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INDUSTRIAL TOURISM IN ISTRIA

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Abstract

The work aims at helping design and implement a plant tour to provide an additional source of revenue to the city of Labin. There are advantages in addition to generating extra revenue for the manufacturer to conduct tours of their plant; tours need to be complicated to produce these benefits. This proces requires careful planning. Particular attention must be given to safety and catering of the tour participants.

Today's tourists desire to experience the excitement of watching people and machines involved in their lives. Not only just by seeing the manufacturing process but also creating a unique experience that changes the perceptions of the visitor about the project. Companies that provide industrial tours in their facilities try hard to make the time spent during the tour a quality time. Museums are places where people are energized in a whole new way, especially when involved in the research Center tours. In the potential future tours the visitors see how an industry operates, with extensive safety awareness programs, environmental protection best practices and a sparkling-clean, orderly facility. Muzej Labin enhances the experience by enabling visitors to get the feel of the company culture and conscientious workforce.

After these industrial tours, not only do visitors know more about the products they use, but they also see more value in the product. Their experience while «touching» the products they use will change their perception of the product for the rest of their lives, they feel more intense, they have experienced the process.

Key words: selective tourism, industrial tourism, Istria, tourist tours, museum.

1. INTRODUCTION

Culture, nature and ecology are directives for the future of tourism. There is increasing application of the marketing concept, the average stay of tourists is shortened to five or seven days, domestic tourism is ever more important and tourism is becoming a means of international exchange. The interests of individuals and groups are becoming more important while less importance is given to the attractiveness of single locations.

The development of tourism in the last decades connects a wide range of activities and extends its effect on several other sectors. This resulted in various kinds of selective tourism among which we can find industrial tourism – whose history is now becoming its future.

The aim of the work is to present the possibilities of development for industrial tourism in Istria as a promotion of the area of Labin. The construction of the Museum as part of the planned tourist attraction represents the point of interaction between **academics** (university partners) and the **local community** (public organs, tour operators and the local population) with the aim of providing services. The first part of the paper gives an overview of the state of development of industrial tourism in the world as well as an overview of activities undertaken in Croatia connected to this selective form of tourism.

The second part of the paper gives directions on how to process all the written documents on mining in the city of Labin and present them to the public.

Attention is given to the development of new attractions through specialized education, paying attention to the kind of information and especially to information technology. In realizing the set goals **experts, librarians and even tour operators** should be at our disposal.

The museum (interactive museum) is ideated as the location of the real product («multiproduct and multiservice» organization) which is abundant in the area. The quality of offer would be achieved through a scientific and professional offer of products. The scientific offer that is mostly out of reach and interest for the general public, and the professional offer that would help observe the role of the product in society.

The museum with its permanent presentation represents the future must for guided tours, giving a general overview of the history of the location tourists came to visit. Besides the permanent show, the museum would also have a “show room” exploring the theme of electrification and mining so that the visitors could learn about the method of production and exploitation. The foundation of a museum would not only result in cultural, educational and social benefits, it would also create some positive economic effects, particularly by improving the tourist attractiveness of the whole destination. There would be educational programs, a gallery for exhibitions, performances, presentations, etc.

The above mentioned can be realized because of the extremely valuable history of mining in this area in Istria as well as a certain mystic aura about the place.

Activities reactivating mining for tourist purposes would enable the local population to take greater pride in themselves and raise interest for tours as a specific experience for students and tourists. It can all be achieved with high security standards for mine tours as well as the knowledge and enthusiasm of the tour guides.

On the other hand, in order to realize this project, there is need for a partnership between the local government and the Tourist Associations of Pula and Istria, as well as a partnership with the public sector by using the possibilities they offer, for example an interactive activity of the Ministry of Culture and the Ministry of Tourism. Furthermore, a partnership between the Ministry of Tourism and the Croatian Tourist Association is useful for the promotion, respectability and well-being of the city and state.

Papers of this sort are not available in Croatian literature, except for single interventions on the possibilities of development for selective kinds of tourism and their sociologic aspects (Jadrešić, J.: 1991, 2001, Kušen: 2002, Štifanić: 2005, Pančić Kombol: 2006, Grković: 2005). These papers do not go deeper and bring no concrete practical examples. Foreign literature embraces valuable examples of case studies that served as grounds for the economic valorization of some projects (Conesa, H.M. et al: 2008, Xie, P.F.: 2008, Cole, D.: 2004, Orueta, F.D. and S.S. Fainstein: 2008, Swarbrooke: 2007, Shone, A and B. Parry: 2004).

