

ERIH Annual Conference

Frederiksvaerk, Denmark, 21st September 2017



European
Route
of Industrial
Heritage



Co-funded by the
Creative Europe Programme
of the European Union



Industrial Tourism: Linking the past, present and future
John Rodger MBE, ERIH Board Member

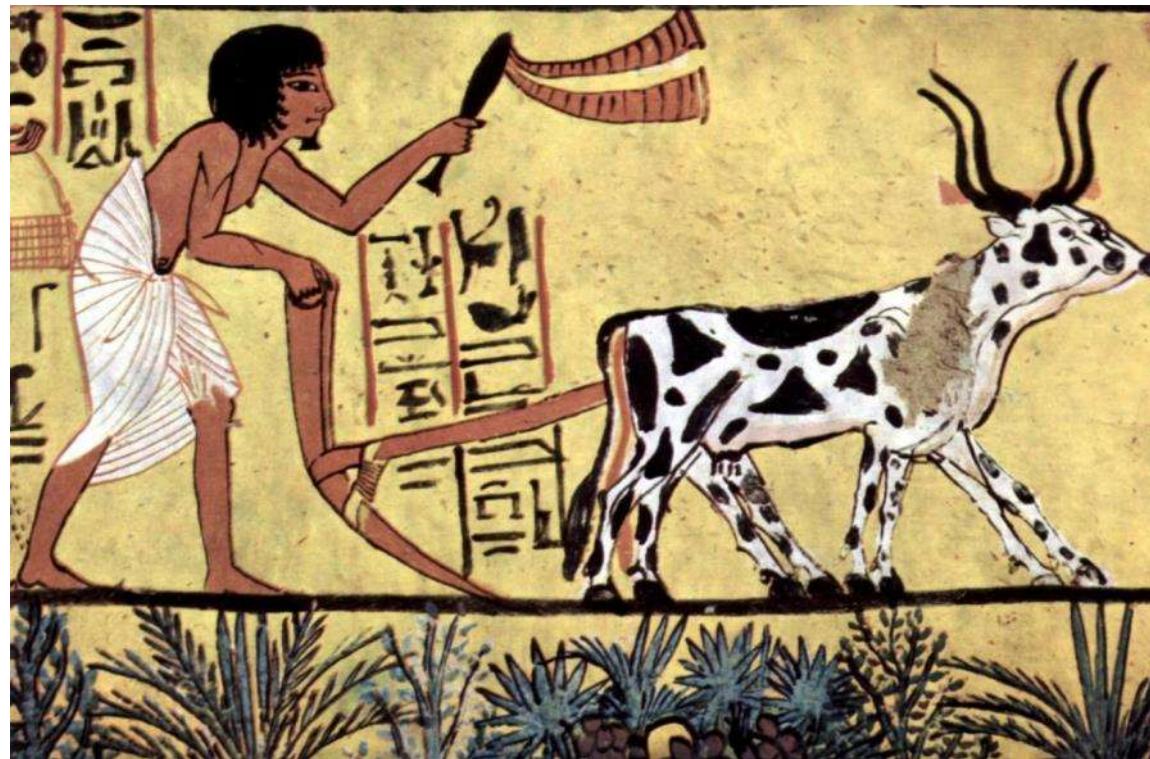
What is Industrial Tourism?

1. Industrial heritage tourism
2. Factory tourism



1. Industrial heritage tourism

Industry has existed since
the dawn of civilisation



Industrial heritage is often displayed alongside natural and social history displays

