

INDUSTRIAL TOURISM AS A CHANCE FOR THE DIVERSIFICATION OF THE TOURISM OF THE PÉCS-MECSEK REGION

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Abstract

Industrial tourism as a chance for the diversification of the tourism of the Pécs-Mecsek region

The present article intends to reveal the industrial tourism potential of the Pécs-Mecsek region in Hungary where we believe there is an adequate potential of the present industrial heritage but only a limited or rather poor utilisation is realised in the research area in this respect. The possible utilisation of the industrial heritage would be useful since the area is facing a stagnating tourism industry and position losses in the latter period so the authors believe that the chance for the renewal of tourism product development could also be provided by the industrial heritage tourism in the analysed region.

Key words

Industrial heritage, Pécs-Mecsek, tourism diversification, thematic route, product innovation, culture, functional change

1. Introduction

By today the tourism world market creates a coherent, interdependent system where the supply and demand side went through significant changes both in time and space taking into consideration quantitative and qualitative aspects alike. Newer and newer destinations are connected to international and domestic tourism and in this challenging competition only those areas and places of interest can survive which matches to the increasing quality expectations (Hall 2004, Meyer 2011, Michalkó 2010).

In the recent years, due to the changes of these tourism trends, an increasing number of travellers need different type of recreational and tourism services and it becomes a fact that considering their motivations, in the 21st century, more and more importance is laid on getting experiences, learning and sustainability for the tourists (Dávid, Kovács 2012; Michalkó 2012).

Taking into consideration the above mentioned, as a starting point, the topic of this research is provided by the recognition that cultural tourism is one of the most popular and most developing product of the tourism industry (Csapó, Matesz 2007; Csapó 2012) where industrial heritage and its tourism exploitation plays an important segment (Cameron 2000; Xie 2015).

This exploitation in tourism experiences several decade long history in Western Europe and North America with successful practice (Li, Soyez 2006; Schmidt 1988; Cole 2004), however, in Hungary, besides that fact the we believe that the country possesses adequate supply, both the research and practical exploitation of industrial heritage is a lagging and incomplete topic.

The Hungarian researchers of tourism-geography mainly dealt with the theoretical and practical approach of cultural tourism (Ásványi 2014; Jancsik 2014; Bujdosó et al. 2013; Csapó, Pirkhoffer 2009; Husz 2007; Rátz 2008; Berki, Gonda 2006). A comprehensive and thorough research on the tourism exploitation possibilities of the Hungarian industrial heritage was not yet achieved, since the professionals were dealing with this topic mainly elaborating the situation and possibilities in Northern Hungary (Nagy, Piskóti 2014) and not extensively to the complete country.

2. Theoretical background

Based on the above mentioned, industrial tourism, the utilization of the material and immaterial values of industrial heritage, constitute the foundation of a dynamically developing segment of cultural and heritage tourism (Cameron 2000, Xie 2015).

Before presenting how industrial heritage can diversificate the tourism of the Pécs-Mecsek region, it is inevitable to define the concept of industrial heritage. The Nyizsnij Tagil Charter¹ for Industrial Heritage (2003) can be regarded as the first document, specifically concentrating on the definition, legal protection, values, importance and interpretations of industrial heritage: 'Industrial heritage consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores,

¹ <http://ticcih.org/about/charter>

places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education.' (<http://ticcih.org/about/charter/>).

Furthermore Otgar et al. (2010) emphasis the role of those agricultural units which can also be visited by tourists. It is evident from the definitions that apart from the generally associated past tense, the present tense is also as important in investigating this theme-specific tourism product. Nevertheless, due to the nature of the heritage, the basis of the tourism attractions or destinations consist of artificial memorials, established not for tourism or recreational purposes. On the other hand, the preservation and transformation of the industrial heritage can appear between the framework of tourism by generating or increasing the number of tourists, visitors in the given tourism destination. The Nyizsnij Tagil Charter also defines industrial archaeology as 'an interdisciplinary method of studying all the evidence, material and immaterial, of documents, artefacts, stratigraphy and structures, human settlements and natural and urban landscapes, created for or by industrial processes. It makes use of those methods of investigation that are most suitable to increase understanding of the industrial past and present' (www.icomos.org/18thapril/2006/nizhny-tagil-charter-e.pdf). As a consequence, the industrial heritage is both part of cultural tourism and industrial archeology, as well (Németh 2005) (Fig. 1).

