

Adam HAJDUGA

Górnośląska Wyższa Szkoła Handlowa im. W. Korfańskiego w Katowicach

Instytut Nauk Społecznych, Katedra Socjologii

#### **4. PROMOTION AND EMPLOYMENT OF SILESIA VOIVODESHIP'S INDUSTRIAL HERITAGE FOR CULTURAL TOURISM**

##### **SUMMARY**

The paper presents selected ways of employment of industrial heritage for tourism and culture in the Silesian Voivodeship. The study focused on two cases. The first one is the Industrial Monuments Route – a network tourist product which unites 36 sites of the region. The second one is the feast of the route – “Industriada”. It is a one-day festival that is being organised in the Silesian Voivodeship since 2010. This research also provides a methodological review where the concepts of material and non-material industrial heritage as well as industrial tourism are discussed. With reference to the terminology that functions within the area of cultural tourism and sociology of culture, the author validates the introduction of concepts: heritage of industrial culture and accordingly tourism of industrial culture heritage.

## INDUSTRIAL CULTURE HERITAGE OF THE REGION AND ITS TOURIST POTENTIAL – SYSTEMATIZING REFLECTION

The Silesian Voivodeship and especially its central part – the Upper Silesia – is an area particularly rich in post-industrial sites. The inventoried immovable and movable elements of material culture (technical and functional) as of 2008 amounted to 1621 sites of which 149 were registered historic monuments [1]. Post-industrial heritage being a material testimony of development and profound transformations that took place during the past two hundred years within the area of today's Silesian Voivodeship makes for the uniqueness of this region being its distinguishing feature and an element of cultural identity. It is also an inherent part of European industrial heritage, material evidence of industrial revolution which radically changed the whole continent and completely reorganised the rhythm and lifestyle of entire societies.

Before we will proceed to the description of activities undertaken in the Silesian Voivodeship to promote and employ the industrial heritage for cultural and touristic purposes, we will define a couple of basic definitions which will be used in later parts of this paper. The first one is the notion of industrial heritage. According to Marek Łabaj, heritage of this type include “the monuments of industrial construction and monuments of technology, mainly sites that used to be associated with production and services” [2]. Experts of The International Committee for the Conservation of the Industrial Heritage (TICCIH), an organisation established in 1978, dedicated to promotion, preservation, conservation, documentation, research and interpretation of industrial heritage, state that “[it] consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value” [3]. Alternatively, the experts of Polish Tourist Organisation (POT) propose to correlate industrial heritage with immovable as well as moveable cultural goods. The first ones can be identified as monuments of industrial construction and technology, i.e. “...the sites that are the testimony of widely understood heritage of technical culture” [4]. These are the sites related to various types of production activity, to transport as well as to feats of engineering. The second of the aforementioned categories – moveable cultural goods – include machinery and appliances of the factories, museum collections, vehicles, railway appliances and other elements of technical infrastructure [5]. Industrial heritage constitutes a part of cultural legacy in general [6], which in line with Bogumiła Rouby reasoning can be understood as “...goods of nature and cultural goods, both material and non-material ones, handed down by the previous generations and deserving to be handed down to next generations” [7].

The aforesaid definitions of industrial heritage, above all, stress its material and technological aspect. However, one need to bear in mind also the non-material aspect. At this point, referring to the findings of Antonina Kłosowska, we can state that the material element of industrial heritage is a part of culture of existence (material) while non-material is a manifestation of social (spiritual) or simply symbolic culture [8]. Having that in mind, it seems justified to complement the scope of industrial heritage concept with elements that are the products of social activity. The elements characteristic of specific axionormative social order that functions within a given society, related to the instances of both everyday and festive lifestyle, can be identified as components of non-material heritage. Taking into account the provisions of Florian Znaniecki humanistic theory of sociology, which places values, not things, in the centre of social science research, we can assume that vital elements of heritage are the values that are the objective elements of culture and the attitudes associated with them understood as “... subjective features characteristic for members of a social group” [9]. Hence, the elements of cultural heritage will be language, art, religion, value system and patterns of behaviour, sets of customs and traditions, moral principles, regulations of law, historic events, and all other elements that, due to their recognised and shared importance and socially attached significance, are considered by a given community as worth preserving and desired to be handed down to next generations. For example, knowledge and skills necessary to perform a particular work (e.g. ability to use tools or machinery), collective memory of workers of different ranks as well as members of a local community, e.g. residents of workers’ housing estates and also recollections of shared experiences, e.g. mining disasters that exist in the common social awareness, can be recognised as non-material industrial heritage [10].

