



Past - Present - Future



TRANSNATIONAL MAPPING TOOL ON NEW INDUSTRIAL TOURISM IN CENTRAL EUROPE

Documentation

Version1
May 2019



D.T2.5.7



Reporting Period 6



PP2, IfL



Franziska Görmär, Andreas Wust, Thilo Lang
f_goermar@ifl-leipzig.de; A_Wust@ifl-leipzig.de

TABLE OF CONTENTS

1. Project Context	3
2. Introduction.....	3
Industrial Culture and new Industrial Tourism	3
3. Objectives and applied approach	4
4. Results	4
4.1. Content, functions and technical details	4
4.2. Regional profiles	5
5. Sustainability and transnational added value	6
6. References	7
7. Annexes.....	7
Annex 1: Screenshots of the website.....	7
Annex 2: Agreement on maintaining the website	8
Annex 3: Survey of institutions promoting the Industrial tourism website.....	8

1. Project Context

The INTERREG project “InduCult2.0” (CE31) brought 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.

The objective of InduCult2.0 was to revive the cultural spirit of long-standing industrial regions in Central Europe. Together with local stakeholders, partners rediscovered and developed the positive elements of industrial communities. Specifically, project partners intended 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, was one of two academic partners. It supported and reflected these activities, conducted academic research along the project and was responsible for conceptualising and implementing a transnational mapping tool. In its scientific work it was supported by the Institute of Geography and Regional Science at the University of Graz, Austria. Further partners were municipalities, district administrations and private institutions from 8 Central European countries.

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

2. Introduction

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 has used 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.

3. Objectives and applied approach

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 and relevant examples from outside the partnership. The mapping tool has been developed as an information platform for people interested in current and new Industrial Tourism. Thus, the website has been attracting visitors to the InduCult regions. In a more general sense, the goals of the tool have been not only promoting Industrial Tourism but also raising awareness and attractivity of industrial economies and cultural offers.

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

The transnational mapping tool has given an online overview of industrial tourism activities across CE based on a visual interface. Via questionnaires and during the InduCult2.0 project 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 developed the website (<https://industrial-tourism.eu/>) with the following functionalities and technical details.

4. Results

4.1. Content, functions and technical details

The website has focussed touristic offers regarding industrial tourism in Central Europe for interested people and included an overview on offers related to this topic by an integrated

database of sites and events (with a filter function according to target groups). Additionally, it has provided information concerning the concept of industrial culture and the involved partner regions. The website has been a contribution for disseminating the concept of a living industrial culture and for using it for regional development in the related regions. The visual interface has been designed based on google maps and the Typo 3 content management system.

The transnational mapping tool (<https://industrial-tourism.eu/>) consists 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. During the project duration IfL moderated the data entries to ensure high quality and comparability of entries until the project end. Since June 2019 the Italian company Tag srl has taken over the responsibility for the moderation of the data 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 zooms automatically in the respective part of the map with the specific regional offers. Every partner region has a special page, where you can find a short profile of the particular region as a location for a new industrial tourism with required dates (contact details, links to the responsible persons of the project and of tourism organisations) in English and national languages.
- **General information** on the concept of Industrial Tourism and the project InduCult 2.0.

Technical Data:

Base map: Google maps

CMS: Typo 3

Languages: English (main language), further information given in other CE languages

Regional information (regional profiles, sites and events on the map) have been also given in the languages used in the respective regions. The home page has been presented in English and in all related languages.

4.2. Regional profiles

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

The regional profile pages have included a map extract focussing on the offers in the respective region. This way the website has been a tool fostering the industrial identity of the partner regions. Via a direct link the partners have referred on their own websites or on the websites of the responsible tourist agencies to these regional profile pages.

There has been an export function of raw regional data (Excel file) for further use by project partners. 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.

The following **Regional profiles** are currently available (all information in English and in brackets additionally other available languages):

Germany:	Zwickau-Chemnitz (German)
Czechia:	Karlovy Vary (Czech)
Poland:	Opolskie Silesia (Polish)
Croatia:	Sisak-Moslavina County (Croatian)
Slovenia:	Slovenian Alps Gorenjska (Slovenian)
Italy:	Veneto (Italian)
Austria:	Steirische Eisenstraße (German)

There has been also the profile “other regions” that include appropriate entries of further sites and events in Central Europe.

Sites and events (individual offers and activities)

In the transnational mapping tool, there have been currently entries of about **50 sites and events** in the respective regions.

5. Sustainability and transnational added value

The developed transnational mapping tool has been an interactive map making information easily accessible to interested people, experts, and regional stakeholders.

