

Industrial history tourism in Västra Götaland

Björn Ohlén Västarvet

Henrik Olsson Innovatum

CHRISTA
Interreg Europe



European Union
European Regional
Development Fund



VÄSTRA
GÖTALANDSREGIONEN
VÄSTARVET



PRISMA
VÄSTRA GÖTALAND

14-16 March 2017, Region Västra Götaland, Sweden
CHRISTA interregional thematic workshop 2 – Industrial Heritage Tourism

Prisma Västra Götaland

A cooperation platform– about the cultural heritage in Western Sweden during the industrial age.



Those currently involved in the Prisma Västra Götaland network

Collaboration has been made possible through development funding provided by the Västra Götaland Region Cultural Affairs Committee 2014-2016





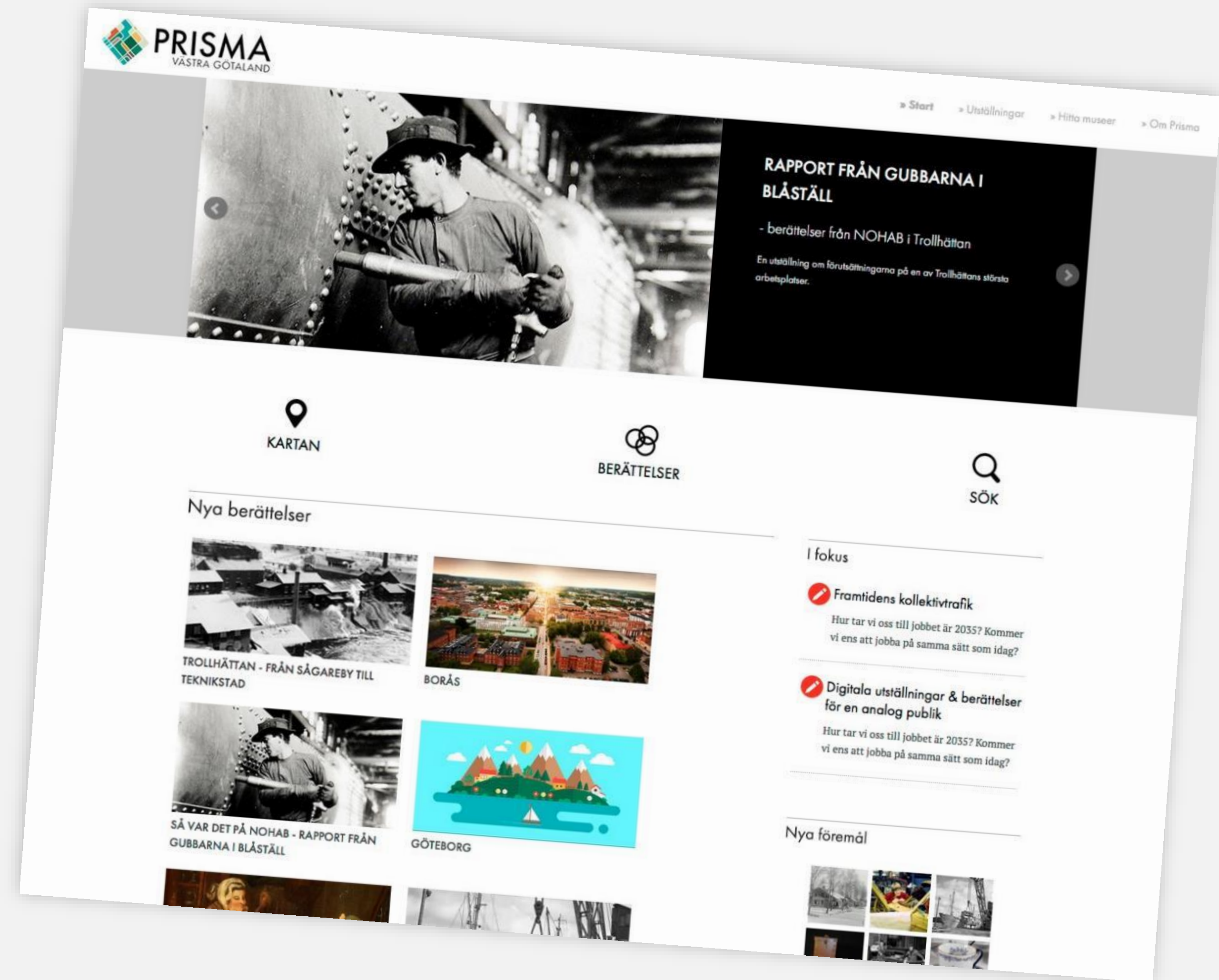
Is it possible to gather and present 150 years of life stories, industrial history and social development in one and the same place?