In case of the Upper Silesia area, as elements of non-material cultural heritage we can regard, inter alia, the Silesian dialect and a set of certain specific socio-cultural features (the issue of the permanence of those features and their occurrence in the lifestyles of residents is a subject of completely different study) which developed in the Upper Silesian regional community together with the proceeding process of industrialisation. These are, for example:

- the working ethos, which is the result of the organisation of work in mines (so-called Ordnung),
- “...discipline and a feeling of responsibility for carrying out every entrusted task with diligence, regarding it as one’s own duty”,
- “...respect for hard physical work being the primary source of income, men’s feeling of responsibility for their families and performed work as well as saving everything that has got material value as a result of one’s actions and foresight”,

- “...industriousness, resourcefulness, thriftiness and a sense of togetherness, great responsibility for one’s own life and a decent standard of living of the closest family” [11].

Attitudes of this kind can also be observed in others historical-identity regions of Europe which underwent equally intensive process of industrialisation as the Upper Silesia. We can provide an example of the Ruhr Region of North Rhine-Westphalia in Germany, Nord Pas-de-Calais in France or Walloon Region in Belgium. The importance of the non-material aspect of industrial heritage is particularly visible in the context of promotion of industrial heritage of Ruhr Region. Authors of the Industrial Culture Route (Route der Industriekultur), tourist route of approx.. 400 kilometres, stress this feature not only in the name of this tourist product but also in the exhibitions held at many of the sites that belong to the route [12].

Taking into consideration the abovementioned findings, the author proposes to employ the concept of heritage of industrial culture. This broadened perception of the phenomenon allows to address both the non-material as well as material aspect of industrial heritage, thus recognising certain products of social activity, which were directly or indirectly involved, created or related to material culture.

The second of the fundamental phenomena, that from the point of view of this paper is worth investigating, is the tourism connected with the utilisation of industrial and post-industrial sites. This concept, in the literature of the subject, has been labelled as manufacturing, industrial and post-industrial tourism. Bolesław Osiecki’s findings can be regarded as a certain systemizing approach to this phenomena. The author proposes to assume that “...manufacturing tourism is a form of recreation, education and active leisure organised within the area of existing or past economic activity, based on the building complexes and production lines connected with manufacturing and production of material goods for services and with their surroundings, [being used] both for sightseeing and accommodation purposes as well as for catering activity and others broadly understood services” [13]. Whereas industrial tourism encompasses all kind of tourist services, like: sightseeing, accommodation, catering activity that is being provided within the area of sites and building complexes that currently are being or used to be employed for the economic activity, and its main purpose is to demonstrate the cultural heritage or the achievements of the contemporary technology and promotion of products. However, according to Maciej Kronenberg, we can recognise a sharp distinction between manufacturing tourism, tourism in the post-industrial areas and tourism of industrial heritage [14]. The first one “...encompasses the tourist activity in the area of the active industrial plants connected with learning about contemporary

production processes”. The second refers to “...tourist activity in the areas where the production activity has been terminated but the traits of this activity have been preserved, e.g. manufacturing buildings”. The third one of the singled out types of tourism “... encompasses the tourist activity in the areas where the [industrial] heritage is the main attraction and getting to know it is a central motive of the tourist visit”. The author of this paper concurs with this distinction, simultaneously calling for inclusion of the earlier mentioned suggestions. Ultimately, we would be dealing with the concept of tourism of industrial heritage culture. The author believes that this term in an unambiguous and a holistic way defines the phenomenon of tourist activity, including gaining information, knowledge and experience related to active discovery of material and non-material fragments of cultural heritage of industrial era.