2. SPECIAL INTERESTS TOURISM

Industrial tourism represents a form of cultural tourism. Cultural tourism in industrial areas is mostly seen as a form of tourism whose main goals are industrial facilities and their spaces reflecting them in a characteristic way. By that we do not only think of former companies or those still operating, but also of other typical elements of the industrial era like workers' villages which are now being studied and visited.¹

At first glance, these are two contrasting worlds with very little in common. In spite of that, industry and tourism are connected in various ways. Heritage is a term associated with the word "inheritance" and is therefore only temporarily owned by the current generation.²

In tourism literature, cultural attractions are represented through special interests tourism where the authenticity of the attractions is very important for tourists who believe in them as being "real" and not "replicas". However, it does not mean that museums and cultural and historic values represent the purpose of tourism. Cultural heritage is created and managed through various processes. Symbols, history, social values, all activated by the desire to see certain objects and get to know the history.

¹Xie, P.F. (2006), *Developing industrial heritage tourism: A case study of the proposed jeep museum in Toledo, Ohio*, Tourism management, Vol. 27, Issue 6, p. 1321-1330.

²Jelinčić D.A., *Kulturna baština i turizam (Cultural heritage and tourism)*, master thesis, Zagreb, 2000.

Table 1.

World attractions and benefits to the clients

Types of attraction	Benefits to the clients
<i>Theme parks</i>	Excitement, Atmosphere, Variousness, Attraction, Value for money, Company of other people.
<i>Beaches</i>	Sun, swimming, company or individualization.
<i>Cathedrals</i>	History, architecture, atmosphere, sense of peace and spirituality.
<i>Museums</i>	Learning new things, nostalgia, sale of souvenirs, previous experience, familiarity, guided tours, education; cultural events, services for children, special activities.
<i>Theatre</i>	Entertainment, Atmosphere, Status.

Source: Adapted from Swarbrooke, J. (2007), *The Development and Management of Visitor Attractions, Second Edition, Elsevier, p. 48.*

A chance to consider the network of relationships in culture and history connecting people of this area and potential visitors is a goal with which to contribute to the creation of a joint recognizability of this type of attraction in Europe. As far as museums are concerned, the expectation of the community and the demands of the public are growing and have to be satisfied.³

Today, when museums around the world are more than ever, the number of museums in Croatia is also growing. However, museums do not really correspond to the needs that create them.⁴ On the one hand, visitors require safety, hope and realization. On the other hand, most of the museums in Croatia cannot satisfy the demands presented to European museums, nor the demands made by visitors.⁵

³Balen, J. Critical review *Promišljanje fenomena muzeja*, on the edition: Gob, A and N. Drouguet (2007), *Muzeologija – Povijest, razvitak, izazovi današnjice*, Zagreb, Antibarbarus. p. 303.

⁴Nikočević, L. (2007), *Konstrukcije identiteta i muzeološka interpretacija kulture zajednica u Istri, Etnološka tribina 30*, Vol. 37, p. 21-28.

⁵Cf. Tate modern, *Art attraction on the banks of the Thames* – <http://www.tate.org.uk/modern>, <http://www.ceramicauk.com/page2.html>, www.museumwales.ac.uk/en/bigpit, <http://www.tobias-schiller.de/arbeiten/tourismus/tourismus.html>

Table 2.

Reasons for “avoiding” museums

Nothing interesting to see
Museums are boring places
Museums not accessible/reasons of health
Tickets too expensive
Inadequate local transportation/distant location
Not open in the period I want to visit
My children will not be interested
I have no time /I am too busy
Previous experience
Special events
Trendiness
Charging admission (all inclusive or additional charge ex. parking)
Effect «mouth to mouth»
Movability

Source: Authors' work according to Swarbrooke, J. (2007), *The Development and Management of Visitor Attractions, Second Edition, Elsevier, p. 70 and 74.* and Shone, A and B. Parry (2004), *Successful Event Management, A practical Handbook, second edition, Thomson, UK, p. 99.*

The first step in analyzing the development of the future museum is to identify the key museum programs and activities in order to obtain better balance between the scientific quality of the museum product and the level at which the museum responds to the needs of the community. A harmonious relationship between science and theatre is desirable, adapted to the needs and possibilities of its public (so-called «promotions-focused heritage»).