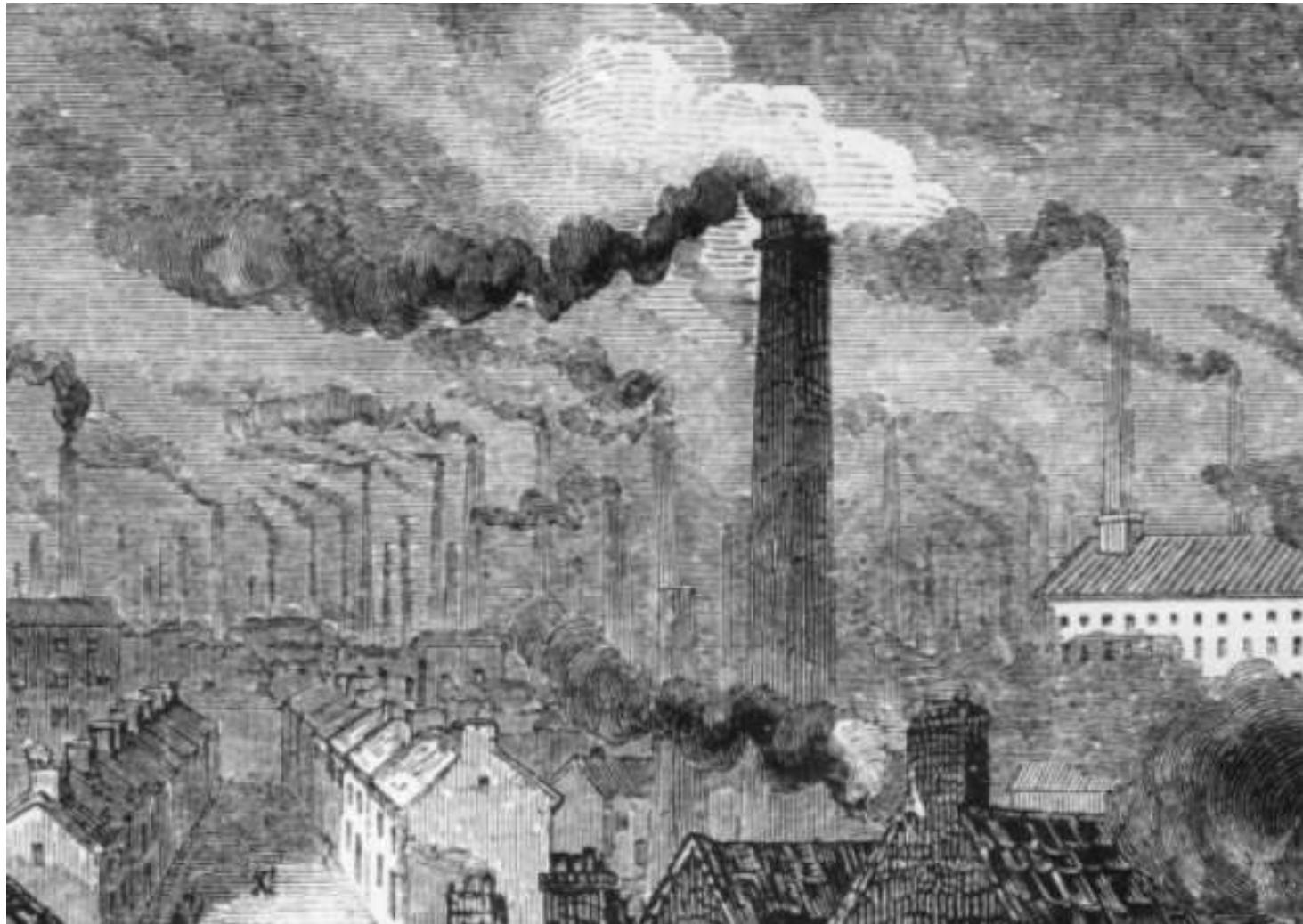
Example: Museum of Lakeland Life, Kendal, UK