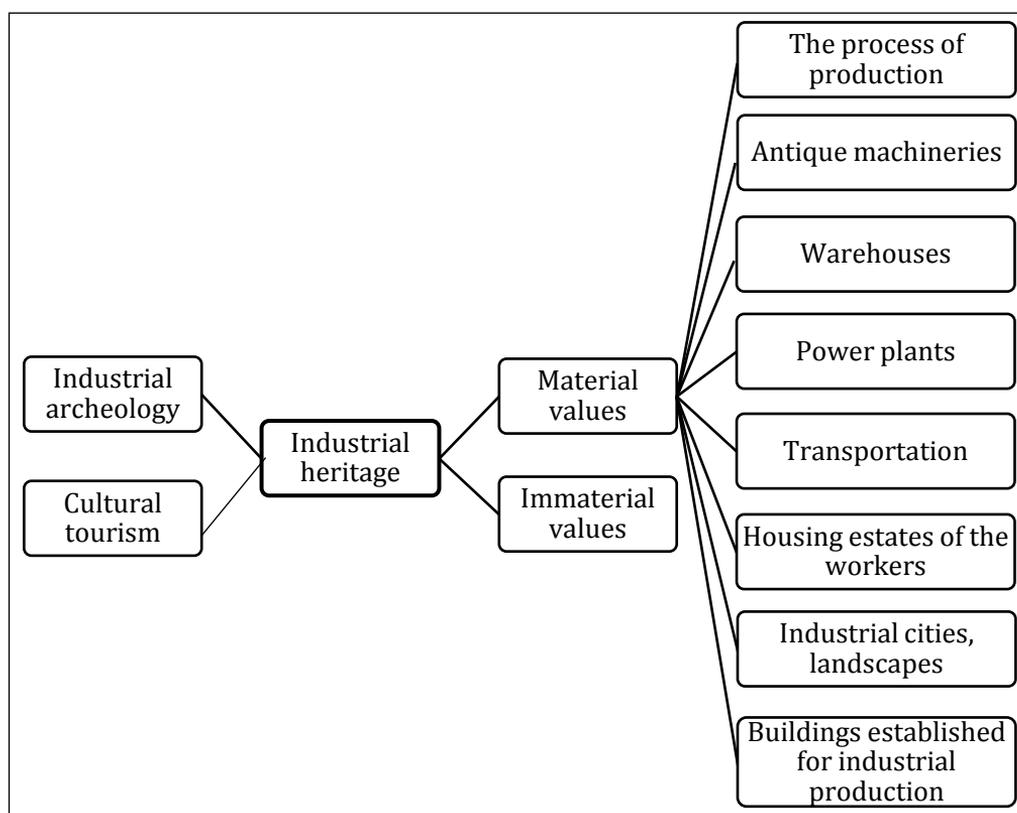


Fig. 1: The place and structure of industrial heritage.
Source: Pintér R. (2016) based on Németh (2005).

Naturally, the interdisciplinary nature must imply various scientific approaches – geography, history, archeology, architecture –, and complex research methods, but it is worth to highlight the development toolbar of tourism-geography, creating the connection between tourism and industrial heritage. As a consequence of dezindustrialization and the expansion of the tertiary sector, the abandoned and neglected, currently unutilized industrial inclusions, paralelly with the technological processes and products of the working units such as site manufactories, factories, breweries, can be promoted to tourism attractions, following new, creative and alternative directions of postindustrial tourism (Martyin et al. 2013), which are the consequences of a multistage selection and revitalization process (Fig. 2).

