

**Industrial/Cultural Tourism**  
**Creative CH workshop agenda**  
**Fira Modernista, Terrassa, Spain**  
**10 May 2013**

*A cultural city coal park in the making in Zabrze -  
should it attempt to apply for the World Heritage status  
to attract attention?*

Henryk Handszuh  
Chairman, Scientific Council  
International Documentation and Research Centre on  
Industrial Heritage for Tourism

# International Documentation and Research Centre on Industrial Heritage for Tourism (IDRC – IHT)

- Attached to “Guido” and the future Coal Heritage Park (new status as of March 2013)
- Based on the Memorandum of Understanding with UNWTO (2008), approved by UNWTO General Assembly (2009)
- Equipped with a Scientific Council
  - 12 members, 3 from UNWTO
- Entrusted with the terms of reference of the World List of Industrial Heritage for Tourism



# The Coal Heritage Park in Zabrze

## Origin and background

- Coal and ore extraction and heavy industry in Silesia during 19th and 20th centuries
  - 36 preserved elements on the Trail of Technological Monuments (***Szlak Zabytków Techniki***) of the Śląskie Voivodeship
  - “Industriada” yearly festival since 2010 (228 events in 2012)
  - **Flagship Historic Coal Mine “Guido” in Zabrze on the Trail**
- Next mines and works facing closure
  - Coal extraction still high: 91% of Poland’s total output of 75 million tons
  - Other closed mines unlikely to equal “Guido” (?)
- Two Trail elements in the region applying for World Heritage List status
  - Gliwice’s Radio Broadcasting Station with Wooden Antenna Tower
  - Tarnowskie Góry silver mine and subterranean “Black Trout” water gallery

# “Guido” coal mine is not up to retirement

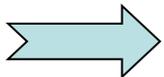


- Dating back to 1855 (named after first owner and industrialist Guido von Donnersmarck)
- Declining coal extraction in thirties of 20th century
- Closed after 2nd World War
- Re-opened in 1967 as a training facility
- Public visitation began in 1982, interrupted in 2000
- 2002 – 2004: new adaptation works
- 2004: first Zabrze international conference, social and political mobilization to complete work
- 2007: new opening for public visitation at level 170 m
- 2008:
  - opening of level 320 m
  - starting an investment programme (“*European Centre of Technical Culture and Industrial Tourism*”) to bring about a heritage park
- Towards 2014: Coal Heritage Park completion

# **“Guido” and future park mirror other success stories by UNESCO (89 industrial sites on the List already)**

## **Purpose**

- To create an eye-catching, citizen-friendly and fairly accessible structure with authentic properties to be enhanced as mining heritage
- To put into it productive life by means of a comprehensive programme of activities attracting users and visitors and encouraging innovation and new technologies with an emphasis on sustainability as a guiding principle



It is about hardware and software

## **World Heritage List properties in 1978 and 2012 to look at:**

- Zollverein Coal Mine Industrial Complex in Essen (Germany)
- Bois du Cazier in Marcinelle – Charleroi (Belgium) as part of “Major Mining Sites of Wallonia”
- Nord Pas de Calais Mining Basin with Lewarde as its focal point (France)
- Heritage of Mercury sites in Almadén (Spain) and Idrija (Slovenia)
- Wieliczka Salt Mine near Cracow (Poland)

# Wieliczka Salt Mine near Cracow (Kraków)

First world industrial heritage property on the UNESCO List

- On the first list of 12 properties in 1978 by the 1972 UNESCO Convention
- Reaching 1.2 million visitors yearly
  - 50% domestic (ca)
  - 50% from abroad (ca)
- Bordering the limits of carrying capacity, continuously reinventing itself and expanding sightseeing areas

Old winch



Kinga Chamber



# The Challenge

The Coal Heritage Park in Zabrze (Poland) facing the requirements

- From UNESCO's World Heritage Sites



- To sustainable tourism criteria embodied in the future World List of Industrial Heritage for Tourism



# Unique features of “Guido”

- Subterranean water reclaiming and navigable gallery (*Sztolnia Dziedziczna*)
  - from carrying coal (19th century) to carrying visitors
- Deepest coal mine underground sightseeing
  - level 170 m
  - level 320 m
    - thanks to technical support from the nearby active mine of Sośnica - Makoszowy
- Galleries at 170 m hewn in genuine rock



# “Guido’s” bill of fare

- Sightseeing (103,000 visitors in 2012)



- Theatre (deepest stage on Earth? – 320 m below surface!)

