

Post-Industrial Tourism as a Chance to Develop Cities in Traditional Industrial Regions in Europe

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Abstract: *The paper is about the future of development of the traditional industrial regions, after their restructuring. Creating tourist trails based on industrial heritage is shown as a good pattern of actions, striving to revitalize such areas. As a confirmation, there are presented two examples of post-industrial tourist routes in Europe: "The Industrial Heritage Trail" in Ruhr Metropolitan Area (Germany) and "Industrial Monuments Route of the Silesian Voivodeship" in Metropolitan Association of Upper Silesia (Poland). Regions in which these trails are located are, simultaneously, very similar and much different, so both the determinants and the consequences of creating these tourist routes are compared. As a result, it is ascertained that in spite of the difficulties in the adaptation of industrial facilities into tourist objectives, such actions are profitable and may help in further development of traditional industrial regions.*

Keywords: post-industrial heritage; tourism; Metropolitan Association of Upper Silesia; Ruhr Metropolis; revitalization; patterns of development.

Cuvinte-cheie: moștenirea post-industrială; turism; Asociația Metropolitană a Silesei Superioare; Ruhr Metropolis; revitalizare; modele de dezvoltare.

Introduction

Traditional industrial regions had been formed as a result of intensive development of heavy industries, started in Europe in the 18th century by the industrial revolution, and which are to find all over the continent, especially in Germany, Belgium, France, Great Britain, Poland, Czech Republic and Ukraine. In the 20th century, due to the introduction of cheaper and cleaner energy sources, hard coal mining began to

decline and many mines had to be closed down. Also steel production was not commercially viable anymore. Since then, traditional industrial regions have been restructured. As a consequence, these regions are losing their original function and they need to find a new way to develop and to change their image.

Traditional industrial regions aren't only industrial areas. During the development of mines, steelworks and other factories, more and more workers were coming in there.

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This entailed urbanization of these regions, so that most of them became conurbations, which are now changing into multi-core metropolitan areas. These conurbations are composed of specific group of cities which arose between mines, foundries, etc. which are mostly young (located in the 18th and 19th century) or older but totally transformed by industrialization in the last 200 years, and which were inhabited by a specific group of people who was, from the one side strongly connected with their workplace, and, from the other side devoted to their homeland (many of them came to work from other regions). Nowadays, as a consequence of restructuring, these cities have to deal with many various problems connected with both urban space and inhabitants, such as unemployment or revitalization of post-industrial wastelands.

The aim of this paper is to show that creating tourist routes based on industrial

heritage may be a chance for development of industrial and post-industrial cities. This would be shown on an example of cities located in two former traditional industrial regions in Europe: the Ruhr Metropolitan Area in Germany, and the Metropolitan Association of Upper Silesia in Poland (Figure 1). The first one used to be the biggest industrial region in Europe which has converted into post-industrial metropolitan area, with well-developed services, especially tourism. The second one was also a big industrial region, but it started to restructure over 30 years later than the Ruhr area, so its changes aren't as advanced as in the case of the first one. In both of them, post-industrial tourist trails were lately created. Similarities and differences between them, and also consequences of creating them would be shown in this paper.

