

Call for papers

ERIH Annual Conference 2019



European
Route
of Industrial
Heritage



www.erih.net

European Route of Industrial Heritage (ERIH) Annual Conference

Deutsches Technikmuseum, Berlin

17th & 18th October 2019

“Industrial heritage tourism – It’s all in the mix”

Successful industrial heritage marketing through combination with wider tourism offers

Deadline for submission: 24th June 2019 by e-mail to info@erih.net

The aim of this conference is to explore ways that industrial heritage sites can be promoted more fully within wider tourism offers.

The growth in international tourism during the 21st century has been phenomenal. According to the United Nations World Tourism Organisation (UNWTO), international travel increased by 6% in the first six months of 2018. This growth is expected to continue not only from within Europe but from developing countries especially China. However, from surveys like the ERIH Industrial Heritage Barometer, we know that most tourism at industrial heritage sites is local or regional, sometimes national but not so much international. Still the overall growth in tourism has been mirrored by the growth of industrial heritage and ERIH is now recognised by the EC as the primary organisation for promoting European industrial heritage in Europe and beyond. Millions of visitors are attracted annually to Europe’s internationally significant industrial heritage sites.

While this is a success story, there is increasing awareness that industrial heritage on its own might not be enough for long-term attraction of visitors and for the stimulation of repeated visits. Linking the promotion of industrial heritage more fully with other sectors of tourism is therefore desirable. Greater integration of ERIH sites with other sectors of tourism could address new target groups and thus substantially increase visitor numbers and ensure that the full economic and social benefits of tourism can be realised in former industrial communities throughout Europe. The aim of this year’s annual conference is to explore ways in which European industrial heritage attractions can be better presented in combination with other tourism offers, such as ocean and river cruises, cycling or hiking tourism, major events, city breaks etc.

ERIH wishes to engage more fully with other sectors of tourism, tourism marketing organisations and tour operators, to open industrial heritage to a wider range of visitors. It is intended that the conference will act as a catalyst for wider and a more inclusive presentation of Europe’s internationally significant industrial heritage.

INVITATION TO SPEAKERS

We are looking for innovative and best practice examples of how the promotion of industrial heritage can be combined with other sectors of tourism. As well as presentations of industrial heritage sites, we would especially welcome papers from experts such as tourism boards, travel agents and tour operators that offer packages for parties and individuals seeking a range of experiences including retailing and traditional city centre experiences as well as visits to specific natural and cultural heritage attractions.



Call for papers

ERIH Annual Conference 2019



European
Route
of Industrial
Heritage



www.erih.net

Questions to be answered in your presentation:

- What is your successful combination?
- Which target groups do you address?
- Are there measurable successes?
- Challenges faced?
- Lessons learned?
- Recommendations for others?

Interested persons should submit a precis of their paper (in English) by e-mail to the Secretariat by the 24th June 2019. This **brief description** of the intended presentation should be attached on **no more than one side of A4. A brief CV** and note of relevant experience should also be attached. The ERIH Board will consider the submitted papers at its meeting on 5th July 2019. All those who have submitted papers will be informed whether they have been selected by the end of July.

Successful speakers

The successful speakers will be required to complete a power point presentation for submission to the secretariat by the beginning of October 2019. **Presentations must be delivered on 17th October in English within one of the 20 minutes time slots allocated.** Presentations should be available for upload to the ERIH website after the conference.

ERIH OFFERS

- Travel costs and accommodation (up to two nights in selected conference hotels)
- Speakers can participate in the whole conference programme (incl. excursions) – except the ERIH General Assembly (dedicated to ERIH members only)
- ERIH will cover the conference fee for speakers

POSTER SESSION

Projects which do not wish to give a presentation or are not invited for a presentation have the chance to be presented with a poster in the poster session. If you are interested to present your project with a poster, please contact the secretariat (info@erih.net) via e-mail by 24th June the latest.

ABOUT

The ERIH Annual Conference is an annual conference which has taken place since 2008 at different industrial heritage sites all over Europe. Participants are international experts from industrial heritage sites, museums, tourism, monument protection, public authorities and other sectors. The conference language is English.

QUESTIONS

If you have any questions, please contact your national representative

<https://www.erih.net/about-erih/erih-association/> or

the ERIH Office, info@erih.net

Tel. 0049 2150 756496