Industrial tourism is based on the existing actual industries rather than on those founded on history. Visiting tours, which represent an important advantage for the Labin area (as the foundation is already there) as the precondition of its future development, is the subject matter of this paper. This does not mean that the abandoned mines cannot be used and economically valorized.⁶ This sector covers various attractions but it started developing only a couple of years ago.⁷ Most of today's attractions are based on small-scale economy. If we observe today's attractions of industrial tourism in the world, we can definitely say that there is a preference of tourists towards various kinds of work skills. In order to have a clearer presentation, the text mentions the most frequent, i.e. individual localities with the following characteristics:

⁶Cole, D. (2004), Exploring the sustainability of mining heritage tourism, *Journal of Sustainable Tourism*, Vo. 12., Issue 6, p. 480-494. and Simard, M i C. Brisson (2008), Between industry and tourism: The evolving lanscape of La Baie in Saguenay, *Canadian Geographer*, Quebec, Vol. 52, Issue 4, December, p. 505-513.

⁷It has been estimated that there are around 5500 industrial locations in France open for visits, realizing around 10 million visitors a year.

- famous brands in industrial plants (former and active);
- workers' villages⁸
- power plants
- banks
- insurance houses
- chambers of commerce
- corporate archives and museums
- crafts
- "industrial villages"
- mines and other elements from the industrial era
- products having the characteristic of tradition or picturesqueness
- places where visitors can buy products at more popular prices than in the main streets in town;
- exclusive, luxury good status of products like perfumes or champagne;
- products whose production process requires highly profiled skills;
- controversial industry like nuclear plants;
- 'high scale' production like thermal power plants;
- public locations like airports or television studios.

The success in managing the mining museum whose foundation is being suggested in Labin will depend on how effectively we can beat the widespread competition with a "new product". The authors see an advantage in the mix of spatial qualities and services providing better value and attracting more.⁹

According to tables 1 and 2 we can sum up the goals of today's mining museums. As a matter of fact, we should promote the tendency of people to keep as many of the inherited values as possible as well as build quality relations with people, individuals, groups, communities and cultures. All of the above shall be reviewed in the following chapters.

⁸According to cf. Watt. D.C. (1998), *Event Management in Leisure and Tourism*, Addison Wesley Longman Limited. pp. 1-3.

⁹cf. Orueta, F.D. and S.S. Fainstein (2008), The new mega-projects: Genesis and impacts, *International Journal of Urban and Regional Research*, Vol. 32, Issue 4, p. 759-767., and Conesa, H.M. et al. (2008), Mining landscape: A cultural tourist opportunity or an environmental problem? The study of the Cartagena-La Union Mining District (SE Spain), *Ecological Economics*, Vol. 64., Issue 4., February., p. 690-700.

3. EUROPEAN INDUSTRIAL TOURISM

Industrial tourism has been very popular in the last years in Western Europe. Most visits go to industry (especially car industry), then crafts and the agricultural and food processing sector.

It is especially important for cities with a strong industrial basis where industry was far more developed and where the preservation of cultural heritage is stronger, encompassing various possibilities for the strengthening of the economic structure (direct and indirect employment) and the increase of tourist products offer. A large number of sectors consider it as a part of their relationship with the media. Industrial tourism can include all food processing plants, wood processing industry, textile industry, mills, mines, harbours, shipyards, auto and aviation industry and others.

A few isolated initiatives came up in the 1930s and 1940s like Peugeot or Kronenbourg brewery, but a significant development came only in the 90s of the 20th century when industrial tourism became a popular way to learn on other cultures and values.

It is interesting to see the Tate Modern Museum just a few months after its opening when its real life began with crowds of visitors at the entrance on the Thames. They wait in line to sit at the tables of the cafes or walk around the hall where the turbines of the power plant used to be. They rest on the stairs of the ramp and stop in the “light beam”, the glass volume on top of the building overlooking St. Peter’s Cathedral.

Europe is continuing work on the project “European way to industrial heritage” that began a few years ago with the aim of preserving industrial heritage in Europe. The European network of industrial heritage includes various private, public, non-profit organizations and the cooperation of institutions on a national, regional and local level in order to valorize industrial heritage and create transfrontier tourist itineraries of industrial heritage.

Until now six itineraries were made in the field of industrial heritage. These are a basis for tourist marketing¹⁰:

- coal road;
- iron and steel road;
- ceramics, glass and crystal road;
- pre-industrial heritage road;
- industrial landscape road;

¹⁰The report *Industrial Tourism: Opportunities for City & Enterprise*, published by the European Institute for Comparative Urban Research (Euricur), (<http://www.euricur.nl/default.asp?id=795&page=&keuze=publications&publication=200>) (http://www.eukn.org/eukn/themes/Urban_Policy/Economy_knowledge_and_employment/Urban_economy/Specific_sectors/Tourism_recreation_and_culture/industrial-tourism_1175_1176.html)

- workers' villages road.

The international, national and regional cooperation in culture and tourism is of particular importance for the significance of urban and regional development. Cultural routes/roads have to be conceived as means for the strengthening of collective responsibility of people towards cultural heritage.