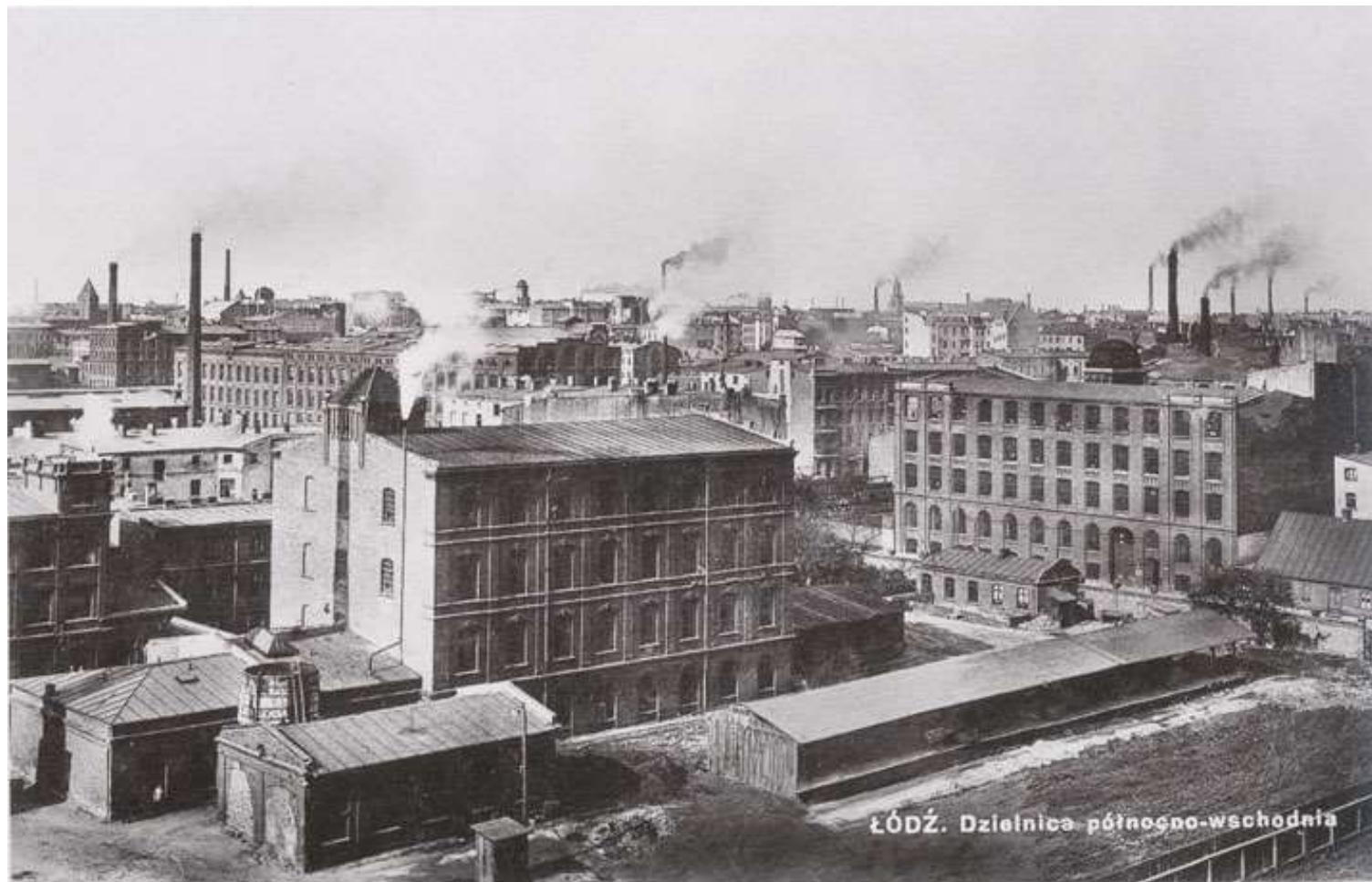
Industrial heritage tourism, as promoted by ERIH, is generally recognised as relating to the Industrial Revolution



Manchester, the first industrial city



Lodz – “Poland’s Manchester”