After the project lifetime the database will continue operation as it is set up through InduCult2.0 project. In all partner regions of the InduCult2.0 project the website is interlinked with regional organisations fostering industrial culture tourism.

To exploit the potential of the Transnational mapping tool in its greatest extent a transfer to an enterprise which is professionally engaged in promoting Industrial Culture was considered to be the best option. In close collaboration with the current leader of the network of IC coordinators (Chamber of commerce Padova), Talent garden Padova (Tag srl) confirmed its interest in maintaining the website after the end of the project. Thus, the responsibility concerning the mapping tool has been transferred to this Italian enterprise aiming for longer term maintenance of the tool. Functionality and design of the mapping tool will follow the developed criterias of the transnational mapping tool and will keep the transnational character.

Tag srl will be responsible for the necessary adjustments of: SSL certificates, imprint, data security declaration. Tag also concluded a new contract for hosting and maintaining the website as the contract with the current supplier ended at 31.05.2019 (see **annex 2**). Tag srl will ensure the maintenance and free public accessibility of the website for at least 5 years (until 2024). During that time, Tag srl keeps the website´s appearance, functionalities, and transnational character similar to the state of handover between IfL and Tag srl. This includes provision of free-of-charge upload and download opportunities for all interested actors of Industrial Culture in Central Europe.

In its transnational character, the transnational mapping tool has served as an important source of information on industrial culture in Central Europe. The great potential of this tool has been closely linked to the established transnational network of Industrial Culture coordinators which will serve as a platform to promote and enhance the concept of Industrial Culture and Industrial Tourism in Central Europe.

There are currently 16 Central European institutions, agencies, organisations that promote the developed transnational mapping tool (see annex 3).

6. References

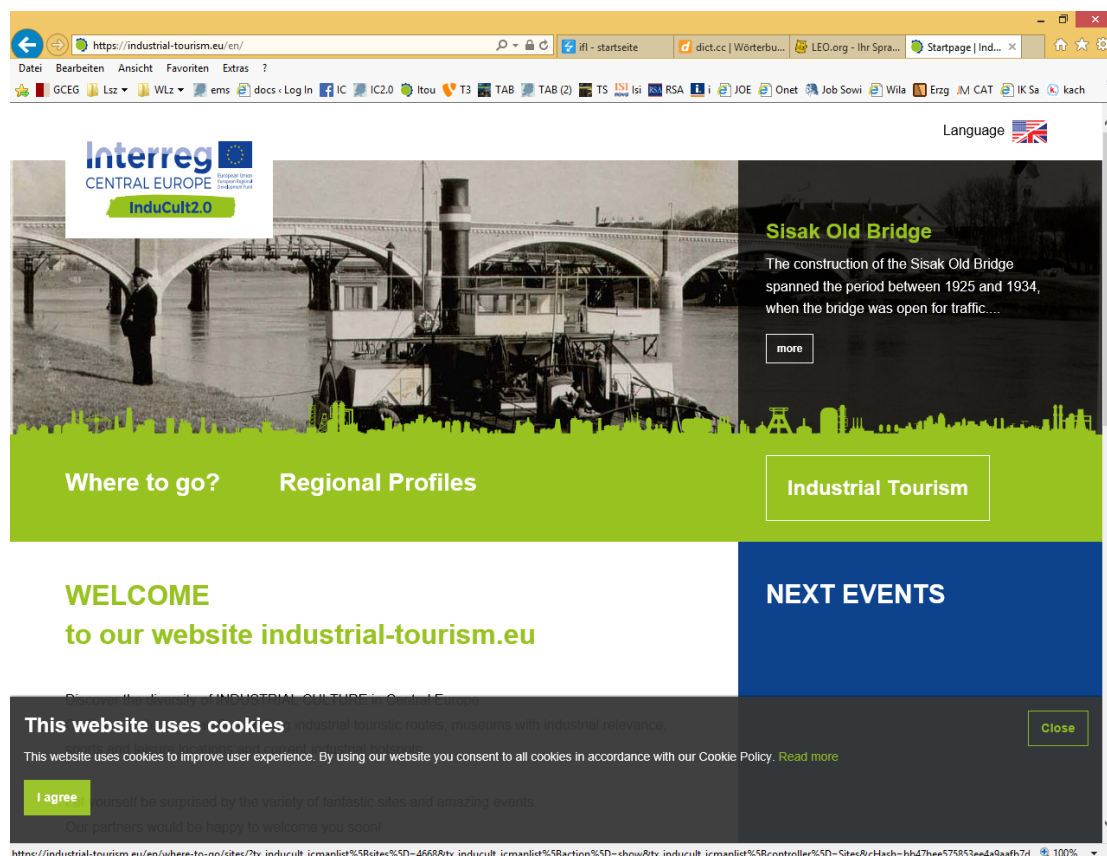
Li, L. and Soyeze, D. (2006): Industrial tourism destination management in Germany: A critical appraisal of representation practices. In: Community Tourism and Border Tourism, edited by BAO Jigang, XU Honggang and Alan Lew. Beijing: China Travel Publisher, pp. 408-29.