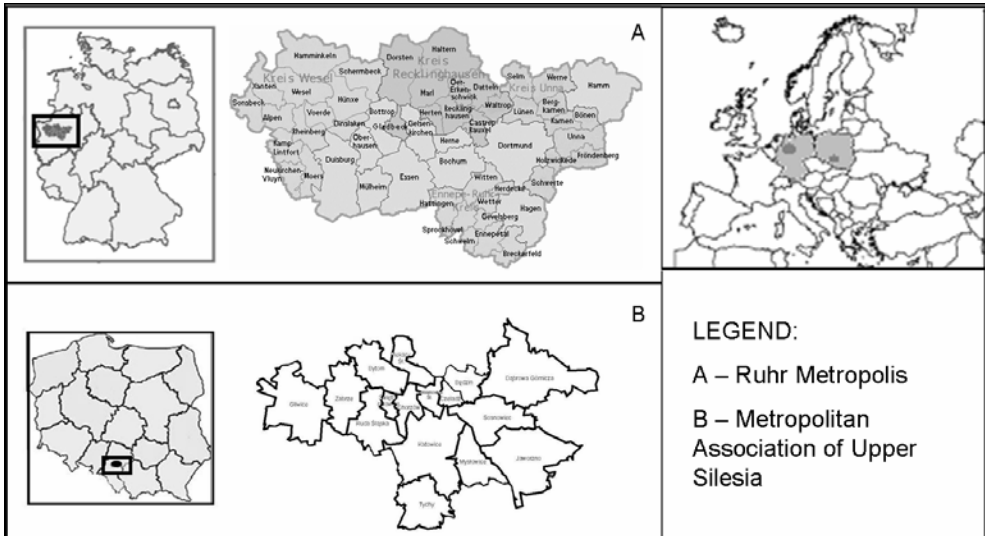


Figure 1: Location of Ruhr Metropolis (A) and Metropolitan Association of Upper Silesia (B) in Europe

Specificity of post-industrial tourism

Post-industrial tourism is a form of cultural tourism based on industrial heritage,

which is a part of cultural heritage, comprising of industrial culture remnants, of great historical, technological, social, architectonic or scientific value, which contain all kind of post-industrial buildings,

also buildings and sites accompanying the industry, like housing and industrial settlements. Industrial heritage refers, in addition, to industrial landscapes, and products, processes and documentation of the industrial society (Conesa, Schulin and Nowack, 2007, 694; Xie, 2006, 1321).

Post-industrial tourism includes a former industrial area evolving to new purposes. The reuses may include a change or expansion in the function of the site from being fully industrial into a tourist attraction or to a new functional purpose much different from its original use. Thus, not all sites have to be converted into museums. Some may just become recreation or entertainment places, they may also be converted into objects accompanying tourism, such as hotels, restaurants, etc. (Badulescu, Bugnar and Badulescu, 2005, 9; Xie, 2006, 1321).

It may be noticed an increase in popularity of post-industrial tourism. Traditional industry, including numerous sites located underground or on the earth's surface, gives tourists nostalgic and novel experiences. But there are also some problematic points connected with industrial heritage tourism:

- due to a different standard of beauty, it isn't attractive to everybody;
- especially locals often don't see its values;
- the huge size of the mining exploitations makes them very expensive to restore;
- the environment of most industrial sites is degraded;
- in most cases, industrial areas are located far from traditional tourist circuits.

Post-industrial tourism in Ruhr Metropolitan Area

Ruhr area was the biggest traditional industrial region in Europe famous for its coal mines, steel works and also polluted environment. Its problems started in 1960, when there was a crisis of coal surplus. It was followed by another crisis – in steel

industry, in 1970. These two issues started the process of restructuring the industries, with all its consequences.

The event which started positive changes in Ruhr Metropolis was the International Building Exhibition (IBA) Emscher Park, 1989-1999. It was a program created to give an impulse for new ideas and projects for the future of the Northern Ruhr area – the Emscher river region. One of its main goals was to preserve and restore impressing landscapes and unique building examples of the industrial age, as an heritage (Parent, 2005; Lamparska-Wieland, 2007).

Thanks to IBA "The Industrial Heritage Trail" was created. The trail connects the most important post-industrial tourist attractions in the region, which are now well marked out and widely promoted, and therefore easy to visit. The trail leads through 15 cities. The project consists of the 400 km long main route and 25 theme trails. The main route connects 25 outstanding industrial heritage sites, so-called anchor points (Table 1). With the main route are also connected 14 panorama points and 13 significant workers' settlements. Theme trails are prepared for more demanding visitors and they show a lot about the many-sided aspects of Ruhr area's industrial heritage and history. Some of them are about industry in particular city, others concern different branches of industry, another reveal significant industrial objects (Lange, 2004).

Most of objects co-creating the trail used to be industrial plants. There are former collieries, steelworks, ironworks, coking plants, workshops, breweries, chemical works and factories, which, thanks to revitalization, gained a new function (Table 1). Many of them became cultural objects, like museums, exhibition halls, art galleries and landscape parks, which are now eagerly visited by tourists. Another part of "The Industrial Heritage Trail" are panorama points. Some of them

are located on mining tips, which are no longer wastelands. They were converted into recreation places, kind of parks, where people can stroll and rest or practice sports.