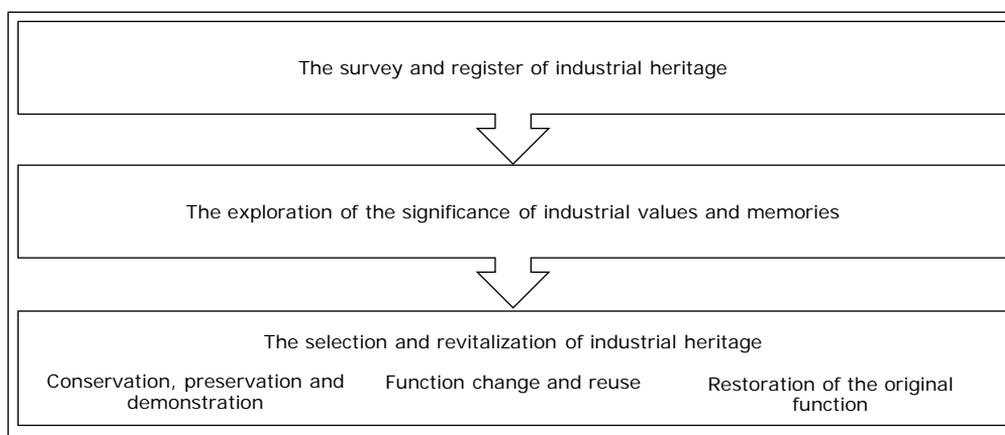


Fig. 2: The process of handling industrial heritage.

Source: Pintér R. (2016) based on Németh (2005).

The topic of this research is also explained by the existence of certain national – The Association for Industrial Archaeology², The Industrial Heritage Association of Ireland³ – and international associations – The International Committee for the Conservation of the Industrial Heritage⁴, European Route of Industrial Heritage⁵ –, which were founded for the sake of preservation, demonstration, interpretation and sustenance of industrial heritage. Moreover, the UNESCO⁶ raised the most outstanding attractions to world heritage rank in the interest of their universal maintenance and conservation. So these attractions are outstanding examples of a type of building, architectural or technological ensemble or landscape which illustrate significant stages in human history. Actually, on the World Heritage List of UNESCO, in the category of cultural heritage, 45 industrial based tourism attractons are included, which mean 4% of world heritage and 5,6% of cultural heritage. The increasing importance of industrial tourism is evident from the international trends, especially in countries with rich industrial past (USA, Japan, Great-Britain, Germany, the Czech Republic, Poland) (Chmielewska – Lamparska 2012; Sulimowska-Ociepka 2015; Staszewska – Żemła 2013). In Europe, by realizing the hidden tourism opportunities caused by the restructuring of the economy the leading regions are North-Western-England, the

² <http://industrial-archaeology.org>

³ <http://ihai.ie>

⁴ <http://ticcih.org>

⁵ <http://erih.net>

⁶ <http://whc.unesco.org>

'Black Country' region, the Ruhr area, the Saarland, the Upper-Silesian region and Moravia; where apart from the different located single attractions, tourism routes – Route der Industriekultur⁷, Industrial Route of the Silesian Voivodeship⁸ – also contribute to the regional settlement development (Chmielewska – Lamparska 2012). In addition to the several successful international initiations and projects, in Hungary the industrial heritage is rather associated with the words like underdeveloped area, utilization or rust than attractive tourism attraction (Csapó et al. 2016). Among other works, the Engineer Heritage Programme⁹ was launched in 2009 with the aim of popularization of the technological museums and serve as an option within cultural tourism. Due to the project, visitor-friendly museum saloons were created and an irregular guidebook was published (Fekete – Kovács 2013), which especially emphasizes the technological museums. So these Hungarian tourism infrastructure elements and attractions mostly count on local and regional tourism reach, for example during excursions for school-classes. Nevertheless, as a consequence of a civil initiation, the Route of Iron Culture¹⁰ was created, by connecting 12 Hungarian and 18 Slovakian settlements; however, without a proper personal and financial background, it was ceased to exist in 2015. All in all, the Hungarian industrial tourism can be noticeable in food industry – wine, beer, pálinka – (Martyin et al. 2013; Csapó – Wetzl 2015; Szabó 2012), and implies other unexploited opportunities.