As it has been indicated by the already mentioned experts of POT “Manufacturing (industrial) tourism in Poland is a relatively new phenomenon which has not yet become an inherent part of tourist products catalogues offered to domestic and foreign tourists” [15]. During several years, which passed since the preparation of this study (it has been published in 2004), we can observe dynamic changes in the area of widening of the touristic offer that is based on industrial heritage. During several past years, solely in the Silesian Voivodeship, three important sites which present the industrial heritage of the region *sensu stricto* has been opened. These are The Tyskie Brewery in Tychy, Brewery Museum “Żywiec” in Żywiec and Historic Coal Mine “Guido” in Zabrze. Another monument of technology, also localised in Zabrze, The Main Adit (Haupt Schlüssel Erb Stollen), will be opened for tourists in 2014. The water adit and an underground water canal has been built between 1799 and 1863 and are the longest hydro-technical construction of the European coal mining [16]. The cost of the investment that will allow the adit to be opened for tourists reaches almost 70 million PLN of which over 40 million PLN has been granted from the European Union budget [17]. It is also worth mentioning that, the new site of The Silesian Museum is situated in the post-industrial area of former “Katowice” Coal Mine. The opening is planned in 2013. The cost of the entire project reaches over 324 million PLN of which 225 million PLN has been granted from the European Union budget [18]. In the light of the aforementioned information, the assumption that in the future, particularly in case of the Silesian Voivodeship, tourism of industrial heritage culture may become one of the central elements of tourist offers of the region, seems justified.

By means of heritage of industrial culture one may create an attractive and intrinsic tourist offer or expand the existing one. As Bolesław Orłowski indicates, its potential is the outcome of the features that can be grouped into two basic sets of criteria [19]. The first one refers to cultural values and encompasses:

- the criterion of social identity – refers to emotional ties (identification) which exist between territorial community and a given building environment (site, complex of sites or predominant feature of the landscape). It is related to its symbolic dimension and the meaning assigned to them by the community;
- the criterion of a recognised artistic value – refers to the relation between a given site and art or it is connected with the aesthetic experience that it triggers. On many occasions it will be a relative and subjective criterion;
- the criterion of historic value of a given cultural good – it is a key yardstick that indicates the degree of authenticity of existing material and non-material entities. It is connected with the originality of the site, characteristics of its construction, fittings and equipment, localisation, range and scale of changes and possible alterations which has been performed within the space of past years, and also with the process of disappearance of certain professions and craftsmanship.
- the criterion of the uniqueness of a given entity – statistical data and a comparative analysis determine the frequency of occurrence of similar sites or phenomena within a given territory, if the site turns out to be unique on a global scale, this fact may be the reason to apply for the inclusion on the UNESCO's World Heritage List.

The second group refers to the criteria of social-economic values. Among which Bolesław Orłowski includes the following:

- the criterion of economic value – it allows to justify the decisions connected with the spending of financial means on conservation, restoration, revitalisation or reconstruction works. To a great degree it determines the ways of utilisation of a given site, although in case of highly valued monuments it should not be the deciding factor;
- the functionality criterion – it constitutes an element of implemented policy in the area of preservation and conservation of monuments. It refers to the methods of preservation or alternatively to restoration of the site's original function or creating a new ones, which will correspond with the historic surroundings;
- the criterion of educational [and cognitive] usefulness – it refers to the possibility of employing industrial heritage site in the process of presentation of broadly understood history of technology and material culture of the era. At this point, it is worth stressing that the character of industrial heritage (diversity of collections and entities), as well as current audio visual solutions allow for creation of very attractive and dynamic presentations that might be addressed to audience with varied levels of knowledge and cognitive needs. At

the same time the first-class offer of given sites allows for the creation of interesting sightseeing programmes, creates favourable conditions for their combination into thematic programmes and allows for incorporation of industrial sites into the programmes of e.g. urban tourism. An important feature and additional asset in terms of educational and cognitive usefulness will be the all-year-round character of technical monuments, which in the field of tourism is a particularly desired asset;