Some of them are also used by artists or scientists – on their tops there are sculptures or scientific installations (Chmielewska, 2010).

Table 1: *Previous and current function of anchor points of the “Industrial Heritage Trail”*

Anchor point	Previous purpose	Current function
The Zollverein World Heritage Site in Essen	The Zollverein colliery complex (mine and coking plant)	Cultural centre with museum, art gallery, design centre, casino
The Bochum Hall of the Century	Exhibition pavilion, than used as workshop and warehouse	Exhibition hall
German Mining Museum in Bochum	-	Museum
The Recklinghausen Transformer Plant	The Transformer Plant	The Museum of Electricity and Life
Chemical Industry Estate in Marl	The Hüls Chemical Works	A comprehensive service and manufacturing estate for a wide range of chemical industry firms
Old Henrichenburg Shiplift in Waltrop	A lift for ships	One of the sites of the Westphalian Industrial Museum
Zollern II/IV Colliery in Dortmund	The Zollern II/IV Colliery	Museum of Social and Cultural History of Ruhr Area’s Mining in the 20 th Century
Hansa Coking Plant in Dortmund	The Hansa Coking Plant	The headquarters of the Foundation of Industrial Monuments and Historical Culture
German Occupational Safety and Health Exhibition (DASA) in Dortmund	-	Exhibition centre
Maximilian Park in Hamm	The Maximilian colliery	The leisure park with cultural objects
Linden Brewery in Unna	The Linden brewery	Arts centre with several bars and restaurants
Hohenhoff in Hagen	The villa of the Osthaus family	Museum
Westphalian Open-Air Museum in Hagen	Workshops in the Mäckinger Valley	Open-Air Museum
Nightingale Colliery and Mutton Valley in Witten	The Nightingale Colliery and brickworks	One of the sites of the Westphalian Industrial Museum
Henrichshütte in Hattingen	Steelworks	One of the sites of the Westphalian Industrial Museum
Railway Museum Bochum – Dahlhausen	-	Museum

Anchor point	Previous purpose	Current function
Villa Hügel in Essen	Villa of the Krupp family	The seat of the Ruhr Cultural Foundation
Ruhrland Museum in Essen	-	Museum
Aquarius Water Museum in Mülheim an der Ruhr	The Water tower	Museum
Duisburg Inner Harbour	Inner harbour	Residential, working and leisure area
German Inland Waterways Museum in Duisburg	Indoor bath	Museum
North Duisburg Landscape Park	The Meiderich Ironworks	Landscape park
Rhineland Industrial Museum in Oberhausen	The Altenberg zinc factory	Museum
Oberhausen Gasometr next to CentrO	Gas storage	Exhibition hall
Nordstern Park in Gelsenkirchen	The Nordstern Colliery	Landscape park

Source: on the basis of www.route-industriekultur.de.

Thanks to complex revitalization projects, the Ruhr area is no longer “Europe’s largest black country” and it became clean, green and innovative. The development of post-industrial tourism helped this region to change its image. It helped to create new workplaces, stimulated also actions to convert the environment into a more friendly one, both for visitors and for inhabitants. Finally, it helped to preserve industrial heritage and to revitalize post-industrial landscape by giving it new functions. Nowadays Ruhr Metropolitan Area evolves into cultural centre. In 2010 Ruhr was already the “European Capital of Culture” (www.ruhr2010.de). One of many cultural events taking place in this region is the night of industrial culture – “Extra Shift” (www.extraschicht.de) – which is organized every year in June or July, and which is the festival of the “Industrial Heritage Trail”.

Post-industrial tourism in Metropolitan Association of Upper Silesia

Upper Silesian area used to be the biggest industrial region in Poland. It was also, as the

Ruhr area, known for its coal mines, steel works, factories and pollution, but restructuring of its industries started over 30 years later, at the beginning of 1990s, along with the transformation of political system of Poland. This process isn’t over yet, so its consequences are very actual.