The idea of developing industrial tourism in the Pécs-Mecsek region would greatly depend on the mining – black coal and uranium – traditions and heritage. Pécs would have not become outstanding industrial centre without black coal mining which was initiated at the end of the 18th century in the Eastern part of the city and specified the main direction of development from 1850s until the 1950s. Finally the last mine – the Carolina-pit – was closed in 2004. The uranium mining concentrated on the Western part of Mecsek, by resuscitating smaller mining villages like Cserkút, Bakonya, Kővágószőlős or Kővágótöttös until 1997 (Pirisi et al. 2009). As a result, Pécs and its surrounding area ensure a great basis for developing industrial tourism. Another direction of the industrial heritage in Pécs is provided by the former or still existing factories of the city, such as the Zsolnay Factory (porcelain and high-fire glazed porcelain) or the leather factory.

3. Data and methodological framework

The primary part of our applied researches was covered by the field trips around the investigated area, the field surveys, interviews, deep interviews and questionnaires. The field trips were carried out in 2015 and 2016. Through the research work we interviewed representatives of local, regional and national profit-, and non-profit orientated organizations, firms and tourism sector:

- Tourism Destination Managements: Irány Pécs!, Orfú TDM, Mecsek-Hegyhát TDM
- Non-profit orientated sector: The Route of Iron Culture, The Association of the History of Mining in Pécs
- Tourism sector: Zsolnay Cultural Quarter (Pécs)
- Stakeholders: Szalon Brewery of Pécs, Kapucinus Brewery of Magyarhertelend, Karl-Mikro Microbrewery of Mecseknádasd, Mill Museum of Orfú

Among the seconder methods, along with the classic desk research techniques and the elaboration of the domestic and international scientific literature, we carried out

⁷ <http://www.route-industriekultur.ruhr>

⁸ <http://www.zabytkitechniki.pl>

⁹ <http://www.muszakiorokseg.hu>

¹⁰ <http://www.vaskultura.hu>

statistical data analysis (relying on the database of the Hungarian Central Statistical Office) and GIS based spatial surveys as well.

4. Results

4.1. The declining tourism industry in Pécs

Pécs, as the main field of our investigations, have been suffering from significant tourism position losses since 2002 (Fig. 3). The city is the seat of Baranya county at the Southern part of the country, where cultural and heritage tourism – with UNESCO attraction – is the most decisive tourism product within tourism supply. That was one of the reasons why Pécs was the Cultural Capital of Europe in 2010. Although the tendency of low-altitude flying, covering the number of guests and guest nights had stopped for the year 2010, but after the series of cultural events, it has been declining and stagnating. By analysing the statistical data it turned out, that the tourism increase from 2009 to 2010 was much lower (16%), than the decrease from 2010 to 2011 (20%). It can testify the fact that the title of Cultural Capital of Europe was not as successful, as the leadership of the city would have believed. Moreover, there is a slight transformation around the structure of international tourists who visit the South Transdanubia tourism region with recreational purpose. Though still the Croatians, the Swiss, the Slovenians and the Dutch are the most decisive foreign tourists, but the ratio of the Germans have been decreasing for years, which have an effect on the decreasing tourism spending and average length of stay. These facts contribute to the tourism position loss at the list of the most visited cities in Hungary. Pécs is not able to step forward on the list, apart from the noted bath cities – Hévíz, Sárvár, Bük –, all of the regional centres precede Pécs.