- the criterion of social usefulness – it refers to the approach and attitudes of a local community and other circles towards a given site. Usually in this case we are meeting with underrating of the importance of a given site by the local community, despite the fact that frequently within its social surroundings there might be operating various associations, that are interested in the cultivation of local traditions and are a natural partner for cooperation;
- the criterion of political importance – frequently it depends on the current political situation which may be a favourable factor in the process of raising funds for revitalization, conservation and promotion of the site or as well might act as a hindering factor, e.g. the case of the Gdańsk Shipyard [20].

## **„INDUSTRIAL MONUMENTS ROUTE OF THE SILESIA VOIVODESHIP” – NETWORK TOURIST PRODUCT OF THE REGION**

For several years the efforts of the regional authorities of the Silesian Voivodeship, regarding the development of the regional tourist offer, consequently have aimed to promote the tourism based on industrial culture heritage. These actions derive from the provisions of the strategic documents, e.g. *Tourism Development Strategy for the Silesian Voivodeship for 2004–2013* (aim 2.3: “Development of industrial tourism”) [21], the operational documents, e.g. *Strategy for Marketing Communication in the area of Tourist Attractiveness of the Silesian Voivodeship*, and the functional documents, e.g. *Silesia Brand Map* [22]. The last one, which among other things, determines the architecture of the territorial brand “Silesia”, indicates that industrial tourism is one of the four types of tourism which create, the so called *Branded House* for the *Master Brand*. One of the *Endorsed Brands* is the Industrial Monuments Route (IMR). The Route is a tourist-cultural [23] thematic car route, composed of 36 selected sites connected with industrial heritage and situated within the area of the Silesian Voivodeship [24]. The Route reveals the character of the region, where industrial culture heritage constitutes one of the basic elements of residents’ collective

identity. The Route runs for approx. 470 kilometres. In 2011, around 540 thousands of people visited the sites that belong to the Route [25].

Referring to Kevin Lynch's terminology, proposed in the study *The Image of the City* [26], the Route is composed of linear elements – *paths*, surface elements – *districts* as well as so called reference points – *landmarks*. Narrow-Gauge Railways can be regarded as paths of the Industrial Monuments Route. In turn, miners' colonies, so called "familoki", from the turn of the XIX and XX century, can be categorised as examples of districts. Landmarks, which can be considered the most frequent elements of the Route, are the dominant features of the landscape, like mines, hoist towers, specific technical appliances and engineering constructions, e.g. tunes in breweries or the antenna tower of Gliwice Radio Station.

Industrial Monuments Route can be regarded as a brand network tourist product of the region. This perception will coincide both with the terminology used by the Polish Tourist Organisation as well as with the definitional approach of the literature of the subject. In the first case, network tourist product is understood as "...ready-for-sale package offer, based on a fragmented structure of units, attractions, places, service points and sites which function as one cohesive concept with a common dominant distinctive feature (brand)" [27]. In the definitional approach route as a tourist product is understood as a product consisting of many places and sites, joined with a certain overarching concept and connected with a delineated usually waymarked trail, e.g. walking, car or sailing trail as well as a diverse tourist infrastructure situated along the route [28].

The discussed tourist-cultural route exemplifies the Silesian Voivodeship on the tourist map of the country and is a unique regional route in Poland. This fact can be corroborated by many distinctions and awards granted to the Route. In 2008 Industrial Monuments Route was awarded The Golden Certificate of Polish Tourist Organisation for the best tourist product in the country. In January 2010, as the only representative of Central and Eastern Europe, joined The European Route of Industrial Heritage. In October 2010 it was awarded The Golden Medal of the Tourist Fair in Poznań, while in May 2012 it was granted the main prize at the 12<sup>th</sup> edition of the International Tourist Fair in Opole. Regional authorities present this network product as an important element of the tourist offer of the region highlighting it in the conducted promotional campaigns [29]. As its inventors state "The Route is not an unprompted, isolated creation but one of the chief undertakings connected with the promotion of the region. In principle, it is to be a product that integrates and stimulates the whole Silesian Voivodeship" [30].

