro-food) that have welcomed visitors by offering a visit to the plant and the opportunity to participate in workshops and workshops, experiential paths to understand what is "behind the final product", the techniques, the processes of innovation, the know-how.

Industrial Culture has therefore a very high potential to be exploited also as a touristical resource.

3. Objective

In the framework of InduCult 2.0 thematic workpackage 2 Padova Chamber of Commerce aims at conceive and develop **new actions combining industrial history and presence**, targeting the tourists and highlighting what industrial culture in Veneto means and offering so new promotion and business opportunities for the industrial sector and the tourism related value chain.

Another objective is to show the peculiar features of Veneto and North-East Italy Industrial model and how it has been significant in the definition of today's Venetian culture, stressing the cultural aspects of Industry and the assets industrial past and presents brought to the Region, highlighting in the same time the positive aspects and the trends for a further development of the Region, keeping its industrial character.

This objective will be achieved involving not only of the industrial companies, but also of the key actors of tourism value chain in Veneto Region (Destination Management Organizations, agencies, travel guides, hotels and restaurants, Touristical Information services).

4. Applied Approach - Our concept for tourist actions combining industrial history and presence

In the Veneto Region Padova Chamber of Commerce established a focus group with local stakeholders which dealt in the first months of 2017 with the task to define the strategies to conceive and then implement the action foreseen in InduCult 2.0 project. In the same time a useful peering action with international initiatives and project partners gave hints and ideas for the development of our applied approach.

Analyzing experiences and actions abroad (e.g. the activities performed by the Styrian Iron Road, the Days of Industrial Culture in Germany, the ERIH network) and in Italy (e.g. in Lombardy and in the Schio-Arzignano Valley in Veneto Region

Considering the tourism orientation of companies, enterprises can be parted in three categories:

1. companies open regularly to the public (tourists, schools, etc.): they often have a business museum and a outlet area where visitors can buy products;
2. companies open to general public (tourists, schools, etc.) only exceptionally, in the context of events (e.g. Open Factory). The problem is in many cases the impossibility for companies to divert their staff to the reception/guiding activities.

3. companies that are not open to visitors, the visit can only be organized with a permit or invitation from management (for customers, partners, suppliers).

There has never been a complete mapping of companies of the three types.

Regarding typology 1), in addition to the official website of the Veneto Region <http://www.veneto.eu/turismo-industriale> there are some sites (e.g. madeinpadova.it, fabbricheaperte.it) with listings of companies/clusters open to business.

With regard to typology 2) there is not yet a complete mapping, and indeed, there are different behaviors, also linked to the entrepreneur's sensitivity and business strategies in choosing the day/opening days.

With regard to typology 3), they are the majority, although some companies in this category have their own company museum.

Padova Chamber of Commerce has decided to appoint the Consorzio DMO Padova, Public sector organization in charge of the coordination of touristical promotion activities in Padova province to develop and propose tourist actions involving companies, museums and the touristical value chain, aiming at the creation of a touristic product club "Industrial Culture".

Consorzio DMO is a public company, whose shareholders are Padova Chamber of Commerce, Provincial Government and Municipality, and the Chamber will contribute to the expenditures of the Consorzio DMO for the realization of the actions with the amount of € 13.353.

About this last point, the concept of tourism product club has been recently introduced by tourism business practice and theory. The key attributes of tourism product club are collaboration and cooperation, and the key to success lies in the interest and synergy of all stakeholders, as well as management (level of responsibilities and benefits). One essential precondition is the awareness of the common interests of stakeholders in the vertical and horizontal cooperation and in recognizing competitors as potential partners in the creation of a unique product and the optimization of the value chain (stakeholders' objectives can be better achieved through joint action, i.e. common interests are the guarantee for the realization of individual interests).

5. Results

The steps for the realization will be:

- a) creation of the core working group (Padova Chamber of Commerce, DMO, Open Factory network) - september 2017;
- b) starting of a mapping of industrial culture related companies and sites in Veneto Region, through a call to fill in the online form which will be published on Padova Chamber of Commerce website (october 2017);

- c) concept of promotion actions targeting tourists of Open Factory 2017 event (due in November 2017) involving companies, general public and actors of the touristic value chain (september 2017 - general promotion campaign started in July 2017);
- d) concept of touristical itineraries involving industrial companies participating in Open Factory 2017;
- e) test of the itineraries during Open Factory 2017 event (due in November 2017)
- f) concept of itineraries and visits to be proposed to the tourists via the usual channels (booking system, hotels, travel guides) - within December 2017;
- g) testing of the itineraries (early 2018);
- h) promotion of the companies and mapped sites (2018)
- i) creation of a "Tourism Product Club Industrial Culture" (2018).

The results will be:

- a database, shared with Veneto Region and the local stakeholders, of Industrial Culture related companies and sites in Veneto Region; concept and testing of itineraries, which will be promoted through DMO website, touristical information points, Open Factory website and network;
- the promotion of a specific industrial culture related touristical concept;
- the creation of a "Tourism Product Club Industrial Culture"

6. Evaluation/transnational added value

The peering with the partners has been very important as a source of inspiration and a way to know best practices realized across Central Europe. The results of the mapping

The mapping action will be listed on EriH platform and shared with all PPs of InduCult 2.0 project. The possibility to use the EriH platform has been an input by PP2, which is responsible for the mapping action foreseen in the project. The mapping will be filed to EriH via the InduCult 2.0 mapping tool. The transfer to EriH ensures high-visibility to regions outside the project context, fostering transnational learning.

We will discuss with InduCult2.0 partners the best options to give visibility, at international level, to mapped companies and sites...and how to develop international itineraries related to the Industrial Culture in Central Europe.

The results of the testing will be evaluated with the regional stakeholders and the regional government in order to promote a regional strategy to develop the industrial cultural tourism.

7. Outlook and sustainability

InduCult 2.0 project will finance the start-up actions. If, as we hope, the tourists will welcome the proposed actions, the sustainability will be granted by the companies participating in the “Industrial Culture Product Club”. The ownership of the specific result "Industrial Culture Product Club" will be shared by Padova Chamber of Commerce and Consorzio DMO, as an output of a joint work.