

CULTURAL HERITAGE AND INDUSTRIAL TOURISM: A MARKETING APPROACH TO THE CASE OF CENTER OF PORTUGAL

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Abstract

The aim of this work is to raise awareness concerning the potential of Industrial Tourism, especially in the Center of Portugal, in addition to sharing experiences concerning the development of touristic programs and promotion in the post-Covid times. This study aims to analyze how industrial tourism is contributing to the center region of Portugal, namely by attracting new tourists and enhancing the local economy; it also aims to chart the industrial tourism in the region and its potential growth capability; this research also aims to chart possibilities for investments in new industrial tourism projects, by analyzing the most important examples of Industrial Tourism so far and how they are facing the challenges. With this work, we aim for a theoretical approach on how to turn unique resources concerning Industry in development and wealth for each region in the post-pandemic world. We also intend to focus on some cases of municipalities where this tourist modality already exists, and how it has been promoting the local particularities and heritage. The methodology is based on qualitative and quantitative analysis of data concerning the center of Portugal (28 200 km² and 2 217 285 inhabitants), provided by the government and regional tourism data sources, to understand and chart the Industrial

Tourism in this region, capacity for attracting tourists, number of tourists who visited such places and their impact.

Keywords: Post-Covid Tourism; Industrial Tourism; Tourism Marketing; Cultural Tourism.

1. INTRODUCTION

Cultural Heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values (Holtorf & Högberg, 2020; Frey, 2019; du Cros & McKercher 2020). Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002). UNESCO defines cultural heritage as “the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations”. Brumann (2015) defines Cultural Heritage as:

sites, things, and practices a society regards as old, important, and worthy of conservation. It is currently the subject of increasing popular and scholarly attention worldwide, and its conceptual scope is expanding. Most social scientists emphasize its functions for supporting ethnic, national, and elite interests but others point to its creative and counterhegemonic sides. (2015)

Generally, our perceptions of the past determine the direction of our cultural heritage activities. This will assist us to make the ground ready to find out an appropriate definition for our cultural heritage from the view of why cultural heritage needs more attention. Studying the value of the past is not only particularly essential for those who are involved with cultural heritage, but also for humankind as a whole. Krekel, Hein & Skowranek write that:

Nowadays, the inspection of works of art and other artifacts is mostly subsumed under the academic field of *conservation science*. *Conservation science* is a general, by necessity an imprecise term that describes the work of scientists conducting research on works of art and their state of physical preservation. By common definition, work in this field falls into two major, extensively interacting areas: *technical art history* or *archaeometry* on the one hand and *science of preservation* on the other. Researchers in this applied science may come from very different backgrounds, transferring technologies into the field, or acting as interpreters of technical results. (2014, p. 721)

Cultural Heritage is a complex topic (Luger & Ripp, 2020). It can be distinguished in: Built Environment (Buildings, Townscapes, Archaeological remains), Natural Environment (Rural landscapes, Coasts, and shorelines, Agricultural heritage), and Artefacts (Books & Documents, Objects, Pictures)

As part of human activity, Cultural Heritage produces tangible representations of the value systems, beliefs, traditions, and lifestyles. As an essential part of the culture as a whole, Cultural Heritage contains these visible and tangible traces from antiquity to the recent past. Because of the ever-increasing competition and the economic restructuring of regions, new forms of tourism and new types of destinations emerged in the last few decades. In some cases, places and facilities which were considered unattractive earlier drew significant attention and became popular tourist destinations.

The growing importance of industrial tourism (Otgaard, 2012) is part of the above-mentioned process. In the case of industrial tourism, former or still operating industrial facilities (e.g. factories, mills, forges, etc.) and related buildings are becoming attractions. Industrial tourism can contribute to the development of the whole region in several ways (Xie, 2015). Because of the deindustrialization and tertialisation, and the global restructuring of the economy, former prosperous regions have to find new ways for their development. Their former manufacturing, mining, and other industrial activities can offer an answer to this challenge, since the identity and built heritage of these areas are closely associated to the industry. The closed factories can be revitalized for new activities: cultural and heritage tourism, or creative industries (Hospers, 2002).

There is a European Industrial Heritage Route, which is a tourist information network on Europe's industrial heritage, with more than 300 members in 28 countries and certified as the "Cultural Route of the Council of Europe". At this moment there are 14 European Thematic Routes, which represent branches of industry and show the variety and interconnections of European industrial history and their common roots.

2. INDUSTRIAL TOURISM DEFINITIONS AND TYPES

For the development and implementation of the Industrial Tourism as tourism offer, we shall consolidate its concept and typologies. Industrial Tourism is the experiences resulting from activities developed in places of living industry or industrial heritage, related to the products and processes of production, or their historical and cultural past, aimed at national and international visitors.

Taking into account the best international practices, including what is practical in the context of the European Industrial Tourism Route, adapting to the Portuguese reality the following Typologies by sectors should be considered, highlighting the activities that stand out in Portugal: Fashion and Textile - Cotton; There; Tapestries; Footwear, leather goods and tanneries; Headgear; Accessories and other components; Others; Jewellery - Jewellery; Watchmaking; Others; Ceramics and Glass - Utilitarian and Decorative Ceramics; Floor Ceramics and Coatings; Decorative and Utility Glass; Cork; Agrifood - Canned; Olive oil production; Salt; Chocolate, Sweets, Jams and Ice cream; Beer; Liquors and Spirits; Coffee and Tea; Bread; Cheese, Dairy and Sausages; Rice; Fisheries; Extractive - Mines; Quarries; Hydraulic energy; Electricity; Renewables; Transport, Services and Communications- Automobiles and Motorcycles; Electrical; Trains; Funiculars and Elevators; Vessels; Aviation; Communications; Metalomechanics - Molds and plastics; Aluminum injection; Plastic injection; Car; Industrial machinery; Other Sectors - Construction; Graphics; Furniture and Bedding; Cosmetics and Hygiene.

