15th ERIH ANNUAL CONFERENCE

INDUSTRIAL HERITAGE TOURISM - IT'S ALL IN THE MIX

16 to 18 October 2019 'German Technical Museum' Berlin, Germany

Lost industrial places: a new tourism in central Europe “

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Raffaele Caltabiano – Associazione Amideria Chiozza, Ruda, Italia“
Index

• Amideria Chiozza an « lost industrial heritage »
• Associazione amideria Chiozza road map
• TLS
• Lost places in Alpen – Adria Region
An industrial heritage immersed between earth and sky in the countryside of the lower Friuli area.
It was the chemist and agricultural entrepreneur Luigi Chiozza who founded the "Industria La Fredda" in 1865 in Perteole di Ruda. Descending from a family from Trieste of Ligurian origins, after completing his cursus studiorum and gaining the activity of experimentation in the field of organic chemistry during his stays in Geneva, Milan and Paris, in 1857 he continued the scientific work undertaken by retiring in the Scodovacca estate of Cervignano.

In the same laboratory, he hosted Louis Pasteur in the two-year period 1869 - 1870 (research on the pebrina).

Chiozza refined the method of extracting starch from rice.

The technical refinement that he achieved in the three-year period 1872 - 1875 as a direct consequence of the construction of a new and more modern factory.
HYGIENIGUS
PASTA K ŽEHLENI

nepřekonatelný prostředek dodávající látkám
každého druhu opětně vzhledu nového.

L. CHIOZZA & Co
CERVIGNANO (PŘÍMOŘÍ).
2019

- Factory
- Workers houses
- Office
- CEO villa

- Factory Archive
- Original products
- Employes memory
• Located a short distance from 2 UNESCO sites
• Closed to seaside touristic area
• Well connectect by railways – motorway fly
The attitude of the residents in relation to a future tourist development of their locality is very favorable, 85.3%, and 82.8% expresses the desire to increase the presence of tourists in the Municipality.

Sample of 300 respondents on a population of about 3000 inhabitants
The Udine university study suggest to move to:

Experiential and emotional tourism

• Offering memory and emotion
• Targeting small group
unaspected opportunity
Associazione Amideria Chiozza

A smart approach:

A voluntary association and a small tour operator is the successful combination.
Recommendations:

• Create expectation
• Make the emotion live
• Telling stories
• Let the former workers speak
• Combine the material and the immaterial components of heritage
Associazione Amideria Chiozza

the site is “normally closed“:

We make a big expectation

• Presentation on RAI TV and Radio, ORF, local TV channel
• FAI “the site of the heart“ project
• FB
• Web site

in last 3 years more than 200 tourist from I, D, A, SL
Associazione Amideria Chiozza

Challenges faced?

• Preserve **memory** of heritage
• Maintain **emotion** of the site
Company Profile

- **Small cultural tour operator**
  - Based in Klagenfurt, Carinthia, Southern Austria
  - Founded in 2014

- **Target groups:**
  - Guests interested in culture and education
  - Age of 40

- **Day trips and short multi-days trips by bus**
  - Focused on culture
  - Alps-Adria Region – Austria, Slovenia, Italy

- **Philosophy:**
  - Experiences only accessible in groups
  - Away from the main tourist routes
  - Theme, motto
Including industrial heritage in our cultural experiences

• Opportunity for a new attractive range of offerings
• How did we make it possible?
• First step: Networking with experts
• Second step: Cooperations with experts
Austrian writer/journalist Georg Lux and photographer Helmut Weichselbraun specialized on “Lost places” in the Alps Adria Region - Series of books
Examples of realized projects

"Lost Places in Friuli" following the stories in the book

- Amideria Chiozza / Ruda
- Abandoned bunker
- Abandoned train station in Tarvisio
- Abandoned hotel in Trieste
- The authors as “protagonists”
"Founded cities - planned cities in Friuli"

- Industrial city of the 30s Torviscosa
- Fortress city of the Renaissance Palmanova
- Fortress city Gradisca
Examples of realized projects

- UNESCO World Heritage Site Semmering Railway
- Villa architecture "Jugendstil"
- Grand Hotel Südbahn
- Cultural reading event

Program:
15.00 Uhr: Abfahrt ab Ruggen Flughafen West
17.00 Uhr: Autobahnhof Reformbergl"Südbahn
ca. 18.00 Uhr: Ankunft in Semmering

Veranstaltung: Semmeringer Weinwanderung mit dem Stadtbahnbus vorzugsweise
Zum Abschluss der Schauen an der Semmeringbahn vorzugsweise
Die Dreharbeiten der den Weinwanderungen und dem Fahrradforscher sind begleitet von
Betreffen Sie nicht die gleichen Umgebungsbedingungen, sondern möchten Sie eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt, eine aktuelle Information angezeigt.
Examples of realized projects

„Triest maritim“

• Old harbour area
• Old lighthouse for lunch
• Boat trip
• Maritim Museum
Examples of realized projects

„Visit Biennale di Venezia - Arsenale“

- International contemporary art exhibition
- Located in the largest industrial complex in Europe before the industrial revolution
Experiences & Success

Secret of success – exclusivity

• Two groups of clients
  • Photographers
  • Other interested persons

• Measuring success
  • Demand
  • Number of guests
  • Evaluations
Challenges

• Secret nature of the best opportunities
• Time-consuming researching
• Mature tourist infrastructure for industrial heritage projects
• Cooperation industrial projects - tour operators
• Lack of legal conditions and requirements
Prospects – Recommendations

• Chances
  • Present-day pressure of fast-changing times
  • Desire - “the good old days”
  • Highly developed tourist environment –
  • Industrial heritage as market gap

• Recommendations
  • Being insistent and enthusiastic
  • Researching
  • Networking
  • Cooperations
  • Sometimes taking risks
Thank you
Photo credits

- Slide 4: Regina Rauch-Krainer
- Slide 5,7,8,9: Helmuth Weichselbraun
- Slide 11: TV Torviscosa,
- Slide 12: TV Palmanova
- Slide: 13,14,16,17: RRK
- Slide 15: Südbahnhotel
- Slide 19,20: RRK
- Slide 21: Porto Vecchio F.Gallina
- Slide: 23,24, 25: RRK
- Slide 26,27,28: Helmuth Weichselbraun