ŁÓDŹ. Dzielnica północno-wschodnia

Industrial decline in the twentieth century



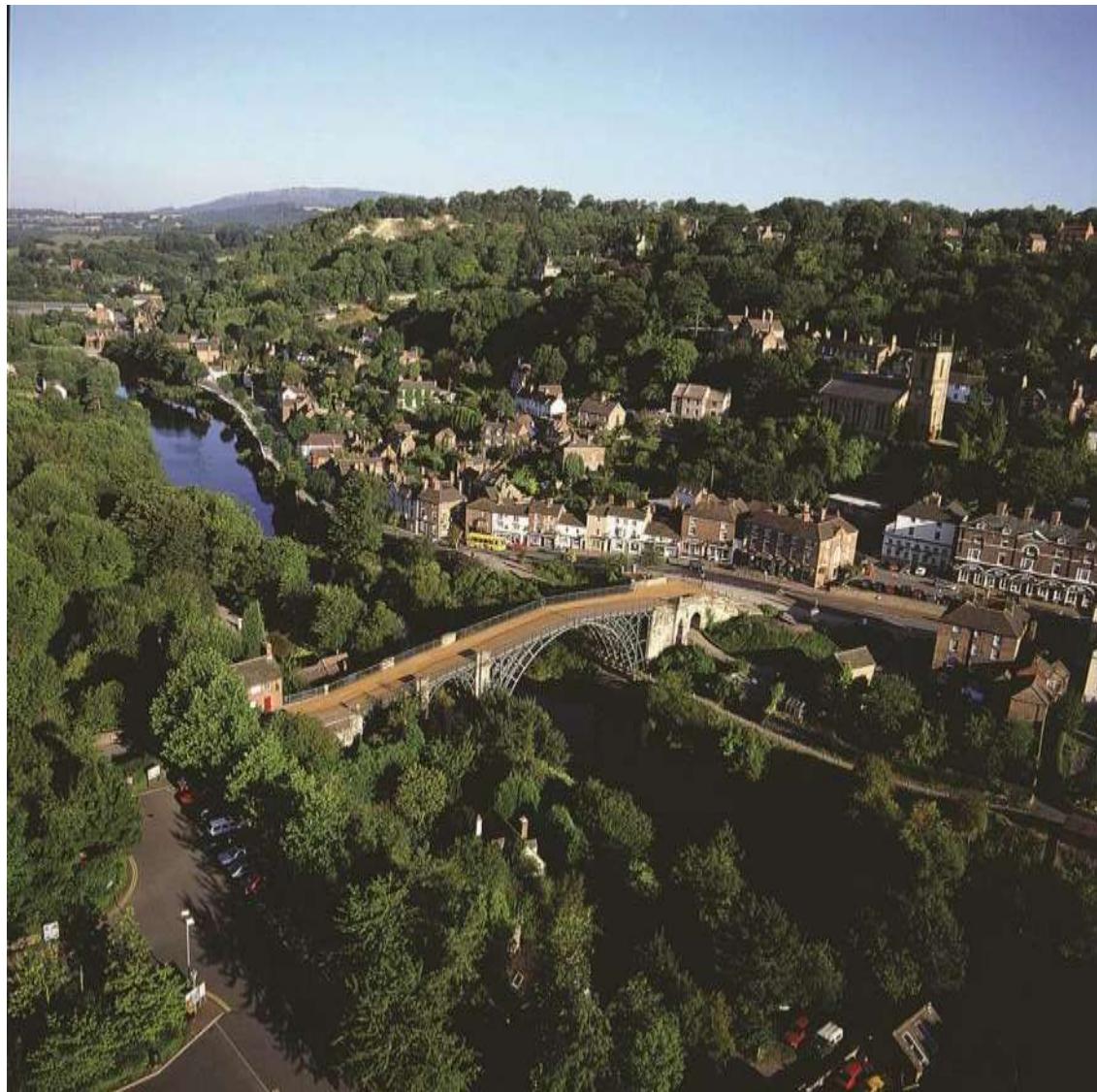
Appreciation of industrial heritage was originally driven by volunteers