That is the reason why our attention turned to Pécs and its surroundings, in order to renew its tourism supply and utilize the unexploited possibilities of industrial heritage which would make cultural and heritage tourism complete.

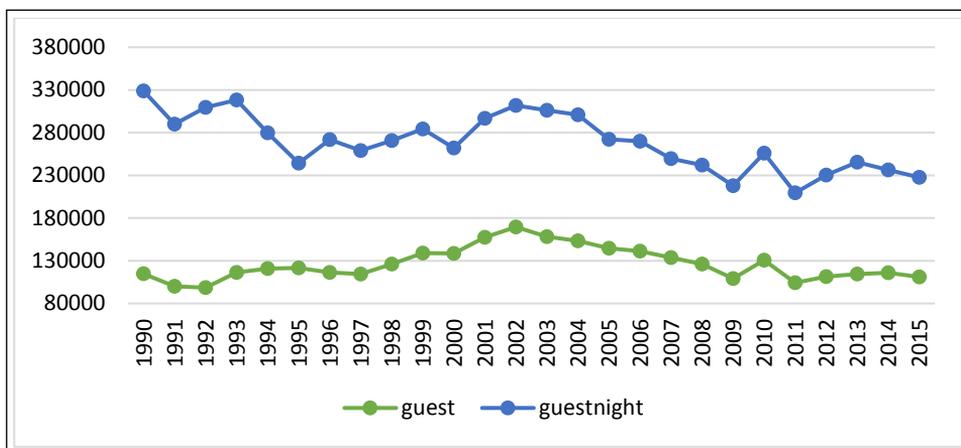


Fig. 3: The number of guests and guestnights in Pécs from 1990 to 2015.

Source: own edition, 2016.

4.2. The tourism attraction survey and analysis of the industrial heritage of the Pécs-Mecsek region

For the first step of our investigation, relying on both primary and secondary methods, we recorded and identified all the industrial remains in the territory of the delimited territory, covering the Mecsek and Tolna-Baranya Hills (Dövényi 2010). 123 sites and tourism attractions were surveyed (Tab. 1), however this considerable number is deceptive, as the list contains all of the monuments, plaques and memorial walls, connected to coal and uranium mining. The outstanding role of Pécs is obviously conspicuous in the investigated area, serving as a focal point of industrial tourism, as the majority of them can be found in Pécs (80%) (Fig. 4).

Tab 1: The spatial distribution of tourism attractions.

Name of the settlement	Number of tourism attractions
Pécs	96
Kővágószőlős	13
Kővágóóttős	4
Bakonya	3
Cserkút	2
Orfű	1
Óbánya	1
Pécsvárad	1
Mecseknádasd	1
Magyarhertelend	1

Source: own edition, 2016.

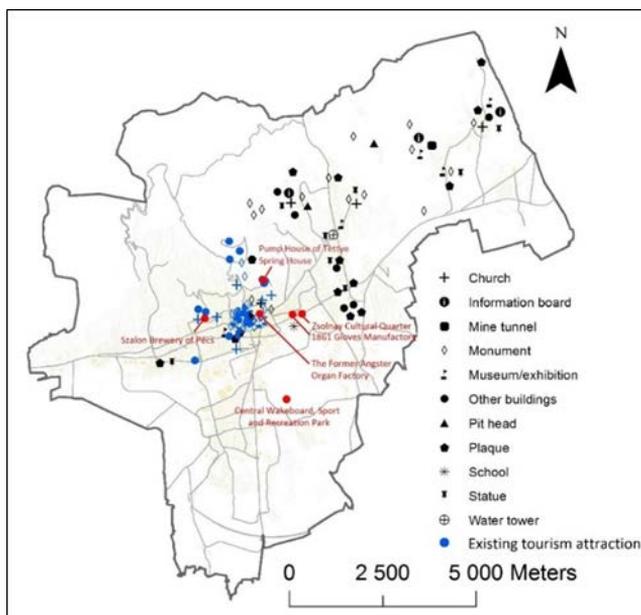


Fig. 4: The tourism attractions in Pécs.

