

## Creating demand for the tourist product during the implementation of geotourist project for post-mining objects

MALWINA KOBYLAŃSKA

*KGHM CUPRUM Ltd. Research & Development Centre, 53-659 Wrocław, ul. gen. Wł. Sikorskiego 2-8, Poland  
(E-mail: mkobylanska@cuprum.wroc.pl)*

### ABSTRACT

The experience of recent years shows that geotourism in post-mining objects has got a large development potential due to, among others, moving away from the typical museums to modern tourism products much more engaging visitors and the transition from the idea of 3S (sun, sand, sea) for 3E (experiment, excitement, education) and 4H (heritage, handicraft, habitat, history). In the article the specifics of the tourism product in projects related to the adaptation and using of post-mining objects and sites were presented. The article presents an assessment of the possibility of building a branded tourist product based on the relics of the mining industry in the context of the development and implementation of subsequent phases of the project consisting in making these relics available to tourists. The examples of completed projects, among others, in Poland and Germany were used. The division of the primary and secondary value of the geotourist project and the activities affecting the increase of these values were proposed. The article also raises issues of variation in demand for mining heritage products and the economic viability of such projects, as well as the recommendations for future investor in the post-mining tourism' venture were specified.

**Keywords:** tourist product, geotourist project, geotourism, post-mining objects, destination management.

### INTRODUCTION

Mining heritage objects around the world raise a range of emotions of a different nature – from the aversion and source of variety problems for the environment and local communities in the case of unprotected objects and degraded areas to the rapture and the name of branded tourist products in the case of objects skillfully developed for the purpose, among others, geotourism and post-tourism. Indeed, as the experience of the Polish and foreign show, in particular, in recent years, a lot of projects related to the transformation of post-industrial areas in tourism products turns out to be accurate, attracting crowds of visitors.

The areas and objects left over from open

pit and underground exploitation of mineral resources are in various states of preservation, but all of them carry value in historical and cultural dimension. Seeing that they sometimes are the testimony of the industrial era, mining crafts and often have a natural, architectural and cognitive values, in any case constitute a cultural landscape with unique features and arguably have the potential for development. This potential can and should translate into an increase in the value of such facility or land in the intangible and tangible dimension - in the form of economic recovery of the region and the financial return for the investor or the beneficiary in the long term.

However, some projects connected with the management of mining objects despite investing large expenditures and potential

tourist advantages do not bring the expected economic effects. Some of them, despite the fact that in a short time they generate significant revenue through e.g. excessive focus on recreational values, degrade the historical and education value of these, often unique, cultural landscapes and testimonies of mining history. In addition, according to the Butler' model, in the cycle of life (evolution) tourist area (Tourism Area Life Cycle) inevitably occurs the stagnation phase, after which the absence of the thought-out strategic actions results the inhibition of growth of the number of tourists (Butler 2006). It should also be noted the alteration of paradigm of tourism, where tourism policy becomes one of the key tools of regional development, the scope of tourism is becoming wider, cultural factors - the dominant, and the main subject of tourism is not the state but business (Kozak, 2010).

Therefore, the questions are: how to increase the probability of success of the project associated with the transformation of post-mining relics into tourist product? How to evaluate the level of competitiveness of such projects and how to measure it? How to maximize the market value of this type of tourist product and how to build its brand without losing the cultural value of landscapes in the mining region? An attempt to answer these questions is the content of this article.

## DEMAND FOR THE PRODUCTS OF MINING HERITAGE

### The potential of getourism in post-mining objects

Among the reasons that geotourism in post-mining objects has a large potential for development, you can include the following trends and phenomena:

(1) departure from the usual museums and open air museums (often with outdated organization of work) to the modern tourist products, much more involving visitors and with higher quality services,

departure from the traditional division into regions predestined to tourism development and others and the growing emphasis on cognitive and educational functions of tourism (Migoń, 2012),

(2) the alteration of paradigm of tourism, expressing through, among others, the increasing importance of cultural factors in the development of the tourist, the opening of the visitor to the community reception area, moving the center of gravity of promotion from resources (assets) to the products and taking over the role of the main body of the tourist market from the state to the business (Kozak, 2010),

(3) moving away from the idea of 3S (sun, sand, sea), so the tourist' rest preferences for 3E (experiment, excitement, education), associated with active relaxation and cognitive aspect of sightseeing and 4H (heritage, handicraft, habitat, history), which focuses on the interest in the history and cultural goods.