{teatr}  
na poziomie

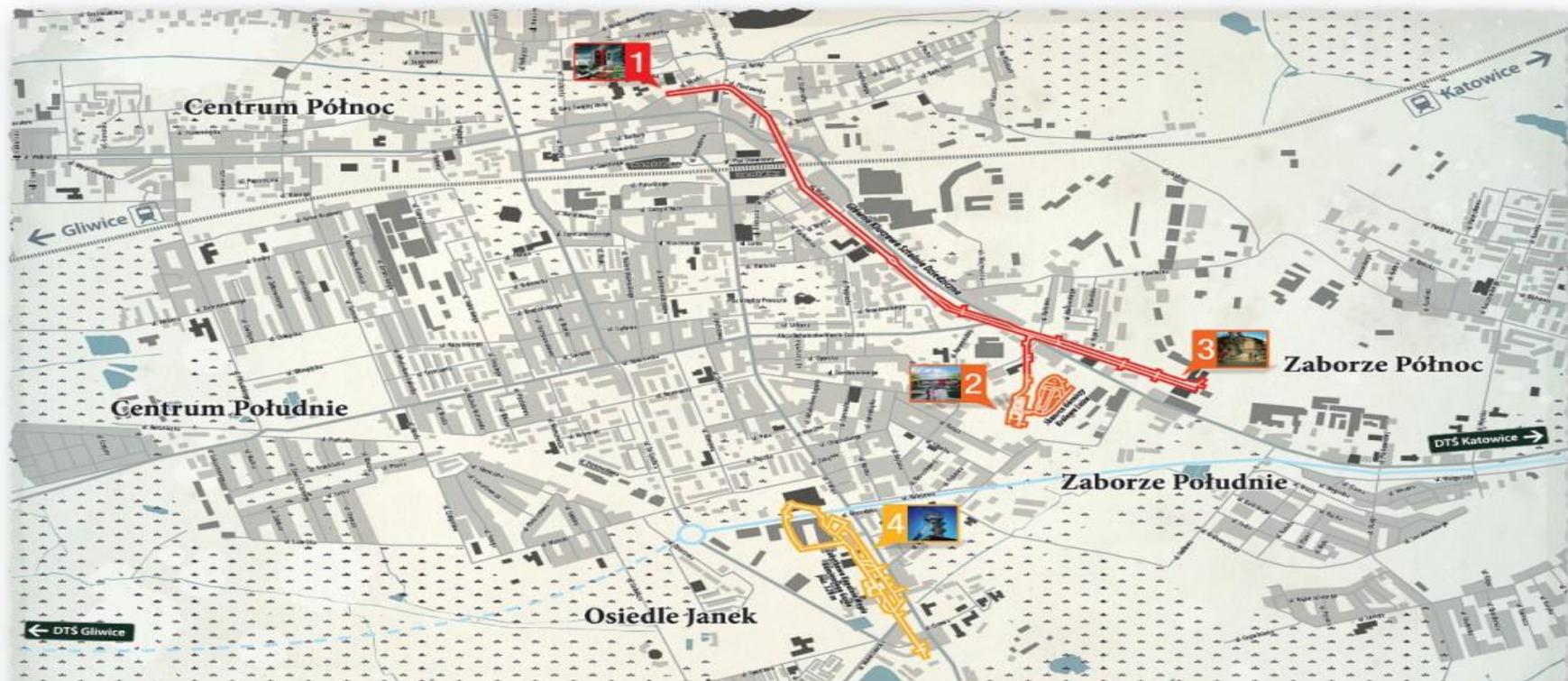
- Musical concerts
- Social events



# Coal heritage park elements plotted against city map

## 20 surface structures in 6 different sites

## 7 km of underground galleries



GŁÓWNA KLUCZOWA  
**SZTOLNIA**  
**DZIEDZICZNA**

- Główna Kluczowa Sztolnia Dziedziczna
- Skansen Górniczy Królowa Lutza
- Zabytkowa Kopalnia Węgla Kamiennego Guido w Zabrzu

**WYDOBYWAMY ATRAKCJE** [www.kopalniaguido.pl](http://www.kopalniaguido.pl)

- 1 Wykot Głównej Kluczowej Sztolni Dziedzicznej - sztolnia obsługująca ruch korytarzowy - ul. K. Marka 8
- 2 Szyb Wyzwolenie „Park 12C” - Skansen Gliwiczny „Królowa Lutza” - ul. Sienkiewicza 43
- 3 Szyb Carnall „Dolina Węgla” - Skansen Gliwiczny „Królowa Lutza” - ul. Mickiewicza 41B
- 4 Szyb Kolejowy - Zabytkowa Kopalnia Węgla Kamiennego „Guido” - ul. 3 Maja 53

Dotacje na Innowacje



INNOWACYJNA  
 GOSPODARKA

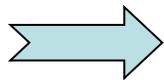


URZĄD MIASTA  
 KATOWICE



# Future Heritage Park challenging characteristics to be (re)considered and evaluated for UNESCO property criteria

- The multi-site project is within the city of Zabrze (a “hybrid” rather than a mixed property)
- The city residential and service fabric overwhelms the heritage elements
- A number of authentic IH elements to remain off site
- The danger of “excessive” commercialization of park elements and fittings altering heritage authenticity



Will



be in favour?

Is it worthwhile to apply for the UNESCO List status?

**UNESCO criteria emphasize (only) the site singularity/exceptionality in cultural and physical terms**

# “Guido” is already networking with other schemes based on membership criteria and aimed at tourism promotion

- **The European Route of Industrial Heritage - ERIH (2003 – 2008)**