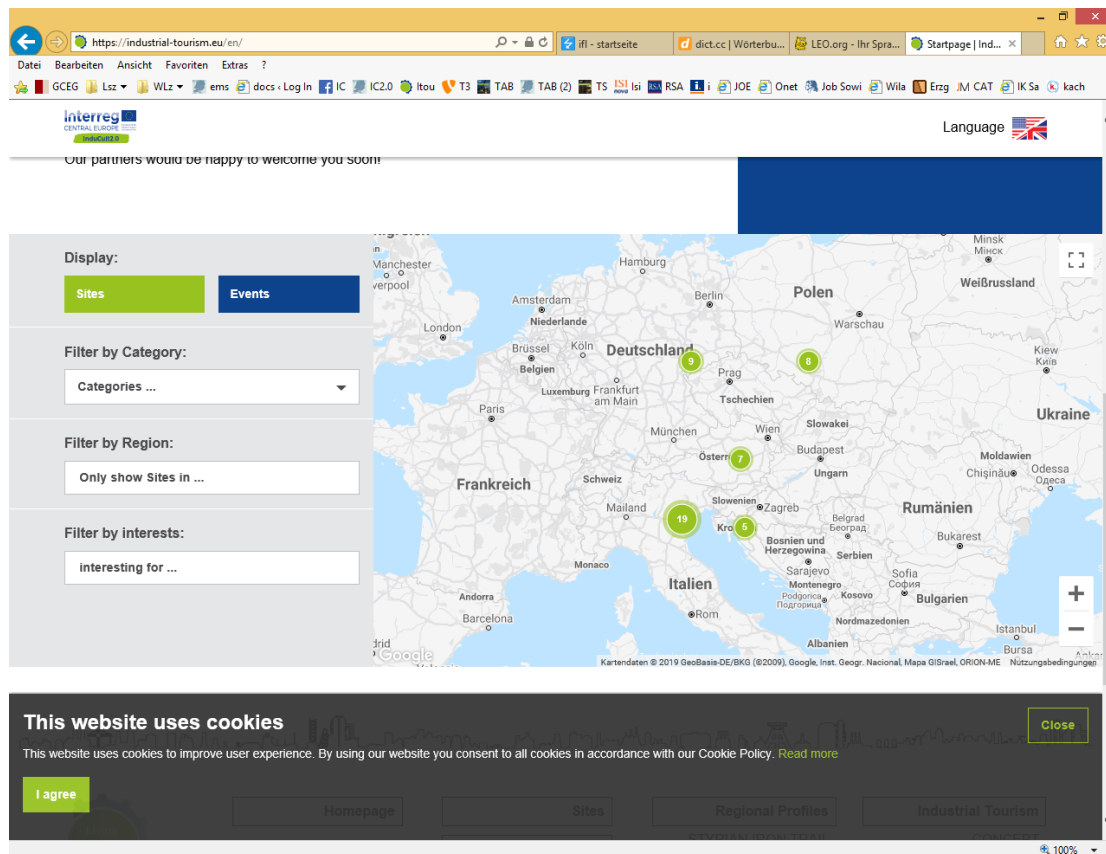
Soyez D. (2014): Industrial tourism in Germany: Situation, weaknesses and challenges. In: Geography, environment, sustainability. 2014;7(4): 28-39. DOI:10.24057/2071-9388-2014-7-4-28-39

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.

7. Annexes

Annex 1: Screenshots of the website





Annex 2: Agreement on maintaining the website

Annex 3: Survey of institutions promoting the Industrial tourism website

Agreement about website <https://industrial-tourism.eu>

Within the project InduCult 2.0, the Leibniz Institute for Regional Geography (IfL) set up a transnational mapping tool displaying sites and events related to Industrial Culture in the partner regions.