At the beginning of the 21st century, the conception of “Industrial Monuments Route of the Silesian Voivodeship” has been worked out, and it has been recently brought into effect. The trail comprises 36 selected facilities of exceptional historic and architectural interest from all over the province, which are associated with the traditions of mining and metallurgy, electricity generation, railways, communications, production of water and the food industry. The majority of them are localized in the area of the Metropolitan Association of Upper Silesia (Table 2). Among these, there are former coal mines, foundries and varied plants, which are converted into museums, also underground and open-air museums. There are three workers’ housing estates which still gain their original housing function and some objects connected with railways, as well (www.slaskie.pl/szt/).

Table 2: *Objects of “Industrial Monuments Route of the Silesian Voivodeship” located in the area of Metropolitan Association of Upper Silesia*

Object on the trail	Previous purpose	Current function
Upper Silesian Narrow Gauge Railways in Bytom	A part of narrow gauge railways network	Tourist railway
Thermal Power Station “Szombierki” in Bytom	Thermal power station	-
Railway Station in Sosnowiec	Railway station	Railway station
Central Fire Service Museum in Mysłowice	-	Museum
“Wilson Shaft” Gallery in Katowice	The pithead building and bathhouse of the mining shaft	Art gallery
Nikiszowice Workers’ Housing Estate in Katowice	Housing for miners	Housing function
Giszowice Miners’ Settlement in Katowice	Housing for miners	Housing function
“Silesian Porcelain” Factory in Katowice	Porcelain factory	Porcelain factory and museum
Ficinus Workers’ Houses in Ruda Śląska – Wirek	Housing for miners	Housing and tertiary function
Pithead Tower “Prezydent” and “Szt ygarka” complex in Chorzów	Coal Mine	Restaurant and Café, Daily SPA, Art Gallery
Museum of Coal Mining in Zabrze	-	Museum
Open-Air Museum “Królowa Luiza” in Zabrze	Coal mine “Królowa Luiza”	Open-air museum with underground tourist trail
The Historic Coal Mine “Guido” in Zabrze	Coal mine “Guido”	Underground museum
“Maciej” Shaft in Zabrze	Coal mine shaft	Museum
Museum of Sanitary Technology in Gliwice	Central Sewage Treatment Plant	Museum
Gliwice Radio Station	Radio station	The Museum of Radio History and Media Arts
Division of Artistic Foundry in Gliwice	Royal Prussian Cast Iron Foundry	Section of the Gliwice Museum
Brewing Museum in Tychy	Brewery “Tyskie”	Brewery and museum
Training Mine of the “Szt ygarka” Municipal Museum in Dąbrowa Górnicza	Training mine	Museum
Modern Art Gallery “Elektrownia” in Czeladź	Coal Mine “Saturn”	Art gallery

Source: on the basis of www.slaskie.pl/szt/.

Also at the beginning of the 21st century another project developing the industrial tourism in this region was started, but this one is concentrated only on one city – located in the west of the area, typical industrial center – Zabrze. The project “Zabrze – the city of Industrial Tourism” is

coordinated by Hard Coal Mining Museum in Zabrze and it is executed with the European Union support. Its aim is to adjust industrial monuments to the tourists needs. Thanks to this project it was possible to transform the coal mine “Guido” into an underground museum. It

also patronize the open-air museum “Królowa Luiza”. In the future, the project envisages the restoration of Main Drain Adit, which is the only one completely preserved adit in hard coal mines in Poland. It is over 14 km long and it was used to drain mines and to transport coal. After the adaptation, it will be fully reconstructed and tourists will be able to sail it along by boat (Kostrubiec and Lamparska-Wieland, 2005; Staszewska-Ludwiczak and Jankowski, 2005).

The Metropolitan Association of Upper Silesia is a region in transformation. There are still many problems associated with the restructuring of the industries, and there are still many facilities which need to be revitalized. But things go in the right direction, and this region starts to be conceived as more and more modern and innovative. Also, as in the Ruhr area, there are aspirations for it to become a cultural centre, and its main city Katowice is competing with other Polish cities for the title of “European Capital of Culture” in 2016 (www.2016katowice.eu). Like in Ruhr, the Upper Silesian post-industrial tourist trail has its festival, as well – it is called “Industriada” (www.industriada.pl). This cultural event has had, so far, two editions (in 2010 and 2011) and it is more popular every year.