Source: own edition, 2016.

The utilization and preservation of industrial heritage can happen with several methods, according to the former function, the ratio of the contaminated area, the future target audience, local political acts and tourism development strategies. From our primary research methods it turned out that apart from the two large categories (Urban – Vukoszávlyev 2014), a third one can be differentiated in the territory of Mecsek and Tolna-Baranya-Hills.

The first category ('re-use') can refer to those regenerated, former industrial territories and buildings which were given completely new tourism functions. It means the total loss of the original industrial or mining function and nature which sometimes serves as a temporary solution. These projects target a wider range of tourism segment and often serve the needs of the city dwellers. Due to the absence of the industrial atmosphere, the tourism attractions concentrate on the experience-based new tourism services. The former unloading territory of the power plant of Pécs was re-used within this mentality and became the home of the Central Wakeboard, Sport and Recreation Park with other recreation facilities, like outdoor sport fields, gyms, running track or playground for children. Tourists and city dwellers during using its space do not necessarily know that they spend their sparetime at a former brownfield. However, the most authentic way of presentation and interpretation is conservation or 'in situ' restoration (Urban – Vukoszávlyev 2014). Although the attractions can depend on a limited tourism flow, especially attracting heritage-, creative- and urban cultural tourists, such as fans of industry and technology; because it is the clear category of industrial or post-industrial tourism. Additional sub-groups can be differentiated on the basis of the importance of time. On the one hand, territories or buildings can exclusively be separated that demonstrate the former function as a site of post-industrial tourism. Due to the value and history of the heritage, they preserve the original industrial or mining nature. Mines, shafts, machines, furnishings and also spiritual heritage conserve the history of the industrial past as a tool, with the aim of sustenance, education or inheriting. The material and immaterial heritage of the mining activities of the Mecsek, the Central Mining Museum of Pécs, the remains of glassworks in Eastern-Mecsek – Óbánya – or the pump house of Tettye spring house in Pécs can be the best examples. On the other hand, apart from demonstrating the history of the past, industrial tourism highlights present tense, by visiting working manufactories, factories or breweries. In this case, the tourism attraction itself is the technological process how products are made or the product itself, especially at luxury products, like beer or chocolate. They can rely on tourism flow as single attractions, but have more opportunities along a common thematic route, under a common umbrella brand. In the delimited area, three breweries in Pécs and in its catchment area, the Mill Museum of Orfű and the Gloves Manufactory of Pécs have chances to be getting involved into industrial tourism.

The third category would refer to the intersection of the methods of conservation and re-use, because with sustainable long-term development projects, a still working industrial unit can be the home of new elements of tourism industry. At the rehabilitated, extended territory apart from the new suprastructure elements – accommodations, cafés – and the industrial milieu can serve a perfect basis for cultural and heritage tourism, as well. One of the trademarks of Pécs, the Zsolnay Cultural Quarter with the still working Zsolnay Manufactory was conserved side by side – by exhibitions, museums and by establishing a site manufactory – and re-used by establishing experience based elements – puppet theatre, planetarium, playgrounds, cafés, restaurants, education facilities for the university – for the local population and tourists.

The survey covered all the attractions and sites connected to industry or mining which was necessary to be performed by a process of an evaluation criteria. The method of selection was based on the evaluation of tourism attractions by their tourism reach (Aubert A. et al. 2010). In accordance with the classification, the sites were given attraction value points from 1-9 in order to ascertain their potential tourism reach (Fig. 5). In our opinion an attraction at least should reach the regional level, so value 4 was identified as a threshold above which tourism attractiveness was considered. It can be well observed from the figure that the majority of the attractions are local ones and only 8% of them can be significantly taken into consideration. Moreover, most of the mining heritage are located at the Eastern edge of Pécs with poor accessibility and negative image, which has no integral connection with the city itself.