In post-mining tourism the geotourist interests are post-mining objects and sites, and these values should be dominant in the process of making them available for tourist traffic. This points to the appropriateness of creating "living mining museums" and creating geotourist attractions in places originally utilized used as mining facilities. It also follows a series of recommendations for the future investor and the main of them are as follows:

(1) care of highlighting the mining heritage of a particular place through preserving, protecting and exhibiting its elements,

(2) the least interference with the state of existing objects (e.g. excavations), which enables one to preserve the historic value of the relics of mining activity and may be used in promoting a tourist attraction (maintaining safety of the visitors),

(3) avoiding the degradation of historic cultural landscapes through disturbing the scenery with random architectural objects and elements of tourism-related infrastructure,

(4) care of increasing the social

awareness of the visitors concerning legacy and craft of mining, as well as its significance for the civilization development, e.g. through interesting and properly conveyed information (among others, information provided by the guide, website, educational materials).

### Products of mining heritage

From the perspective of direct and indirect consumers of heritage (industrial heritage, mining heritage etc.) Towse distinguished two basic types of demand for the products of the heritage (Towse, 2002): demand for direct consumers of the heritage, possible to express in monetary form:

- demand for access to heritage (e.g. access to underground excavations),
- demand for services directly related to heritage (e.g. the guide),
- demand for additional services referring to heritage (e.g. catering services in the former mine),
- demand associated with inutility values of heritage, difficult to express in monetary form:
- demand for keeping the possibility of using heritage in the future,
- demand from people that don't utilize directly heritage for its existence,
- anticipated demand for future generations.

Thanks to the mechanisms of supply and demand the mining heritage can be converted into tourist products. What in general is the tourist product? There are many definitions of this term. The tourist product includes all tourist attractions, benefits and services used during the stay in a given place, as well as everything that visitor experiences (Panasiuk, 2005). This product are the natural and man-made tourist facilities, goods and services that enable the arrival, stay and use of tourist assets and spend time attractively. According Oleksiuk the tourist product is a whole set of material goods and services enabling tourist to come to the location of tourist attractions, stay and their use

(Oleksiuk, 2009). The common feature of all definitions is the complexity of the tourist product and the co-existence of its tangible and intangible components.

In the case of the project associated with the tourist development of the post-mining object or site the tourist product may be (Kaczmarek et al. 2005):

- thing e.g. replica coin,
- service e.g. gold panning,
- object e.g. Historic Silver Mine in Tarnowskie Góry, Poland,
- show e.g. ScopriMiniera Programme "Discover the Mine" in Regional Eco-museum of Mining of Germanasca Valley, Italy,
- path e.g. Industrial Monuments Route of the Silesian Province, Poland,
- event e.g. "Million of steps" ("Un millón de pasos") in Linares-La Carolina mining region, Spain,
- area e.g. Archeological Museum and Reserve "Krzemionki", Poland (Fig. 1).

Tourist products may stand alone or be linked, e.g. the event can be part of the product-event or the product-place. Because they may occur separately (item, service) or create collections (trail, event), they can be divided into simple (one-piece) and complex (multipart) (Oleksiuk, 2009).

It should be mentioned that the tourist product from the point of view of its creator (investor, contractor) often differs from the product seen by the tourist, so its perception by the customer. From the point of view of the creator the tourist product consists of objects and tourist attractions, services provided (e.g. guide), souvenirs, advertising brochures etc.

In contrast, the tourist product from the point of view of statistical tourist is the totality of lived experience since his departure from the house to the return, they are also all possibilities and experiences associated with spending time at the destination. Therefore from the perspective of building the branded tourist product based on mining heritage there is important to recognize the needs of the customer (visitor) and the development of the tourist



**Fig. 1** Reconstruction of exploitation in former flint mine in Archeological Museum “Krzemionki”, Poland (photo by: M. Kobylańska)

offer tailored to these needs (Kobylańska, 2013). This adaptation may relate to the age, the possibility of concentration and interest of the various groups of visitors, e.g. for school groups works best the combination of education with fun (edutainment).

### THE CONSTRUCTION OF PRIMARY AND SECONDARY VALUE OF GEOTOURIST PRODUCT

In the case of geotourist projects based on post-mining objects it is necessary the conscious construction of the total value of tourist product based on the market value of the object (existing, primary value) and on the market value of the adaptation and services related to tourism (secondary value). For the primary value should be considered the market value of the object or the post-mining landscape resulting from the valorization of its tourist potential. In turn, the secondary value is the market value of the method of adaptation (reclamation and development) of the object or the post-mining landscape and services related to tourism. The combination of these two values leads to

the creation of the tourist product, the value of which is greater than separately the primary and secondary value (synergy effect). This allows the operation of the post-mining object in a new scene and its development in the future (Fig. 2). In creating the tourist product based on the post-mining object / site very important are the activities and actions taken in order to maximize both of these values.