Yes it is, but we need to work together to make it a reality.

We have created
a common digital
platform

www.prismavg.se

- open and
available for
everyone to use.





What does the world know about Sweden?

- The Swedish welfare society
- The Nobel Prize
- Ingemar Bergman
- ABBA
- Volvo, IKEA, SKF

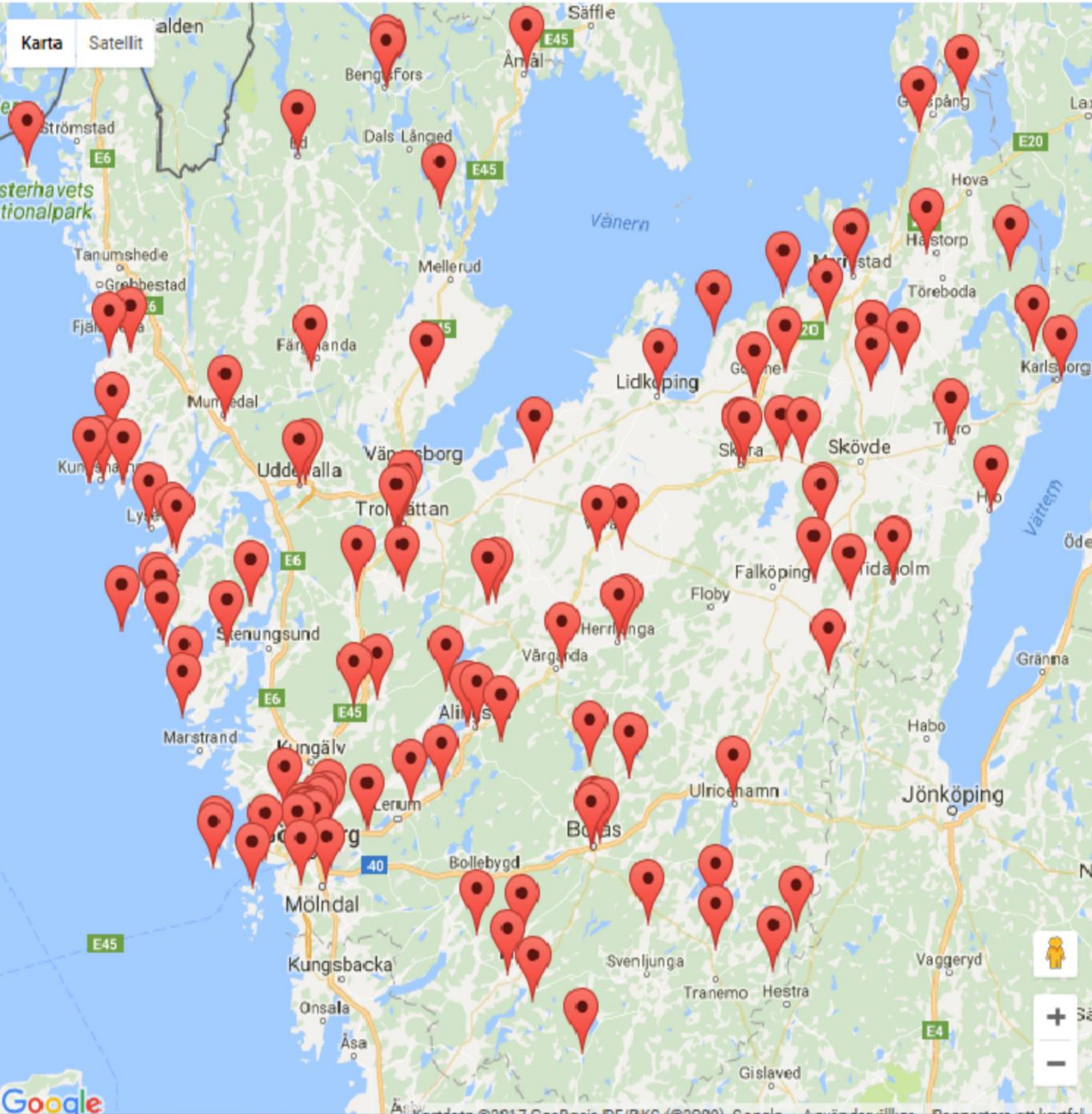
...are all a result of the industrial society.