The Industrial Heritage Promotion Section of the Department of Economy, Promotion and International Cooperation of the Marshal Office of the Silesian Voivodeship is currently a coordinat-



ing (managing) unit of the Industrial Monuments Route. Tasks that are carried out by this specially dedicated to the Route organizational unit include:

- preparation (in cooperation with the external units) and implementation of the provisions of the strategic documents which determine the direction of the product development;
- monitoring the process of trails and sites waymarking and its update. The waymarking system of IMR include: road signs on the route trail (task carried out by the Silesian Tourist Organisation), informational boards situated by the sites, “membership certificates” signs at the sites and stands with mini cards that advertise all the sites on the route;
- gathering (and auditing), preparing, processing, updating and distributing information about the entire route, individual sites and their offer, promotional activities and events that are being organised within their premises, consequently coordinating the activity of all sites that belong to the route. Approximately every two years the update of the route membership is carried out. Ultimately, completion of categorisation of sites that belong to the IMR is planned by the end of 2012;
- control over individual elements of visual identification of the product;
- organisation of promotional activities, which include:
  - commission of the organisation of comprehensive promotional campaigns during which a variety of marketing communication activities, i.e. above the line and below the line activities as well as public relations actions are carried out;
  - collection and processing of the information published in all kind of communication tools, like: IMR website, “light” version of IMR website for mobile devices, administration of the IMR profiles on Facebook and YouTube;
  - preparation and publication of promotional publications: guidebook of the Route, its map, leaflets and mini cards for the sites;
  - organization of study tours and presentations at tourist fairs, conferences and seminars, and also special promotional exhibitions;
  - distribution of a variety of promotional gadgets of the Route;
- coordination of the events organized on the Route, and especially the organization of “Industriada – the feast of the route” – the main marketing event of the year (promotion and organization of this event on the voivodeship level is commissioned to the marketing agency selected by the Marshal Office via tender procedure);

- internal marketing – organisation of training and workshops for the owners, managers and personnel of the sites that belong to the Route, intended to upgrade the quality of the provided services;
- organization of complex services, e.g. preparation of a joint offer of thematic classes that may be conducted at the sites which belong to the Route;
- commission of the study on the volume of visitors on the route and their preferences (this task is carried out in cooperation with the Silesian Tourist Organization) [31].

In 2<sup>nd</sup> half of 2011 Silesian Industrial Monuments Route underwent an audit, which aimed to verify the quality of the tourist offer and provided service. The study was conducted by an external auditor (PhD Łukasz Gaweł), who employed the mystery shopper technique. The study allowed to diagnose the value of the offer provided by individual sites, and also to evaluate the quality of the prepared exhibitions. In addition the modes of the sites' surroundings organization and undertaken promotional and informational activities were described. Accordingly the auditor recommended – a variety of actions aimed to professionalise the Route. These, among others, are:

- improvement of the quality of the provided service via increase of availability of the sites and introduction of the boundary conditions, which will determine the standard of offered services,
- carry out the categorisation of the sites,
- introduction of comprehensive solutions for information management, promotion and organizational culture,
- improvement of professional level and visual standard of the exhibitions,
- establishment of a managing unit of the IMR with broad competences, which should display a high stability in terms of organization and institutional structure as well as financing (the consequence of this postulate was the establishment of the Industrial Heritage Promotion Section within the structures of the Marshal Office of the Silesian Voivodeship in May 2012) [32].

At the same time, the auditor indicated that “...the described (...) problems are similar to those which can be noticed at the majority of the cultural heritage routes in Poland. The ultimate cause being the fact that the straight majority of the routes of this type (if not all) are established without the preparatory stage which would identify all the functional aspects of a future route” [33].