- More than 900 properties (sites) in 35 countries, of which 82 anchor points
  - 6 sites from Poland
  - Trail of Technological Monuments as Regional Route (out of 16)
  - 2 anchor points from Poland, **including “Guido”** (out of 82)
    - Members’ fees
- European thematic routes
- **The European Network of Coal Mining Museums (2012)**
  - Le Bois du Cazier (Marcinelle – Charleroi, Belgium)
  - Le Centre Historique Minier (Lewarde, Nord Pas-de-Calais, France)
  - Deutsches Bergbau-Museum (Bochum, Germany)
  - National Coal Mining Museum for England (Wakefield, UK)
  - Centro Italiano della Cultura del Carbone (Sardinia, Italy)
  - The Historic Coal Mine Guido (Zabrze, Poland)
- Areas of cooperation and exchanges
  - Research
  - Cultural activities
  - Professional practices
  - Tourism, marketing, communication



[www.erih.net](http://www.erih.net)



# “Guido” and future park mirror schemes and actions established by intergovernmental bodies from the cultural sector: the Council of Europe (CoE)

## Documents

- Enlarged Partial Agreement on Cultural Routes: resolution CM/RES(2010)53
- Rules for the award of the “Cultural Route of the Council of Europe” certification: (resolution CM/RES(2010)52)
- Report and resolution on industrial heritage in Europe by Parliamentary Assembly of 8 March 2013 (Doc.13134 of 15 February 2013), requests to:
  - develop a label specifically for the industrial heritage and support for a European Industrial Heritage Year in 2015
  - establish a comprehensive and representative list of European Industrial monuments
  - set industrial heritage in the context of cultural tourism