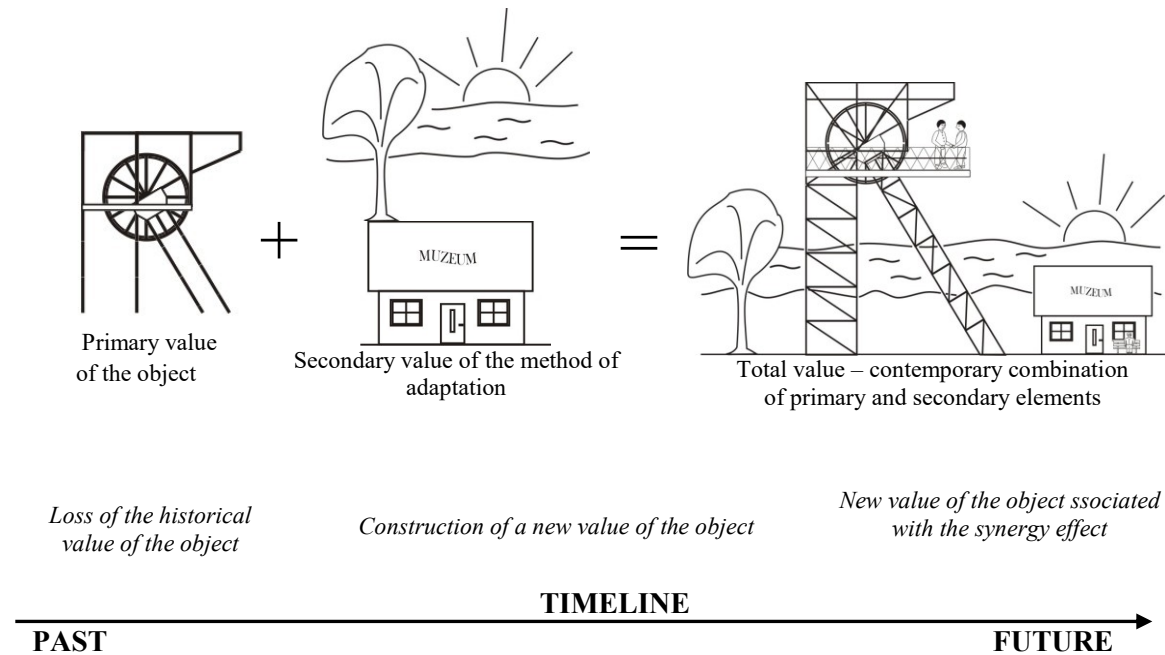
#### Primary value of the object

Influencing on the original value of the mining heritage resource exists:

- before operation – the valorization of the mining area due to the tourism potential and value of the landscape,
- during the operation – e.g. mining entrepreneur can shape the slopes of open-pit excavation for plans for later use or not demolished e.g. former shaft tower,
- after operation – there is need to update the development concept, depending on current conditions e.g. spatial policy, local authorities can also after reclamation lead temporary measures protecting the most precious objects.

At this stage, the key is to determine the components of the resource, taking into





**Fig. 2** Diagram showing the construction of the tourist product based on the object of mining heritage.

account the context of environmental, social and economic development and interpretation of the original value of each of these components. The important role in this process can play the public debate and the inclusion of the stakeholders for the valorization. The stakeholders in the geotourist project based on mining heritage are all individuals and organizations involved in the project implementation: the contractors, suppliers of capital and services, beneficiaries, local government organizations, but also interest groups, the media and so on.

### Secondary value of the project

The secondary value of the object affects all activities related to the processes of revitalization and adaptation, and all the results of these processes. The elements associated with the creation of a secondary value of geotourist project (added value) include (Kobyłańska 2014):

- construction and taking care of tourism infrastructure at the appropriate quality, because without it even objects and places with very high tourist values will not generate tourist traffic at a level enabling the maintenance and development,
- continuous and reliable informing the

tourist about the object and its values: historical geological, cultural, etc.,

- moving away from the image of the tourist who arrives just visit the attraction, you should attempt to create an object as a place where he will want to stay longer – so the important thing is the complexity of tourism services (basic and accompanying), implying active and passive recreation, sightseeing and associated services (Fig. 3),
- in the case of underground facilities using modern lighting systems and sound effects (the sounds of the working miners, the rock mass, etc.),
- application of new systems and technologies, e.g. mobile applications on the phones, among others, to help tourists navigate the terrain and obtain direct information about the visited object and a virtual tour available from the website of the object.