Public sector-led industrial restoration Ironbridge Gorge Museum Trust 1968



Ironbridge today



New tourism-related uses for former industrial sites

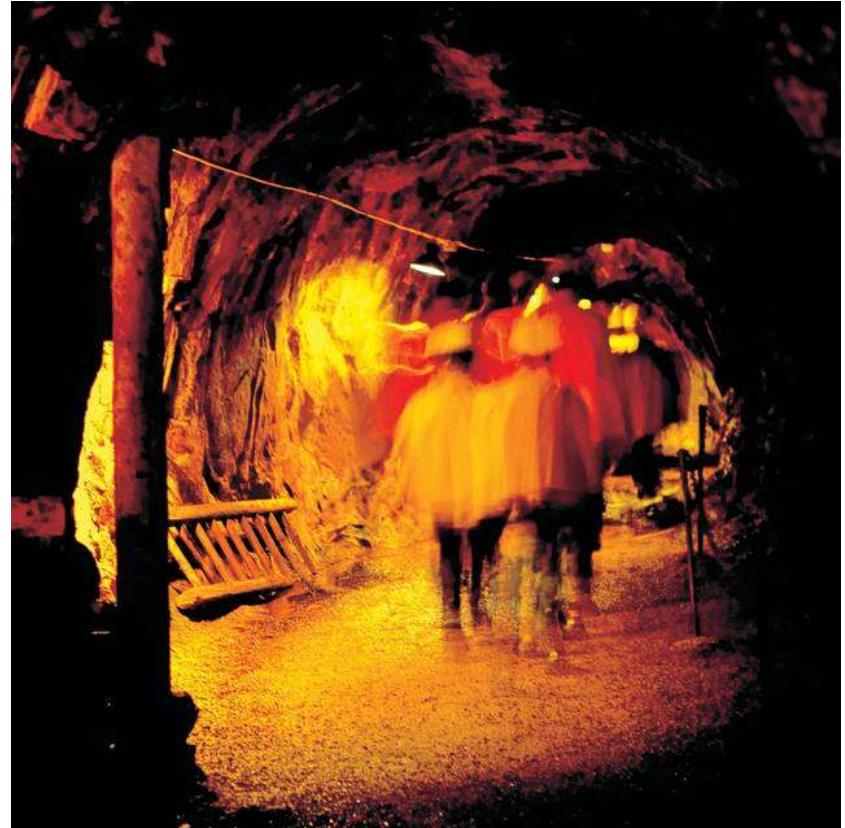
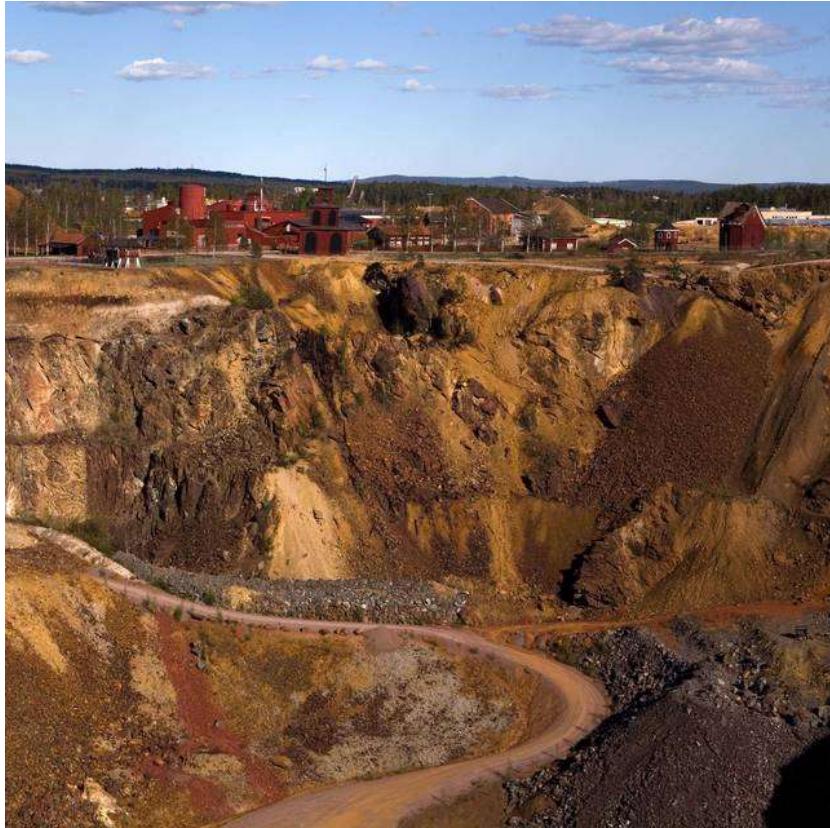
Big Pit, Blaenavon WHS, South Wales

Coal mine closed in 1980, museum opened 1983



UNESCO recognition of the international significance of industrial heritage

Falun Mine, Sweden, 2001



Industrial heritage sites as arts and performance venues

Art exhibitions, Volklingen Ironworks, Germany



Industrial heritage sites as concert venues

Ostrava, Czech Republic



HAROUT
PHOTOGRAPHY

Oberhausen Gasometer, Germany



.... The ultimate exhibition?