## Rules for the award of the “Cultural Route of the Council of Europe” certification

- recommend themes which “identify and enhance European heritage sites ... and sites generally exploited by tourism ...also in industrial areas in the process of economic restructuring”
- “must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development”
- “must lend themselves “to the development of tourist products in partnership with tourist agencies and operators aimed at different publics, including school groups”

# “Guido” and future park mirror schemes and actions established by intergovernmental bodies from the cultural sector: the Council of Europe (CoE)

## Documents

- Enlarged Partial Agreement on Cultural Routes: resolution CM/RES(2010)53
- Rules for the award of the “Cultural Route of the Council of Europe” certification: (resolution CM/RES(2010)52



## Rules

- recommend themes which “identify and enhance European heritage sites ... and sites generally exploited by tourism ...also in industrial areas in the process of economic restructuring”
- “must permit the development of initiatives and exemplary and innovative projects in the field of cultural tourism and sustainable cultural development”
- “must lend themselves to the development of tourist products in partnership with tourist agencies and operators aimed at different publics, including school groups”

# New initiatives from the Council of Europe (Parliamentary Assembly)

- A new report and resolution specifically on industrial heritage in Europe, adopted by the Parliamentary Assembly on 8 March 2013 (Doc.13134 of 15 February 2013)
  - Prepared in cooperation with ERIH
  - Rapporteur: Ismeta Dervoz, Bosnia & Herzegovina
- Requests to:
  - develop a label specifically for the industrial heritage
  - support a European Industrial Heritage Year in 2015
  - establish a comprehensive and representative List of European Industrial Monuments
  - set industrial heritage in the context of cultural tourism

# “Guido” and future park mirror schemes and actions adopted by intergovernmental bodies from the cultural sector: the European Union (EU)

- European Heritage Label: decision No. 1194/2011 (Article 5)
  - The action is aimed to “ensure the added value and complementarity ... with regard to other initiatives in the field of cultural heritage such as the Unesco World Heritage List, the Unesco Representative List of the Intangible Cultural Heritage of Humanity and the Council of Europe’s European Cultural Routes”
- Previous actions covering industrial heritage for tourism included
  - 2010: COM/352/2010,
  - 2011: EDEN competition and European Tourism Day
- Included are “industrial sites”
- Article 7 asks for compliance with established criteria referring, *inter alia*, to “sound management”, quality, access, sustainable tourism and environmentally friendly management



# Criteria for the UNWTO-inspired World List of Industrial Heritage for Tourism

## A holistic approach to sustainability

- (1) Tourism performance (mandatory)
  - Number of visitors (minimum)
  - Consumers` participation
  - Outreach to the public at large
  - Connectivity to the tourism sector (distribution channels)
- Linked with marketing capacity to target the public due to:
  - Defined/recognized image
  - Attractiveness (singularity/exceptionality)

# Criteria for the World List of Industrial Heritage for Tourism

## A holistic approach to sustainability...

- (2) Environmental management (mandatory)
  - (3) Quality, including S&S, accessibility
  - (4) Public accountability – social responsibility
  - (5) Public involvement – community participation
    - Public aid – tourism policies
    - Approach of local community
- Overall relation to and compliance with the Global Code of Ethics for Tourism (relevant provisions)
- 
- Criteria prepared by the Scientific Council of the Zabrze Centre (IDRC – IHT)
- Suggest a work plan for interested sites in planning and development

# Voluntary quality standards on industrial tourism

- AFNOR standard in France
- AENOR/ICTE standard in Spain (completion 2011)
  - refers to management, quality, environment, access, safety & security
  - refers to industrial monuments and living industry
  - prepared in cooperation with IDRC – IHT in Zabrze alongside 40 holders and operators of industrial sites and heritage used for tourism purposes in Spain
- Ongoing at ISO:
  - - work by WG 9 of the technical committee Tourism and Related Services (TC/228)
    - chaired by France, serviced by Spain (AENOR secretariat)