In the Center of Portugal, abandoned factories became living museums where visitors can get to know the raw material, the product, the process and the production methods, their applications, as well as the historical background that these economic activities keep in the memory of the communities where they are inserted. This region has great potential in what concerns Industrial Tourism, in sectors such as glass, ceramics, wool, mineral extraction, metal mechanics, plastics, two-wheel industry, among others. The Portuguese Government will soon open the Valorizar Program and it is sought that the municipalities, in partnership with the companies and Turismo do Centro, “can organize ideas, promoting synergistic projects that point the way towards sustainability, towards digitalization, for new audiences, so that the country and the region can have an even stronger Industrial Tourism in the coming times.

1. INDUSTRIAL TOURISM IN PORTUGAL

Industrial Tourism has been consolidating itself in Portugal (Guerra & Moreno & Almeida, 2019; Cardoso, 2012) through the increase of an offer supported by visits to factories in operation and museum equipment linked to old industrial complexes and know-how, complemented with different experiences of contact with products and production processes. There are several companies and also municipalities across the country that promote industrial tourism initiatives, thus contributing to a better knowledge of national production, different in tradition and modernity.

This offer, anchored in the territories, will make it possible to reinforce its attractiveness and attract national and international brands throughout the year. With the launch of the Industrial Tourism - Program for structuring the 2020 offer, the intention is to give an impetus to the consolidation of the Industrial Tourism network, safeguarding the actions to be developed in the scope of Resources, Product and Promotion, and Sale, as well as in the management model, which foresees the creation of the Dynamizer Group and the conclusion of a Memorandum of Understanding between public and private partners. The Program's dynamism is currently being ensured by the so-called Dynamizing Group of the Portuguese Industrial Tourism Network, which has been developing several initiatives.

In the scope of Resources, the survey and characterization of the resources associated with the living industry and industrial heritage stand out; in the structuring of the Product, it is expected to act in the training of agents, in the improvement of visitation conditions, in the implementation of certification (Industrial Tourism Quality Standard - NP 4556 - 2017) and in the identification of programs and circuits for sale to national tourists and international standards.

Projects to enhance industrial tourism, within the scope of the Network, may use financing through a future Support Line of the Valorizar Program. Within the scope of Promotion and Sale, the Plan foresees the launch of promotion of the offer in digital media, as well as international promotion actions.

In 2020, the Portuguese Government launched a program that aims to structure differentiating products in the territories network to earn scale and notoriety, generate tourist flows all year long, extended stays in territories valuing the living industry and

Industrial heritage as identity assets of territories, provide genuine experiences to tourists through industrial tourism, contribute to environmental sustainability, social and economic territories, consolidate the national tourism industrial network for capturing the tourist market national and international.

The development of Industrial Tourism is part of the National Tourism Strategy 2027, insofar as it has underlying the valorization of the historical-cultural heritage and the identity activities of the territories that reflect the dynamics and innovation capacity of national production. On the other hand, Industrial Tourism allows structuring and promoting tourist offers, anchored in thematic itineraries and/or specific interests of demand. In a context of progressive development, Industrial Tourism intends to respond to the needs and expectations of today's tourists looking for authentic and original experiences.

Understanding the manufacturing process (current or past) of a given product, understanding the way machinery works, and trying out the final product, are examples of this type of tourism. Thus, Industrial Tourism allows differentiating the tourist offer of certain territories, including that inland, through the valuation and sharing of identity aspects that add authenticity to the experience.

For those responsible for the Industrial Tourism services of the living industry, the valence of tourism may represent an increase in the respective revenues, as well as an increase in the notoriety of its products. In the case of heritage spaces and equipment, it is a matter of highlighting cultural values, of material and immaterial nature.

2. CONCLUSION

The notion of cultural heritage is very complex and includes several dimensions of culture, namely material and immaterial heritage (Gomes, 2013; Del Lama, 2006; Almeida et alii, 2018). As stated by Vecco (2010):

The concept of heritage has been characterised by a threefold process of extension: a typological-thematic extension since objects that were not part of the traditional, chronological and geographical concept of heritage have been given the statue of heritage; furthermore, the monument is no longer considered alone, but also in its context, thus meaning the adoption of an integral approach towards heritage. Parallel to this extension process, the selection criteria of cultural heritage have also changed: while initially the historic and artistic values were the only parameters, other additional ones have now been added: the cultural value, its value of identity and the capacity of the object to interact with memory. (2010, p. 324)

Thus, an essential value in the concept of heritage is memory, which intersects with heritage when we talk about the industry and industrial tourism. This last concept is dominated by memory and the ability to continue the legacy of the past, transforming industrial heritage into a tourist opportunity. This is why industrial tourism is so important nowadays, as Boros et alii write:

Based on international experiences, industrial tourism is a good example of unusual attractions and proves that not only nice and aesthetic objects can become destinations. These examples also highlight that not only the demolition or complete rebuilding and functional change (e.g. loft living, commercial use) can be the solution for the utilisation of old industrial facilities. It is important because factories built in the 19th century or earlier often represent architectural values beyond their historic meanings. The same can be said about machinery as well: many of them were milestones in the history of technology. Thus, industrial tourism can contribute to heritage protection, too, helping to strengthen local and regional identities. (2013, p. 113)

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