The mapping tool is an interactive map, which makes information easily accessible to experts and stakeholders. In its transnational character, it serves as an important source of information on industrial culture in Central Europe. The great potential of this tool is closely linked to the transnational network of Industrial Culture coordinators which will serve as a platform to promote and enhance the concept of Industrial Culture and Industrial Tourism in Central Europe. To exploit this potential in its greatest extent a transfer to an enterprise which is professionally engaged in promoting Industrial Culture is considered to be the best option. In close collaboration with the current leader of the network of IC coordinators (Chamber of commerce Padova), Tag srl confirmed its interest in maintaining the website after the end of the project.

We see this as the best option to sustain the website and develop it further within the next years.

Therefore, IfL and Tag srl (in short Tag) agree that the mapping tool industrial-tourism.eu will be maintained from 01.06.2019 by Tag. This means that Tag will take over the domain (industrial-tourism.eu) and the SSL certificate with all legal obligations which result from this transfer.

Responsibilities of Tag

Tag will be responsible for the necessary adjustments of:

- SSL certificates
- imprint
- data security declaration

Tag also will have to conclude a new contract for hosting and maintaining the website as the contract with the current supplier ends at 31.05.2019.

Tag will ensure the maintenance and free public accessibility of the website for at least 5 years (until 2024). During that time, Tag keeps the website's appearance, functionalities, and transnational character similar to the state of handover between IfL and Tag. This includes provision of free-of-charge upload and download opportunities for all interested actors of Industrial Culture in Central Europe.

Responsibilities of IfL

IfL will assist Tag in all necessary arrangements and provide all necessary information including the contacts to the current supplier for website maintenance. All photo material and pictures on the website have been provided by project partners who are responsible for obtaining the publishing rights.

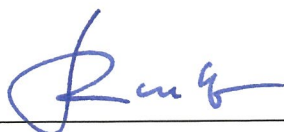
Finances

IfL will take over the costs related to data transfer up to 500 € within the project duration of InduCult 2.0 (until 31 May 2019). All subsequent costs (for hosting the website etc.) which occur after the project ended will be taken over by Tag.

Padua, 16/04/2019

Leibniz Institute for Regional Geography

TAG SRL

A handwritten signature in blue ink, likely belonging to a representative of the Leibniz Institute for Regional Geography.A handwritten signature in blue ink, likely belonging to a representative of TAG SRL.

Annex 3: Survey of institutions promoting the Industrial tourism website (Transnational Mapping Tool)

Links to the website industrial tourism (<https://industrial-tourism.eu/>)

Institution	Web address (url)
Verein Tourismusregion Zwickau e.V.	https://www.zeitsprungland.de/industriekultur
Koordinierungsstelle Sächsische Industriekultur	https://www.industriekultur-in-sachsen.de/gestalten/projekte/details/inducult-20/
Leibniz-Institut für Länderkunde	https://www.ifl-leipzig.de/de/forschung/projekt/detail/industrielles_erbe_kulturelle_ressourcen_der_heutigen_industrie_und_kreative_pioniere_inducult20.html
Stadtgemeinde Leoben	https://www.lust-auf-leoben.at/industrie-und-kultur-passt-das-zusammen/
Verein Steirische Eisenstraße	http://www.eisenstrasse.co.at/eu-projekte/inducult2-0/
Universität Graz	https://geographie.uni-graz.at/de/neuigkeiten/detail/article/inducult20/
University Ljubljana	http://www.bf.uni-lj.si/oddelek-za-krajinsko-arhitekturo/oddelek/raziskovalno-in-strokovno-delo/projekti/inducult20/
KSMAS Karlovarsky Kraj	http://ksmas-karlovarsko.cz/rubrika/aktuality-inducult/
Mikroregion Sokolov-Vychod	https://www.sokolov-vychod.cz/aktuality/pruvodce-zajimavymi-prumyslovymi-oblastmi-stredni-evropy

Padova Industrial	https://www.industrialpadova.it/mappatura-turismo-industriale/
BSC Kranj	http://www.bsc-kranj.si/projekti/inducult-20
Skofja Loka Tourism	https://www.kulturnadozivetja.si/rokodejski-center-duo/zgodbe/item/44-tudi-mi-smo-del-industrijske-kulture-srednje-evrope.html
Sisak-Moslavina County	https://www.smz.hr/inducult
Opolskie Centrum Rozwoju Gospodarki	http://www.ocrg.opolskie.pl/pl/projekty/inducult2-0-8.html
Industrialne Opolskie	https://industrial.opolskie.pl/szlak-przemyslu-i-zeglugi/
ERIH	https://www.erih.de/ (take-over of some entries of the industrial tourism website for the ERIH website)