The impact of post-industrial tourism on the development of study areas – comparison

Preservation of industrial heritage is not easy, this issue is a complex logistical, financial and planning problem, but it is possible and profitable. In this matter the two analyzed regions – the Ruhr Metropolitan Area and the Metropolitan Association of Upper Silesia, seem to be on a different level of advancement. This is certainly a consequence of the different ways of development (other political and

economical systems) and of the disparity between the time in which their restructuring started.

In cities of the Ruhr Metropolitan Area actions have been taken to preserve its specific industrial heritage for over 20 years. Germans are aware of the value of their industrial heritage and they can expose it. It is striking that, even if the whole complex of cities, is promoted each of them has its own distinguishing feature, its icon, which is associated only with it. Unique is also the fact that many of the former industrial centres have gained new tertiary (especially cultural) functions (Table 1), which are not necessarily connected with tourism. It is also important that the Ruhr Metropolitan Area, which used to be the centre of nationalism, promotes now cultural and ethnic diversity. It is associated with the long-time arrival of workers from the outside of Germany. Ruhr strives to become the largest multicultural promoting center in Europe, but it also wishes to emphasize in it its national heritage. So campaigns are organized promoting the history of industrialization and the development of German technical ideas. These are paying attention to guest workers from Europe and outside of Europe as well, who have contributed to the development of this region and have, at least partially, assimilated into the German culture. It should be noted that the mining areas have always been multicultural, so this is a replication of historical accuracy on a broader global scale.

In the cities of Metropolitan Association of Upper Silesia the preservation of industrial heritage is a quite new issue. In this region, which has been struggling with additional political, financial and social problems, this kind of heritage can be described as “problematic”. Despite the efforts of the curator of historical monuments, and the existence of the industrial tourist trail in this region, there is, for now, a lack in understanding

the idea of protecting the industrial heritage as a complex. There are, instead, individual actions of individual cities, which are motivated to preserve post-industrial monuments, in many different ways.

The cultural heritage of Upper Silesia and the cultural heritage of Ruhr Metropolitan Area are similar. Similar are the directions and ways of developing their industrial objects and areas as well. Even though there are differences between them like for example:

- There is no complex approach to the protection of such sites in Poland, and the German example shows that this is the most effective way, and it brings the biggest gains for the region.
- Among the brownfields in Upper Silesia there are a lot (of them) reclaimed by the power of nature, and they constitute a unique natural and landscape value of the region – in Ruhr Area all brownfields were reclaimed artificially.
- Due to the lack of money, ideas, or other causes, in Silesia still remained industrial complexes and production lines and other industrial infrastructure facilities which are efficient and can be shown in motion – there are no such facilities in the Ruhr Area, because there certain objects were preserved in an act of deliberate protection and others have been demolished.
- As a result of different political realities and other ways of revitalization, the post-industrial landscapes saved in Upper Silesia and in Ruhr are different, but they complement each other.

Conclusions

The biggest traditional industrial regions in Europe have been associated

with mining and heavy industries. In many of them, especially in the above discussed Ruhr and Upper Silesian regions, the revitalization of unused post-industrial objects lead to the development of tourism based on industrial heritage. Certainly in the nearest future the tourism function will play an important role in their development, but it does not need to become its main factor. In the design, these old centers of heavy industries are to be replaced or transformed into the centers of capital, technology and information, higher education and science, cultural development and promotion of science and clean technologies. Tourism, if it is perceived as their function, is typically associated with congress and business tourism.

Nevertheless, it must be said that it is possible, and also profitable, to develop cities in traditional industrial regions by facilitating to evolve the cultural tourism based on their industrial heritage. Such an activity stimulates regional economic development, by demanding appropriate infrastructure: roads, accommodation, catering industry and by creating new workplaces. It may attract investors and prompt the locals to act, as well. It may also help to solve the problem of industrial wastelands, which may be converted into tourist attractions or other facilities accompanying tourism. Finally, it can't be forgotten that old mines, pithead towers, workshops, waste tips, etc. are important witnesses to nearly 200 years of industrial history of the industrial regions, and also to the process of their structural transformation; furthermore, they are parts of specific post-industrial landscapes. Gaining for them new tourist function helps with their preservation.

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