ExtraSchicht

Die Nacht der Industriekultur

25. Juni 2016

48 Spielorte | 2.000 Künstler | 1 Ticket



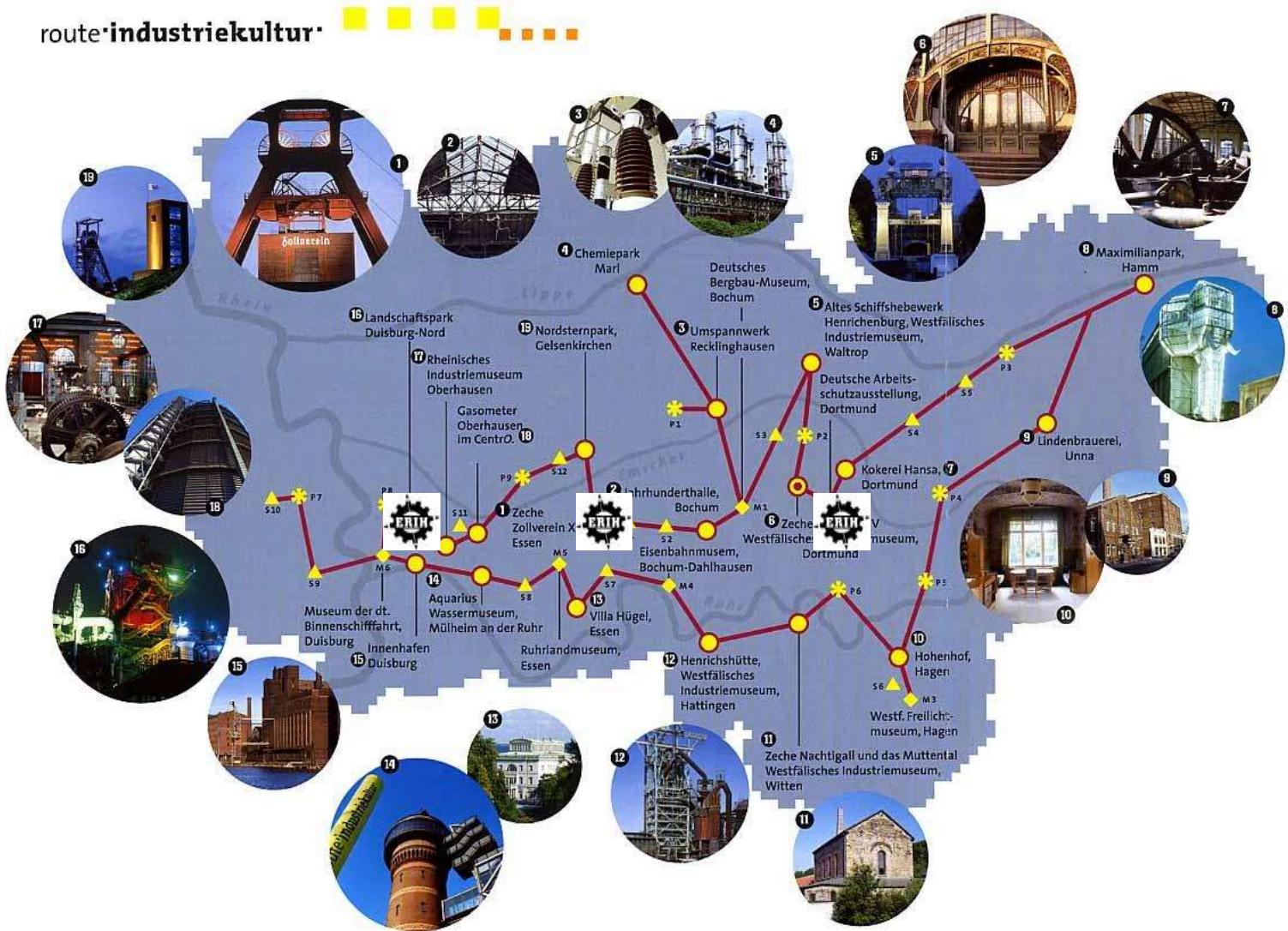
Industrial heritage as a focus for regional renewal

Emscher Park, Duisburg, Germany



A successful Network

route.industriekultur



2. Factory tourism



Eigtheenth century tourism? *Ironworks at Coalbrookdale, De Loutherbourg*



The Iron Bridge (1781), an early example of industrial promotion



Mercedes Benz factory tour, a modern example of industrial promotion



Food & drink – popular for factory tours



Grappa factory in Italy – for spirits drinkers!