Today's urban travelers want to find out about the construction of airplanes, cars, the making of cheese, beer or wine, how household waste gets recycled and similar. People are more and more interested in knowing the answers to these questions and that is their reason for visiting plants. Interest is present in all generations: students, pensioners, families on vacation and friends of people employed in industry. However, such tourist orientation is expensive and demanding and raises a series of issues like:

- fear of "leaking" confidential information;
- safety;
- insufficient coordination of institutions;
- how to sell an industrial product (as a package or a combination of packages).

We also have to point out that there should always be a combination of more sectors in one tourist destination setting "classical goals" of sustainable tourism. Therefore, using the so-called *sinergieefekte* we achieve goals satisfactory to all the participants.

4. INDUSTRIAL TOURISM IN CROATIA

Industrial tourism in Croatia has, until recently, been underdeveloped. Earlier there were a few attempts in Rijeka (with the paper factory) and some ideas in Labin and Raša.

The tourist association of Fažana has been on the market for several years with the project "Small fishing academy", with its starting point in the former pilchard factory in Fažana that used to employ 800 women. The aim of this project is to maintain the tradition and identity of Fažana as a tourist fishing village.

Significant improvements in the development of industrial tourism were made in Rijeka with the foundation of an organization for the promotion and preservation of its cultural heritage " PRO TORPEDO" and international conferences on industrial heritage.

Duga Resa started with the project "Studies of sustainable development of cultural tourism in the City" creating a particular offer including the valorization and exploitation of the potential of industrial heritage.

In 2007 the city of Samobor stipulated a contract with the Ministry of Finance of the Republic of Croatia on the usage of funds from the PHARE fund of the European Union for the project “Sveta Barbara”. The project plans a renovation of 250 m of the mine Kokel – Sveto Trojstvo in Rude with the aim of creating a mining museum in nature. The project was made in cooperation with Slovenia.

On the Croatian side the plans will result in 1.5 km of mining-botanical track that includes the renovated mines of Kokel and Sveto Trojstvo.

4.1. Mining in Istria – historical development

Mining in the area of Labin was first mentioned in 1626 when the first mining concession was issued for the surface coalmines on the location of Krapan near Labin¹¹.

The onset of industrial revolution drew attention to the research of mineral raw materials for energy – especially coal. The first research of hard coal in the area of Labin was performed in 1776, which enabled the production of coal in 1807 and the exportation of coal from Istria following the permission given by Napoleon. The year 1879 saw the opening of the first mine «Vinež», while the mine «Štrmac» was opened some ten years later, together employing 750 workers and producing 90,000 tons of coal a year. The period 1936-1940 was the period of greatest expansion of the enterprise so that the mines become the backbone of economy in Labin. In 1942, mines opened in Labin, Ripenda and Pičan, registered a record annual production of coal of 1,158,000 tons. The mine shaft in Labin (1935) was the most modern shaft in Europe while the social protest of miners (1921) is known as the “Labin Republic”.

A 7MW thermal power plant “Vlaška”, located on the left in the Raša river valley, was built in order to electrify the newly opened mines. The construction of the thermal power plant began in 1937 and the plant became operational in 1939. Earlier, in 1931, a 1200 kW mine thermal power block “Štrmac” was built near Labin for the needs of the extracting machine, water pumps and transport of coal from the pit, while the 1200 kW thermal power plant of the concrete factory “Koromačno” was built as early as 1926 and served the purpose of its supply of electrical power.

The sudden surge in the consumption of electrical energy in the 60s required intense construction of power plants and transportable networks. The constant lack of energy in the west of the country and the structure of the constructed sources were the main reasons for the construction of the thermal power plant Plomin-1 on hard coal coming from the Istrian coal mines Raša¹². The bay below the old city of Plomin was designated in the mid 60s as suitable

¹¹ Internal data taken over from Sergio, Lj., TE- Plomin d.o.o., Plomin, 21. 6. 2007.

¹² *ibid*

for the location of the thermal power plant. The main reasons for that decision were: available space, closeness to the sea – before all as medium for the cooling system, short transport of coal from the mines that were being exploited at the time, even planned locations for new mining pits, sufficient reserves of technological fresh water in the immediate vicinity, the accessibility of the location with no considerable preparation work and the existing nucleus of qualified workers on a similar facility. After some preparation work and the selection of close location, we saw the beginning of construction of the thermal power plant Plomin-1 with 125 MW of power in May 1967.

“Elektroprojekt” Zagreb made all the projects and coordinated the technical documentation during construction. The project left the possibility to widen the power plant on some free space with another block of the same power, while the transport of coal, the supply of fresh and sea water and some ancillary facilities had already been planned so that they could increase their capacity with some minor adjustments and additions. The construction was finished and the plant made operational in 1970.