Yet, the valorisation of the Industrial Monuments Route conducted by Armin Mikos von Rohrscheidt in 2009 demonstrated the leading position of this product among Polish thematic

routes, which concentrate on the presentation of the industrial heritage [34]. According to this researcher Industrial Monuments Route can be described as:

- “...a route of a considerable tourist potential”, with a fairly advanced level of organizational structure as a tourist product,
- “a real route”, despite the lack of decisions regarding organizational aspects of a number of services connected with the functioning of the route,
- “a route of a medium level of attractiveness”, according to the researcher the value in this aspect was reduced due to the low content of the route and lack of its own transport services,
- “a route of a marked thematic tourist-cultural attractiveness, less suitable for various forms of cultural tourism”,
- “a route with a high level of self promotional activities and a low standard of tourist services”, this evaluation was influenced by “...insufficient thematic offer for individual tourists in the form of organized trips and packages as well as lack of a unit which would coordinate the sightseeing and a lack of sightseeing offer of the route as a whole”,
- “a route of an outstanding tourist-cultural and general tourist value”,
- a route with “an average tourist infrastructure”, i.e. averagely developed accommodation offer, poor catering offer and a lack of seasonal tourist transport service [35].

Establishment of the Industrial Monuments Route and its management is financed solely from the self-government budget of the Silesian Voivodeship. Since its opening for the tourists in autumn 2006 till the first half of 2012 the expenditure for this purpose reached 11 million PLN. Moreover, the sites of the Route were granted over 31 million PLN from the Regional Operational Programme for the Silesian Voivodeship for 2007–2013, for the development of tourist infrastructure and offer [36].

## **“INDUSTRIADA” – PROMOTION OF HERITAGE OF INDUSTRIAL CULTURE THROUGH AN EVENT**

Since 2010 the feast of the Industrial Monuments Route “Industriada” is being organised in the Silesian Voivodeship. It is a one day festival organised once a year, during a weekend in June. Three editions were held up to now on the 12<sup>th</sup> of June 2012, on the 11<sup>th</sup> of June 2011 and on the 30<sup>th</sup> of June 2012. The concept behind this festival is to organise a variety of events within the industrial surroundings. The feast’s programme is diversified and include: concerts, performances, musical shows, i.e. operas, artistic shows, exhibitions, happenings, film shows, presentations, lectures, workshops, competitions, games, city games, family picnics, dramatized guided tours,

sport competitions, fireworks displays and tasting events. The scale of the events is diversified due to the varied financial means of individual sites which are responsible for their organization. Events are held throughout the whole day and part of them last till late night hours. The programme of the “Industriada 2012” encompassed 228 events held at 37 sites, 32 of which belonged to the IMR and which were organised in 22 cities of the Silesian Voivodeship. Over 62 thousands of people took part in “Industriada”, that is 8 thousand more than participated in the second edition of the Route’s feast and 33 thousand more than during the first edition in 2010 [37].

The concept of “Industriada” organization in the Silesian Voivodeship is the outcome of the exchange of good practices during over ten year cooperation between Silesian Region and German State North Rhine-Westphalia. The event which served as a model is “ExtraSchicht – The Night of the Industrial Culture (*ExtraSchicht – die Nacht der Industriekultur*) [38], which since 2001 is organized in the Ruhr Region. This event is also a one day mass festival held once a year in June or July. It starts on Saturday in the afternoon hours and lasts for about 8 hours, which is exactly the same amount as the working shift (*Schicht*). The “ExtraSchicht” project is dedicated to the promotion of the industrial culture which is being displayed as a unique attribute and a main tourist attraction of the region. Accordingly, as in case of “Industriada”, the events which are organized within the frames of “ExtraSchicht” are held at the premises of the sites which belong to the Route of Industrial Heritage (*Route der Industriekultur*), situated within the Ruhr Region area. On 30<sup>th</sup> of June the 12<sup>th</sup> edition of this festival was held. Around 230 thousand of people participated in the event. The programme encompassed approximately 500 events which were held at 53 different sites (industrial monuments, factories, post-industrial premises) in 23 different cities of the region. The budget spent by the organizers, the *Ruhrgebiet Tourismus* company, for the 12<sup>th</sup> edition of “ExtraSchicht” reached 1.6 million Euro. Additional funds were allocated by the sites where particular events took place [39].