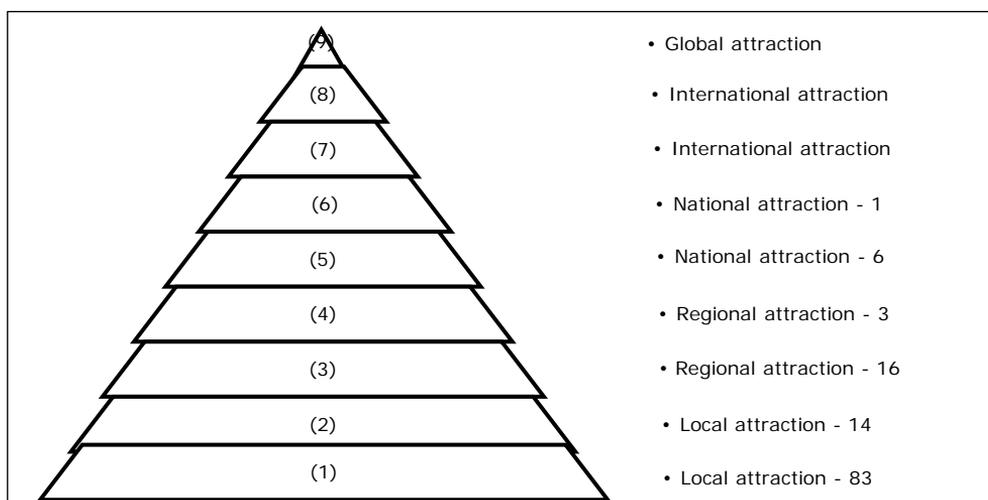


Fig. 5: The reach of the tourism attractions.

Source: Own edition, 2016 based on Aubert A. et. al 2010.

4.3 The analysis of the creation of a possible industrial heritage route in the Pécs-Mecsek region

Based on the above considerations we believe that thematic walks and routes would diversificate the tourism of Pécs. Based on the survey, localization and the selection of the attractions, three tourism walks would be stated, as a final, realizable result. Two of them (Fig. 6) would concentrate on the territory of Pécs – ‘the Industrial Remains of Pécs’, ‘the Miners’ Route of Pécs’ – and the third one (Fig. 7) would connect the traditions of Western Mecsek, ‘the Industrial Treasures of Western Mecsek.’ Both tourism walks in Pécs would concentrate on the downtown area of the city and would be absolutely feasible on walk. ‘The Industrial Remains of Pécs’ can connect places from the Brewery of Pécs up to the Zsolnay Cultural Quarter, also including the Former Headquarter of the Danube Steamship Company, the former Angster Organ Factory, the Monument of Central Steam and Uranium Mining of Mecsek, the Church of Ágoston Square, the Gloves Manufactory and the Pump House of the Tettye Spring House. However, ‘the Miners’ Route of Pécs’ would completely focus on the mining heritage, from the Western part of Pécs – statue of Ore Miner and Plaque of Uranium Mining, Uranium Minders’ Square – through the main city centre – the Building of Mining district of Pécs, Central Mining Museum, Underground Mining Museum – till the Church of Ágoston Square. It can be well observed that within the delimited are, Pécs is the

richest in industrial heritage but the remains in the villages of the Western Mecsek should be also taken into consideration. 'The Industrial Treasures of the Western Mecsek' would connect the heritage of uranium mining in Cserkút, Bakonya, Kővágószőlős and Kővágótöttös and the working mill in Orfű and the brewery of Magyarhertelend. Naturally, the route should also connect the other tourism destinations and attractions of the villages, like the agro-rural tourism in Cserkút and the active tourism in Orfű in order to gain superposition.