# Checking on compliance

- Written reports on criteria 1, 4 and 5
  - Tourism performance
  - Public accountability
  - Public involvement
- Role for AENOR/ICTE quality standard of industrial tourism (Spain) for criteria 2 and 3
  - Environment
  - Quality
- Role of the future ISO standard
- Compliance to be viewed by the public as an attraction and model
- To be applied to other types of attractions

## Categories eligible for the List

implies classification of industry-related properties and heritage, compatible with **ICOMOS – TICCIH** coverage (Dublin Principles)

1. Material industrial properties from the past and presently used for tourism purposes (services to visitors) of all kinds

- Preserved sites, landscapes and routes used for all - purpose visitation, sightseeing and tours
- Stand-alone industrial heritage museums, theme parks and monuments
- Former industrial properties transformed and adapted for other purposes of tourism consumption (hospitality, meetings, recreation, cultural activities, entertainment, transport, commercial services)

## Categories eligible for the List (2)

2. Active industrial sites and related technological and scientific establishments lent for tourism purposes, essentially visitation, sightseeing and educational tours
3. Modern showcase industry-, technology- and science-related thematic parks and monuments
4. Intangible industry-related heritage, performing arts and events enjoyed by and/or especially made available to visitors and associated with respective sites
5. Sites of science and nature (such as starlight and geotourism sites).

# IH for tourism – pertinent questions from case studies in Europe

- How much IH can we absorb for tourism purposes?
  - Tourism (sightseeing) can only be a part of the solutions
- How many people, and which people, can we attract and eventually accommodate (carrying capacity) to break even and sustain the activity?
- How to (better) integrate the activity with the local economic and social environment (criteria 4 and 5)?
- Who is going to lose (other tourism attractions?) if the fashion and fancy for IH is indeed broadening up?

## Some conclusions based on “Guido” and other cases

- Public measures and resources, where governments intervene, are always needed to recover, enhance and sustain IH, especially if used only for tourism (sightseeing)
  - The Zabrze coal heritage part is currently absorbing PLN 122 million (€30 million) from city, regional, central government and EU funds
- Public expenditure needs to be justified on the grounds of:
  - adding competitive advantage or investment for future benefits
  - social appreciation of heritage and its recognition and prestige

# Justification of public investment in IH

- It needs to be justified against the actual visitors' profile
  - The beneficiary public appears to be predominantly (from) local – national – (to) international (neighbouring regions)
  - School/college public makes a constant, renewable and substantial, but not predominant, part of visitors (around 20-25%), maintaining IH is therefore important for public education
  - Targeting other potential visitors and users according to the income and cultural characteristics of “new social classes” (possibly nine in Poland)

## Justification of public investment in IH

- Public expenditure on IH in Europe is challenged in the face of the present budget cuts and the shrinking consumer purchasing power
- There are thousands of IH properties in the world – only a few have a chance to claim recognition for international tourism or to be used solely for sightseeing purposes
  - The majority of IH properties needs “recycling” for other uses of local, cultural or otherwise productive importance

## Benefits of compliance with criteria

- Going for a world or European list, label or certification strengthens IH site competitive advantage and requires a new investment or simply doing things right from the beginning
- It encourages the holders of industrial heritage to take good care of the site, its customers, staff and the neighbouring community, be it social or natural, also to give justice to public support to the site maintenance
- Going by a quality standard and compliance with common sense criteria ensures savings and facilitates management

# The critical issues of authenticity and cooperation

- The authenticity requirement in IH preservation could perhaps be interpreted in a less restrictive manner when it comes to commercial considerations
- As in the past, preserved industrial sites are called upon to produce or make money, which makes them different from other cultural assets
- The role of attractive software therefore becomes extremely important in preserved sites and properties whereby authenticity features should be enhanced
- Cooperation between the cultural and tourism sectors should be much closer for IH enhancement and marketing

**Thank you – Gracias – Graciès**

Henryk Handszuh  
hhandszuh@gmx.net