In line with the description of the marketing events, conducted by Małgorzata Florek, [40] both “ExtraSchicht” and “Industriada” can be regarded as so called *hallmark* events, i.e. distinctive events which present the idiosyncratic features of a given region and which are the result of its specific values, history, tradition and culture. Events of this type are integrally related to a given place and very often are automatically associated with it. They might be so deeply ingrained in the collective mind and history that they become a synonym of a given city, e.g. carnival in Rio de Janeiro, Oktoberfest in Munich or Palio in Sienna. Their high touristic attractiveness influence strongly the recognisability and familiarity of the place [41]. According to this researcher, *hallmark* events currently have become the new architects of the images of the places and even start to

predominate in the process of their identification and perception [42]. It needs highlighting, that attractive events and positive experience associated with them have a great value for the tourist sector. Cyclical events are usually an important reason behind the successive visits of tourists, either during the next edition of the festival or just another visit in a given place.

Feast of the Industrial Monuments Route may be considered an event original in its form, integrally related to the Silesian Region uniqueness and a mark of its industrial traditions. The most important features of this festival seems to be:

- multitude and heterogeneity of the organised events, both at individual sites as well as within the frames of the entire “Industriada”,
- accumulation of events within a short timeframe and their spatial dispersion resulting in a necessity of making independent decisions by the participants,
- idiosyncrasy of the offered experience,
- a possibility of evoking among the participants some kind of feeling of deference, exceptional-ity or elation, and consequently the opportunity to experience extraordinary emotions and happenings,
- an opportunity to take part in the activities that are new, unusual and not routine, and which evoke the feeling that something extraordinary and surprising is taking place [43],
- generating the opportunities to have fun and enjoy oneself and an active participation in the events of interactive character,
- employment of authentic and unique industrial surroundings that have special, exceptional character and which originally were related to the activity in no way connected with leisure,
- becoming an inherent part of the new paradigm of tourist activity, where the principal reason behind the person’s trips is emotions, education, excitement and entertainment. As it has been indicated by Marek W. Kozak, in the tourist activity based on a new paradigm, clients are looking for possibilities to spend their free time in an interesting and active way that will allow them to join the entertainment with gaining knowledge about the world, they demand an interesting ways of free time consumption which will be possible with a simultaneous provision of diverse touristic infrastructure [44].

The above mentioned elements make up the quality advantage of “Industriada” over its rivals and distinguish this event from other festivals. The exceptionality of the event on the national market may be corroborated by the award granted in 2012 edition of the most prestigious contest of creative advertising in Poland – “Kreatura”. The Feast of the Industrial Monuments Route was

awarded in the “event/ambient” category, conquering such widely recognised brands as Orlen or Ikea [45].

As it has already been mentioned, the unit responsible for the coordination of “Industriada” is Industrial Heritage Promotion Section of the Marshal Office of the Silesian Voivodeship. This unit is responsible for carrying out all the necessary public tender procedures which are to select the managers of the promotional campaign and also coordinates the cooperation of all involved parties. In 2012 almost 50 different entities, both public and private, were engaged in the preparations for the feast of the Route. Here, the role of the Metropolitan Association of Upper Silesia is also worth stressing, which on the day of the festival organized a system of free public transport within the area of Upper Silesia agglomeration between more than dozen industrial monuments. Around 5 thousand people made use of this service [46]. The illustration below (Fig. 1), which presents the organizational model of “Industriada”.

Voivodeship self-government’s expenditure for “Industriada 2012” amounted to around 2.5 million PLN, of which:

- around 1 million PLN was the cost of hiring the advertising agency which was responsible for promotion and coordination of the Route’s feast (promotional activities included: advertising, sales support via direct marketing events and public relation activities),
- around 750 thousand PLN was the cost of the broadcasting time and blocks of advertising space purchase,
- around 500 thousand PLN was the cost of direct grants for 12 nongovernmental organizations for the preparation of particular events during the festival (grants are awarded through competition procedures and can cover up to 50% of the entire cost of a given project),
- around 250 thousand PLN was the promotional cost of the festival (e.g. organization of an exhibition at Zollverein complex in Essen, associated with the cooperation with “ExtraSchicht”, publication of the Route’s guidebook, training, workshops and study tours).