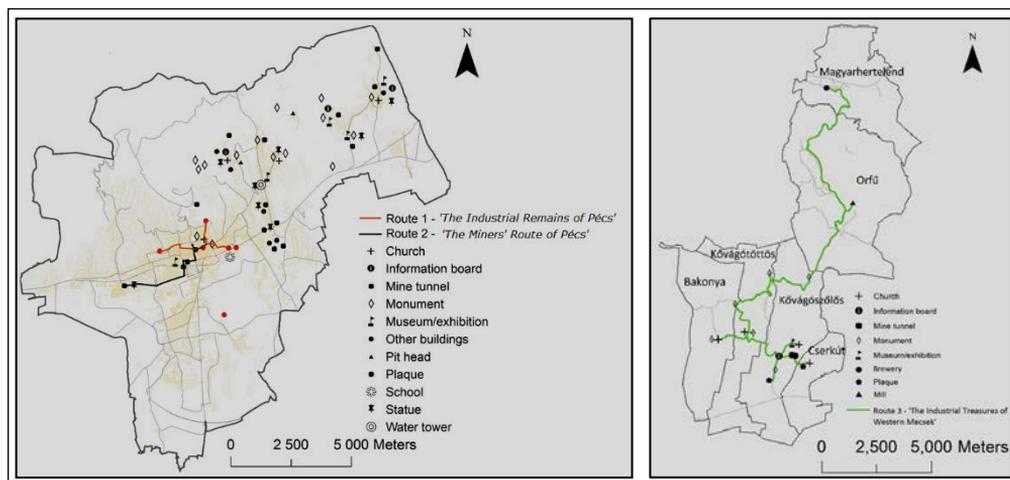


Fig. 6 (left) and 7: 'The Industrial Remains of Pécs', 'The Miners' Route of Pécs' and 'The Industrial Treasures of Western Mecsek.

Source: own edition, 2016.

We believe that these tourism walks and routes should be coordinated by a regional tourism organization, for example the Tourism Destination Management Organisation of Pécs, which know well the representatives of tourism services, provide a common marketing strategy, tourism guides and is able to ensure proper personal and financial background.

In accordance with the above mentioned aims, Pécs should utilize its mining heritage in the long run, by involving the isolated Eastern edges, like Vasas, Somogy or Pécsbánya. Apart from handling the material industrial heritage, a spectacular mining exhibition would diversificate the tourism, chime in with regeneration of brownfields for the benefit of tourism and recreation. Namely, the Underground Mining Museum of Pécs has been closed for a year due to an infection, which should be restored and modernized with exciting technical elements to be attractive for wider segments, as well.

5. Conclusion

During our researches we found out that as a former industrial region the industrial heritage of the Pécs-Mecsek region should be sustained for the newer generations and utilized by tourism. We underlined that the analysed existing potential can act as a supplementary tourism product for the tourism of Pécs and the Mecsek region where, together with the already functioning tourism products (cultural tourism, active tourism, gastronomy), industrial heritage could attract more tourists to the region.

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INDUSTRIAL TOURISM AS A CHANCE FOR THE DIVERSIFICATION OF THE TOURISM OF THE PÉCS-MECSEK REGION

Summary

Summing up, we think that the most important result of the research was that the development possibilities of the industrial heritage as tourism product was revealed with scientific approaches, due to which a so far undiscovered segment with adequate potential was surveyed, pointing to the chances of involvement in tourism and tourism development, taking also into consideration the local community, heritage protection, sustainable economic development and the principles of cultural variegation.

The further directions of the research would be making questionnaire surveys among the tourists of Pécs, questionnaire surveys among the citizens of Pécs and the Mecsek region where we could receive and analyse the opinion of the tourism demand and the local population. We would also intensify the tourism product development related to industrial heritage together with the local governments, stakeholders, local population and other actors for which the utilisation of (EU) financial sources and tenders would be inevitable.

Besides the upper mentioned reasons the reinforcing of the identity and image of the local population together with the chances of the function change at the settlements would strengthen important pillars of the EU's and Hungary's regional politics and regional development priorities.