Follow the Malt Whisky Trail in Scotland

Dallas Dhu Distillery



Moser Glassworks, Czech Republic



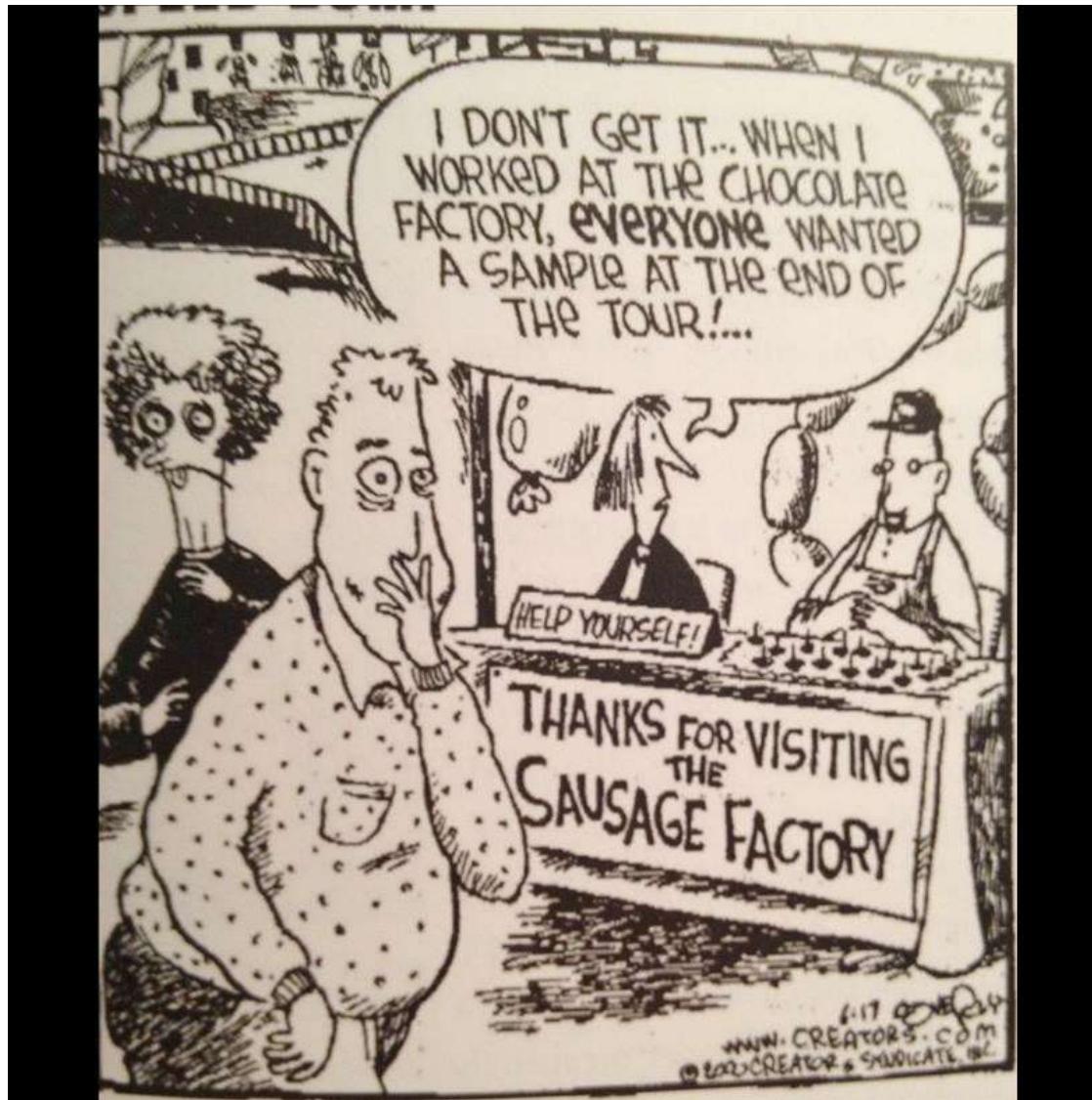
Factory tours – education and recruitment



The joy of chocolate!



Some products are harder to market



The future of industrial tourism

In some cases, the past and present co-exist
Tyskie Brewery, Poland



Wheal Martyn China Clay Mine, Cornwall, UK



The challenge for industrial heritage and factory tourism in the post industrial age

“Tell me Grandad what was manufacturing?”



European Association of Industrial Tourism

Promotes the sustainable and competitive development of industrial tourism, covering both the living industry and the industrial heritage branches.



- One of ERIH's main objectives is audience development, that is activities which are undertaken to meet the needs of existing and potential audiences
- In terms of ERIH is existing and potential visitors to ERIH
- Factory tourism attracts visitors would not normally go to industrial heritage sites

Points to consider

- How can industrial heritage attractions and modern factory tourism benefit and learn from each other?
- Should ERIH encourage further links between industrial heritage tourism and factory tourism?
- How should the links and connections between past industry and modern industry to current and future generations?