As it has been indicated on the Fig. 1, the owners and managers of the sites together with local authorities are responsible for the organization and running of the events at the Industrial Monuments Route during “Industriada”. Therefore, the global amount of expenditure which was assigned for the organization of the Route’s feast is in no doubt greater and the ultimate budget should be estimated at around 3.5 million PLN.

The research conducted during “Industriada 2012” allow to provide a description of a socio-demographic profile of a participant of the Route’s feast as well as a model of participation in this

event. Women (55%) are more frequent participants of “Industriada” than men (45%). Young and comparatively educated persons predominate. More than half of participants (53%) is between 25 and 45 years old. 84% of respondents declare secondary or higher education level. Significant part of the examined do not have family responsibilities, 58% of the participants is childless and 42% is single. Sharp majority of the respondents identify one’s financial status as moderately good or good (85% altogether). While describing the model of participation in “Industriada” it is worth noting that this is a family event. Almost 87% of the examined participates in the event together with family or friends. Around 40% of the respondents took their children with themselves to take part in the event. Also the popularizing function of the Route’s feast should be stressed. For 36% of the examined participants the main motivation was the desire to learn about industrial monuments. 49% of the respondents visited a given industrial monument for the first time in their lives. Over half answered that the time spent participating in the events prepared on the occasion of the Route’s feast exceeded 3 hours (27% over 3 hours and less than 5 hours, 29% over 5 hours and more). Year by year, “Industriada” wins more and more faithful participants. During the 3<sup>rd</sup> edition 37% of the examined declared that they have participated in the past two editions, of which 32% in the 1<sup>st</sup> edition and up to 68% in the 2<sup>nd</sup> edition of the event [48].

The outcome of the research also allows for the evaluation of the activities undertaken to promote the heritage of industrial culture. They seem to corroborate the approval of the adopted solutions by the target group. In 2011 92% of the examined believed that “Industriada” is a good tool of the regional promotion. In 2012 the above mentioned view was shared by 96% of respondents. Almost 94% of the examined participants of “Industriada 2012” gave the festival a “very good” (71%) and “good” (23%) mark. In 2011 the result was accordingly (55% and 34%). During the 3<sup>rd</sup> edition of the festival 81% of the respondents spontaneously recognised its name. The number of the so called advocates of the brand is on the increase, these are the persons who declare their satisfaction with “Industriada” and are ready to recommend it to their friends. In 2011 the Net Promoter Score was 8.66 (on a 0-10 scale) in 2012 it reached 8.91. Also, the loyalty of its participants is increasing. In 2012 almost 92% of the examined declared their participation in the next edition of the Route’s feast [49].

Year by year, the festival attracts more and more public mass media interest. Its 1<sup>st</sup> edition generated 261 publicity materials [50], and in case of 3<sup>rd</sup> edition the number reached 711 publications, most of which was published on the Internet (563). 100% of them were positive or neutral. According to Press-Service Media Monitoring in this case, the advertising equivalent amounted to 3 million PLN [51].

## SUMMARY

Establishment of the Industrial Monuments Route and organization of the promotional festival - "Industriada" – seem to be the activities which effectively popularize the heritage of the Silesian Voivodeship industrial culture. Long-term employment of this heritage for the tourist – cultural purposes requires further consistent measures which are dependent on a variety of factors: possession of financial resources, approach of the local and regional decision makers and an entire political class, and also well-thought-out solutions both concerning the sites' revitalisation as well as the professionalization of their offer. Correlation of those factors with a competent approach towards good practices of other European regions within which the restructuring processes were initiated earlier than in Poland and where the public consent regarding the importance of the industrial culture prevail, will ensure the "new life" of the industrial monuments.

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