ERIH Annual Conference
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Industrial Tourism: Linking the past, present and future
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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 ERIIH, is generally recognised as relating to the Industrial Revolution.
Manchester, the first industrial city
Lodz – “Poland’s Manchester”
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
Oberhausen Gasometer, Germany

.... The ultimate exhibition?
ExtraSchicht
Die Nacht der Industriekultur

48 Spielorte | 2.000 Künstler | 1 Ticket
Industrial heritage as a focus for regional renewal

*Emscher Park, Duisburg, Germany*
A successful Network
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

I don't get it... when I worked at the chocolate factory, everyone wanted a sample at the end of the tour!...

Help yourself!

Thanks for visiting the sausage factory.
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?