### CREATING THE BRANDED TOURIST PRODUCT WITHIN THE GEOTOURIST PROJECT

To create a branded tourist product one should take into account the expectations of its future customers, their ideas about the



**Fig. 3** One of the many climbing routes on the site of the former metallurgical Thyssen complex in the Landscape Park „Duisburg Nord”, Germany (source: <http://en.landschaftspark.de>).

product and its component elements. Knowing at least some of those expectations, you can adjust to them the tourist offer and accordingly shape the message, among others, advertising message. The form and the content of the argumentation offering travel services affect the decisions of the visitor, because they largely shape his ideas. The message referring to the tourist imagination also acts on all actors on the mining heritage market, including public opinion. The success of the tourist product may also motivate others to create new products (services) or complementary to the existing offer. Thanks to these the same relics of mining activities serve to create a variety of goods and services for different consumer groups and market segments.

Post-mining objects can be the background for the different type of events: cultural, sporty or artistic, among others conferences, exhibitions, concerts, lectures, film screenings, theater performances, dance shows and competitions in many

sports (Fig. 4).

The experience of objects and areas of high tourism rank show that the best are mixed solutions, and therefore investment in the development of the tourist product should bear in mind the diversity of consumers' expectations. It is clear that offer formulated by the investor must reach the potential buyer of the tourist product through using selected media and public relations activities, depending on the target group of this offer (age, status, interests, place of residence etc.). Marketing activities in the tourism sector should focus on understanding consumer behavior, which is a prerequisite for the effectiveness of three processes: the development of the tourist product, sales of tourist products and their promotion (Choibamroong, 2005).

### **Economic viability of geotourist projects**

The problem, which is dominated by the issues related to the revitalization processes and geotourist projects is their economic viability. These projects are for standard





**Fig. 4** The concert in the Dalhalla amphitheater in the excavation of the limestone exploitation in Rättvik, Sweden (photo by: C. Eklund).

investment projects, subordinate to the laws of the free market economy, even though the processes related to the protection of tangible and intangible cultural heritage and revitalization projects are not fully commercial. For this reason, due to demand parent - participation of the state in subsidizing the revitalization projects and projects related to the protection and promotion of geo-diversity.

Practice shows that the highest profits, though difficult to measure in a currency, resulting from the such project, outside the investor, gain local residents, followed by the contractors of the project and then the local authorities in accordance with the territorial division of the country.

In some cases, the income from new use of the post-mining object may be higher than for the same parcels of land during the period before the exploitation (Paulo, 2008). It is also possible for the development of mining facilities for tourism (Fig. 5).

The costs associated with the adaptation of the post-mining object / site can be

divided into investment costs and costs related operational phase of the project (operations, management). Typically, raising funds for these purposes is done separately and therefore it happens that the investor implements the project thanks to the acquired funds, but has a problem with its subsequent maintenance. Even more important are the funds for the development so needed in the process of building a branded tourist product. Then he does not realize reconstruction investments and development activities, by which the interest of the object gradually decreases, resulting in the loss of the entire region in terms of tourist attractiveness, and hence - its economic situation. Therefore it should be remembered that the operational phase of the project, beginning in practice after the completion of the investment of a tourist destination, often affects the whole outcome of the project, and the lack of additional investment in increasing the tourist attractiveness of the adapted or the newly created object can result in strikethrough its results.