The conclusions of the Joint Assembly of the ZEOH (Association of electrical industry organizations of Croatia) and the RSIZ (Republican self-governmental interest association) of electrical power consumers on June 29, 1976, accepted the development program for electrical industry for the period 1976-1981 and committed to subsequently select continuity plants. The first investment program for the construction of TE Plomin-2, of the power of 200 MW, was made out as early as in the course of construction of the TE Plomin-1, i.e. in 1968. Unfortunately, it was not before April 16, 1975 that the decision was reached to include the thermal power plant Plomin-2 into the Plan of Construction of Electrical Industry Facilities in the Socialist Republic of Croatia, on the basis of which the Istrian mines Raša made out an investment program for the continuation of mining.

The joint assembly of the ZEOH and RSIZ of electrical power consumers reaches another decision on April 24, 1979 to accept the 200 MW TE Plomin-2 as a continuity facility, and the investor commits to do preparation work for construction in 1979 and 1980 in order to have the facility operational in 1985. The same decision was put into SAS on joint foundations of the development plan for electrical industry in the period from 1981 to 1985. Following on such social decisions, and especially considering the quoted SAS (art. 60) to have domestic producers maximally included in the construction, the Investor selected the offers for the complete construction and gave the job to domestic project planners and producers of equipment through the Business association – INGRA.

The proposal for the choice of the constructor was accepted at the joint assembly of the ZEOH and RSIZ on July 9, 1981. In keeping with the conclusion of the commission nominated by the Assembly of the Municipality of Labin, there was a Decree on January 25, 1983 meant to evaluate the environmental

impact of the thermal power plant Plomin-2, public discussion, special conditions regulated by the competent bodies and organizations, professional evaluations for the determination of conditions for construction and the Planning project. The Republican committee for construction, residential and communal activities and the protection of environment from Zagreb issued the Conditions for the environmental planning. These defined the basic functional and spatial, as well as zoning and technical conditions, and the mode of exploitation of buildings and the protection of environment on construction of TE Plomin-2.

Through particular conditions for construction, made part of the plans issued by the bodies and organizations competent for the determination of such conditions, a more detailed solution for SO₂ was defined (on the grounds of coal from Rasa, 10% sulphur, construction of a high chimney H=340 m, SGVZ –0,150 mg SO₂/m³).

The decision on the construction of TE Plomin-2 was brought at the joint assembly of ZEOH and RSIZ in July 1984. The grounds for such a decision were the Investment program and the Conditions for the environmental planning issued by the Committee for Construction, Residential and Communal Activities and the Protection of Environment. However, the conclusions of the Council of Associated Work put this decision out of force on December 18, 1985, because it was based on the Investment program of the electrical plant, which was in keeping with the conditions of environmental planning without the desulphurization device, while its installation was strictly requested in the conclusions of the Parliament. The Conditions for environmental planning and the general consent for construction are also put out of force for the same reason.

Within the frame of the existing plans and the general consent, on April 21, 1990, the Investor obtained new plans for the desulphurization device for the TE Plomin-2, The Republican committee for construction, residential and communal activities and the protection of environment from Zagreb, which define: the technology of wet procedures of desulphurization and the protection of air by using coal with a maximum 4% sulphur content with the desulphurization of smoke that guarantees a permanent content of SO₂ in the smoke lower than 400mg/Nm³ with compulsory burning of low sulphur coal in the block of the TE Plomin-1.

In 1985 began the construction of TE Plomin-2, also on hard coal and a power of 210 MW. The construction is interrupted in 1991 when works, mostly construction, are at about 50%. Besides, it was established that the domestic coal is almost unusable (insufficiently researched amounts of coal, high percentage of sulphur, difficult exploitation because of depth of excavation). This fact, in a later stage of construction, will result in the necessity to plan a cauldron running on a different kind of coal to be purchased on the world market, as well as the need to build a harbour for the reload and transport of coal to the landfill.

In order to conclude the thermal power plant Plomin-2, a joint company TE Plomin d.o.o. was founded in 1996, owned by Croatian Electrical Power and

RWE Power (legal successor of RWE Energie) with 50% share each. The company had the task to complete the half constructed thermal power plant Plomin-2 and exploit it for the following 15 years. Following the stipulated contracts, TE Plomin d.o.o. buys out from HEP (Croatian Electrical Power) the existing movables (equipment), rents the immovables (buildings, land), and commits to sell all the produced energy to HEP. A contract was stipulated with HEP according to which it will be the workers of HEP to run and maintain the power plant for TE Plomin d.o.o.

The thermal power plant Plomin-2 was completed towards the end of 1999 and was first synchronized to the network on September 14, 1999. After a trial period it was taken over from the constructor on May 13, 2000. TE Plomin d.o.o. obtained the permit for performing power activities on December 11, 2003 from the "Council for the regulation of power activities". TE Plomin d.o.o. is today the largest independent producer of electrical power in Croatia.

The Committee for the preparation of the Project "Plomin C 500MW" was founded on the basis of the adopted Work Plan of the Management in HEP d.d. dated June 23, 2004. The task of the Committee is to make and implement the program of the preceding studies and researches for the preparation of the Project Plomin C 500 MW (or more) until the adoption of the investment program and the reaching of the investment decision of HEP d.d. Management on the construction of facilities in 2007.

Considering the construction plan, the life cycle of TE Plomin-1 is about to end in 2015 and therefore the thermal plant C 500 MW is being constructed as the replacement block for TE Plomin-1, using up the most of the already built infrastructure (dock, chimney, etc.).

On the basis of the above there would be an industrial reconstruction of the power plant which would be converted for educational and touristic purposes thus becoming a kind of attraction. By opening this kind of museum and turning the mentioned resources in a tourist attraction we would create the prerequisites for the development of "industrial tourism".

5. GENERAL PROJECT – MINING MUSEUM LABIN

The development of industrial tourism in the cluster Labin-Rabac¹³ has good foundations considering the relatively recent tradition of mining in that area as well as the existing thermal power plant Plomin today. The development of industrial tourism in this region wants to create a strong image in order to influence the circumstances and problems of reality. Should this theme museum create a certain recognizability for the area, the attraction would in this case not be connected to sensationalism but wisdom generated from the past.

The development of tourism in this area tends to create a joint image of an Adriatic journey and contributes to the process of cohesion of nations in the region, i.e. closing the gap between Western Europe and the countries of the Eastern Mediterranean. A large part of the material on the stories of miners would present the old way of thinking, acting, living. We are thinking of promoting a wide range of attractions that connect the history of coal production with the current work of the thermal power plant. Labin can thus become a recognizable destination of special interest tourism, i.e. the center of “mining tourism”.

The realization of such a project needs the cooperation of art historians, archaeologists, architects, economists, cartographers and many others. Schools and other organizations should also be included in order to inform the public and get the young generation to think of the past. The Museum will be able to develop only if it manages to present its program to the widest possible audience and involve and motivate the largest possible number of participants.

The identity of Labin is directly connected to the destiny of mining in this area. What do we do with its historical remains? A Museum or a new modern industry, or a combination of both? It is important to take into consideration the reasons why people do not go to museums and the steps that have to be taken in order to motivate visits. (cf. table 1).

The authors propose a concept of development thorough the term of “mining tour”. It would encompass a visit to the mining shaft, research and visitor’s center.

¹³Division of clusters according to the Master plan for Istrian tourism 2002-2010 (www.istra-istria.hr/masterplan).

Table 3.

Planned activities and holders of activities for mining projects in Istria

Activities	Executors
<i>Documentedness</i>	Making of preliminary and project documentation (Museum)
<i>Knowing the realization of the museum (production of knowledge and aesthetic pleasure)</i>	Visit to museum = knowing the realization= avoiding disorientation
<i>Establishment of fine balance</i>	Copying vs new language; conservation vs transformation, revitalization of the area
<i>Restauration?</i>	Part of the industrial building, approach is not nostalgic, hall for educational activities
<i>Coperativeness (traffic, culturological, economic)</i>	Tourist agencies, schools, tourist associations, organizations, cultural institutions from surrounding areas
<i>Informedness</i>	Info point, Web site, virtual web tour, creating tour presentations (20-minute starting presentation – before the tour), on line reservation. Making of a brochure entitled «visit the mining museum for a particular experience of Istria».
<i>Visual attractions</i>	Stimulative atmosphere: pleasant approach, loud sound of the presentation, strong lighting, various levels of lighting, colours, cleas exhibits (visual and written), pleasant faces.
<i>Design</i>	Catalogues, flyers, T-shirts, souvenirs, <i>gift shop</i> , rest and relaxation desks, flyers for quick orientation and special interests.
<i>Local advertising</i>	Media, jumbo posters, advertising in magazines
<i>Association</i>	Public private partnership
<i>Safety</i>	Reserved parking, effective outer signalling, helmets, fluorescent clothes (T-shirts, jackets), protective goggles, microphone and headphones, marking and tagging, warning signs, ex. “no photos in work area”, help boxes and telephones, available toilets, equipment for the handicapped (well marked directions).
<i>Costs</i>	Administration, personnel, propaganda, printed materials, security and sustainability.
<i>Implementation</i>	2-5 tours per week, small groups, historical and cultural exhibits
<i>Control of visual and experiences of the senses</i>	Valorization of the potential without insistence or trite resorting to scenography
<i>Pointing out the function</i>	In the past - unnecessary emptiness, Today – stripped of its own function.