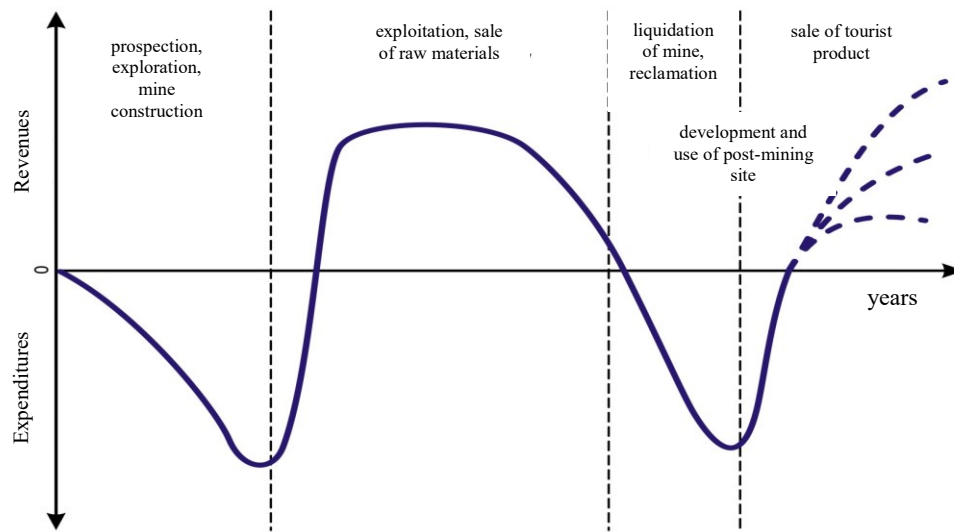


Fig. 5 Schematic flow of funds for the mining and post-mining area (Kobylańska, 2014).

## CONCLUSION

Please note that in order to encourage people to come to the place are not enough the tourist attractions. What is needed is the infrastructure that provides the values that are objects of interest to tourists. The attractiveness of the object as a whole can also result from the attractiveness of the infrastructure, and so everything that allows visitors to get to know the attractions and spend time at the target destination. All these additional elements are the tourist management and build a "secondary value" of geotourist object.

Getting the competitive advantage by geotourist projects related to former mining in the contemporary model of development based on the ability to innovations, and so on building the total value of a new tourist product, having the hallmarks of product innovation. Promotional activities and associated with the creation of demand for mining heritage products should strive to shape a broad and diverse tourist offer in the area of cultural heritage tourism.

## REFERENCES

Butler, R. W. (Eds.) (2006) *The Tourism Area Life*

Cycle. Vol. 2. Conceptual and Theoretical Issues. Channel View Publications, Clevedon, Buffalo, Toronto.

Choibamroong, T. (2005) Knowledge of Tourists' Behavior: A Key Success Factor for Managers in Tourism Business. *Bangkok University Journal*, Vol. 5, Nr. 2, 1-8.

Czwartyńska, M. (2008) Obszary pogórnice w postindustrialnej transformacji Górnego Śląska. *Prace Komisji Geografii Przemysłu*, Nr 10, pp. 76-85. (in Polish)

Kaczmarek, J., Stasiak, A. and Włodarczyk, B. (2005) Produkt turystyczny – pomysł, organizacja, zarządzanie. *Polskie Wydawnictwo Ekonomiczne*, Warszawa. (in Polish)

Kobylańska, M. (2013) Koncepcja rozwoju produktu turystycznego na przykładzie ścieżki turystyczno-dydaktycznej „Śladami dawnego górnictwa kruszców” w gminie Mirsk. In: Zagożdżon, P.P. and Madziarz, M. (Eds.), *Dzieje górnictwa – element europejskiego dziedzictwa kultury*, Tom V, Wrocław. pp. 111-123. (in Polish)

Kobylańska, M. (2014) Model prognozowania efektywności przedsięwzięć geoturystycznych dla obiektów dziedzictwa górniczego. PhD thesis. Biblioteka Główna PWR, Wrocław. (in Polish)

Kozak, M.W. (2010) Turystyka: niewykorzystywana szansa rozwojowa regionów? *Studia Regionalne i Lokalne*, vol. 42, nr. 4, 43-59. (in Polish)

Migoń, P. (2012) *Geoturystyka*. Wydawnictwo Naukowe PWN, Warszawa. (in Polish)

Towse, R. (2002) The cultural economy of heritage. In: Towse, R. and Rizzo, I. (Eds.). *The Economics of Heritage. A Study in the Political*



- Economy of Culture in Sicily, Cheltenham: E. Elgar. pp. 3-19.
- Oleksiuk, A.** (2009) Marketing usług turystycznych. Wydawnictwo Difin, Warszaw. (in Polish)
- Panasiuk, A.** (Eds.) (2010) Marketing usług turystycznych. Wydawnictwo Naukowe PWN
- (in Polish)
- Paulo, A.** (2008) Przyrodnicze ograniczenia wyboru kierunku zagospodarowania terenów pogórnich. Gospodarka Surowcami Mineralnymi, vol. 24, nr. 2/3, 1-32. (in Polish)