Source: Making and suggestions of the authors

The making of the general and project documentation of the museum would be based on the creation of possible spaces for cultural and service (catering and trade) activities. Only specialized companies could do the work on the basis of a public tender (in keeping with the Procurement Act).

The opening would be a test for the main choices of the project managers, the organization of space, the definition of the visit routes, the relation between the gallery and the services and rest zone. Naturally, it is not only a distributive and functional problem. The very presence of visitors points out the concepts formulated by architects ever since the tender project.

The research center would encompass activities that rely on sources of information on the offer and demand in tourism in order to promote the local brand through visits to today's industrial zone (thermal power plant Plomin). Plant tours can encourage new business, improve business relationships, and help industry professionals become more knowledgeable.

For example, interactive computer games connected to the exhibition and internet access would make it possible to present texts, papers and catalogues promoted by the research team¹⁴. In that way work material could be presented to the younger generations. One of the main issues is in what way to attract young people to the museum. The authors are of the opinion that shops selling various merchandize that interest young people could act as motivators and places to meet and talk. Displays available for easy orientation and usage will raise interest for exhibits and represent one way of reviving the "gloomy" space. On the other hand, personnel needs to be made available to give immediate answers as well as actors to revive the exhibits.

The possibility to be included in the organization of the attraction with comments and notes will give some feedback on the possibilities to improve the offer. The authors suggest to locate the mentioned possibility in the *Visitor's center*.

The research center is planned as:

- *virtual library*

Stories founded on the "paths" of the past miners result in the creation of a virtual library. Conceptualization (shifting of focus towards a non physical substance).

- *science forum*

The communication strategy includes interventions at various levels of scientific information and promotion. Stimulation of socialization and freedom to use somebody else's knowledge.

- *Scientific conferences*

¹⁴Orlić, O. (2006), How to include the method of oral history into the museum, *Etnološka tribina*, Vol. 36, No. 29., p. 151-159., December.

The project would like to include theatrical performances, scientific conferences and various events. It is presented in various realization phases. The aim of scientific conferences in the integration of knowledge and institutions in the wanted units.

6. TARGET GROUPS

Marketing activities included in this project will direct the product of the museum to the public. The first step is to inform individuals about the capabilities of the plant and what the firm is successful at making. It is important to identify four participants by categories: students, educators, legislators, media, customers and suppliers, and general public. In that way the product intended for the public will correspond with the public's needs and wishes. The issues addressed by the study are the following:

1. Who will the Museum be intended for?
2. If the local museum interprets the area of Labin, whose feeling for the place will it present?
3. Will it act as an institution only preserving or also communicating the heritage?
4. Will the museum increase the income of the community?
5. Can the museum improve employment?
6. Can the museum affect the quality of life?
7. In what ways can the museum participate in the local development?
8. To what extent can the museum be used in the complex marketing of the whole community, political and cultural maturing and an improvement of image?
9. Can the museum produce a clear conscience and sensitivity for the values of heritage so that, ideally, every citizen would act as its external employee?

Of all the elements of this marketing mix here the accent is on the placement of the product through the media and the issue of price. The determination of price defines the financing of the museum itself¹⁵.

Marketing starts with information on the museum, the route to reach it (marked or not?), accessibility of the building (parking?), location of the building (its context can attract and put off, i.e. give additional meaning to the museum), the building itself, the entrance and all things that maintain contact with the visitors.

¹⁵Cf. Križman Pavlović, D. (2008). *Marketing of a tourist destination*, Pula, Zagreb: Sveučilište Jurja Dobrile u Puli, Mikrorad.

7. CONCLUDING REMARKS

The valorization of industrial heritage can stimulate regional identity, revitalize the area and create an additional attraction in the destination. It is therefore very important for the state to plan the development of industrial tourism within the Strategy for Cultural Development.

Industrial tourism offers the experience of the way of production, programs, products and historical background to the visitors, but the companies alone cannot maintain it.

The strategy of local partnership between the authorities, local industry, crafts, tourist association, scientific and educational institutions needs to coordinate the initiative to exploit industrial heritage in a destination. It is important to be included in the project "Europe's route of industrial heritage".

Considering the fact that the very term of heritage includes the population, the collective memory, the way of life and the local culture, it gives us a good reason to preserve our industrial heritage by raising the conscience of people on the value of industrial heritage and in that way adding something to the pride of the local population.

The preservation of that area would result in giving it a certain function so that it can partly gain a profit that would make it possible for everybody in the area to maintain and finance themselves.

The story on the beginnings of mining and the construction of the thermal power plant would show the way people in this area used to think, act and live. The Museum would thus become the starting point of a wider recognizability of the area. There could also be a tourist itinerary (as a sort of tourist attraction) including the tour of the former power plants and mines in the area of Labin using several means of transport (bicycles, busses, boats and vehicles) thus creating a unique tourist product.

In order to realize all of the above there is need for formation and employment of educated personnel, starting from the Museum's marketing and management to the guidance of tourist tours. Also necessary is the cooperation of historians, archaeologists, art historians, architects, economists, physicists, electrical engineers, tourist operators and many others. It is also important to include schools and other organizations in order to inform the public and encourage the youth to think about the past. The Museum will be able to develop if it manages to present its program to the widest possible audience and include and motivate the largest possible number of participants.

The strategic resource of Croatian tourism has to remain the until now preserved high quality space that will, in the long run, continue to gain importance. With that in mind, special attention needs to be given to regional peculiarities and values of the environment. The total tourist potentials have to be

revalorized and directed towards quality and correct usage of space, especially natural and cultural heritage. The aim is to develop specific kinds of tourism parallelly with the more classical tourist offer, especially those connected to educational and similar programs with a strong environmental orientation. As we study the situation in the City of Labin we hope to become more aware of what steps might be taken to create an appropriate environment for converting Rudnik into a tourist attraction.

By motivating the local community we need to create the conditions to improve the whole living environment and thus secure the necessary standard to both tourism and the population. The established tours will in future represent an additional source of tourist income, employment of the local population, the pride of the community that has given to the tourist a rare kind of industrial recreational exploration, the raising of conscience on the importance of mining for the area of Labin. There would also be a possibility to open a center for travels in industrial education.

The project promotes the local cultural, tourist, scientific, economic and entrepreneurial values thus realizing the basic premise according to which it presents Croatian industrial heritage as part of the cultural heritage of Europe and the world. New research and new knowledge can help in choosing the right way to preserve industrial heritage and give it the right value.

In order to treat industrial heritage right, besides a team effort of conservators, urbanists and art historians, what is crucial is the interest of capital and clear legal boundaries. This paper should encourage the research of industrial heritage, its valorization, the preservation and musealization or well planned conversion, and make its way to universities and numerous professional volumes, as well as the conscience of the population and the programs of politicians.

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INDUSTRIJSKI TURIZAM U ISTRI

Sažetak

Rad nastoji pomoći oblikovati i provesti posjet tvornici kako bi se osigurao dodatni izvor prihoda za grad Labin. Mnogo je prednosti provođenja izleta tvornicama povrh generiranja ekstra profita za proizvođača; izleti bi trebali biti osmišljeni tako da stvaraju kreiraju pogodnosti. Ovakav proces zahtijeva pažljivo planiranje. Posebna pažnja mora se posvetiti sigurnosti posjetitelja i ugostiteljskim aktivnostima koje će im se pružiti.

Današnji turist želi iskusiti uzbuđenje gledajući ljude i strojeve važne u njihovim životima, kojim činom ne samo da se promatra proizvodni process, već se stvara jedinstveno iskustvo koje mijenja percepciju posjetitelja o projektu. Tvrtke koje nude industrijske izlete u svojoj ponudi jako se trude da to vrijeme bude kvalitetno provedeno. Muzeji su mjesta gdje se ljudi ispune energijom na jedan sasvim nov način, posebice kada su uključeni u posjet Centru za istraživanje. Potencijalni budući izleti omogućit će da posjetitelji vide kako funkcionira industrija, uz opsežne programe sigurnosti i informiranosti, najkvalitenije postupke u zaštiti prirode i besprijekorno čista, uredna postrojenja. Muzej Labin unapređuje ovakvo iskustvo budući da omogućava posjetiteljima osjetiti duhovno i materijalno stvaralaštvo jedne kompanije, ali i savjesnu radnu snagu.

Nakon ovakvih industrijskih izleta posjetitelji ne samo da znaju više o proizvodu kojega koriste, nego i više cijene taj proizvod. Njihovo iskustvo dok "dodiruju" proizvod kojega koriste promijenit će njihovu percepciju o proizvodu za čitav život. Isto tako osjećaju proizvod intenzivnije budući da su djelićem učestvovali u njegovoj proizvodnji.

Ključne riječi: selektivni turizam, industrijski turizam, Istra, turistički posjeti, muzej.

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