The story of Sweden and Västra Götaland....

...is the story about "the great leap forward" from one of Europe's poorest countries in the 1860 to one of the richest in 1960.

Hundreds of industrial museums tells their part of that common story to their the visitors.



The infrastructure of industrial tourism:

Hundreds of industrial sites run by volunteers or private actors.

In the CHRISTA project we try to strengthen the infrastructure of the small scaled industrial tourism in Västra Götaland.

The aim is to attract visitors from abroad – not only from Sweden.

What are we doing in Västra Götaland to strengthen the industrial tourism?

- Update all relevant industrial historical sites in Västra Götaland in the tourism website Västsverige.com.
- Match a dozen priority museums to the Nordic/world criteria of the Tourist Board.
- Implement training (hosting, guiding, etc.) of associations and organizations in the industrial historical sites.
- Connect the stories and places of the industrial heritage to the hiking and biking trails in Västra Götaland.
- Make stories available in Prismavg.se to visitors at various locations, by utilizing new technology.
- Examine the possibility of creating an Industrial Cultural Route in Västra Götaland.

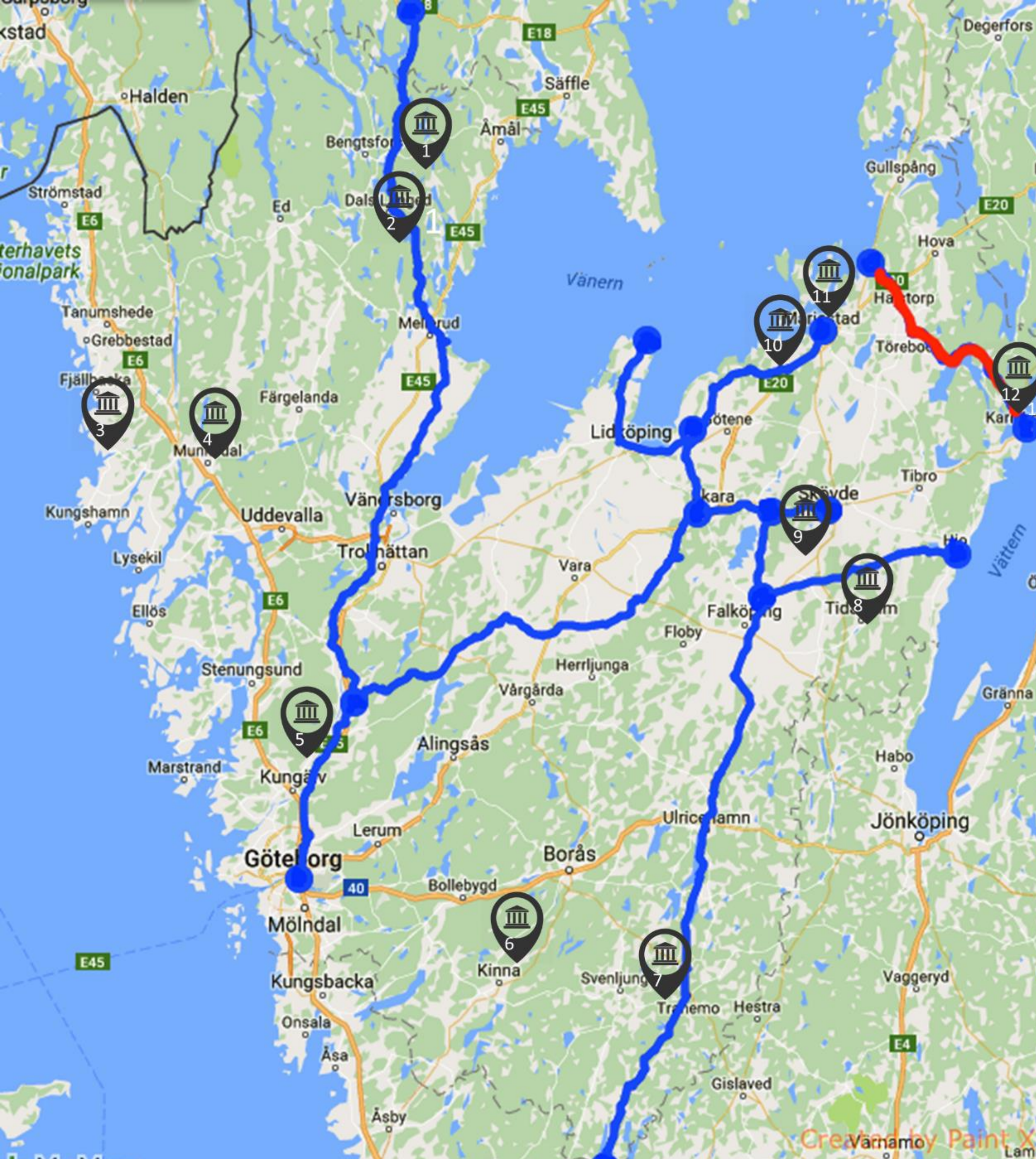


Hiking and biking trails

Storytelling about the industrial heritage along the trails.

12 priority museum/sites

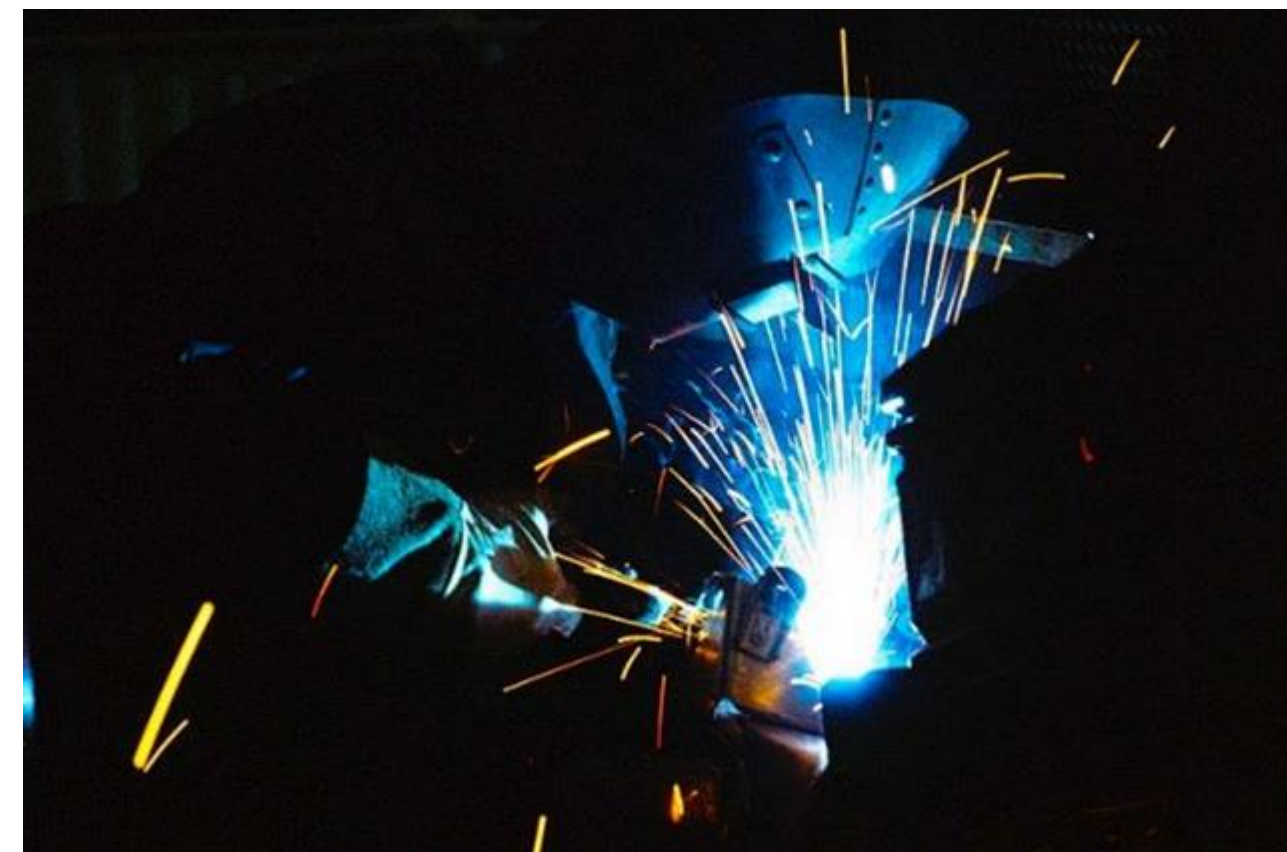
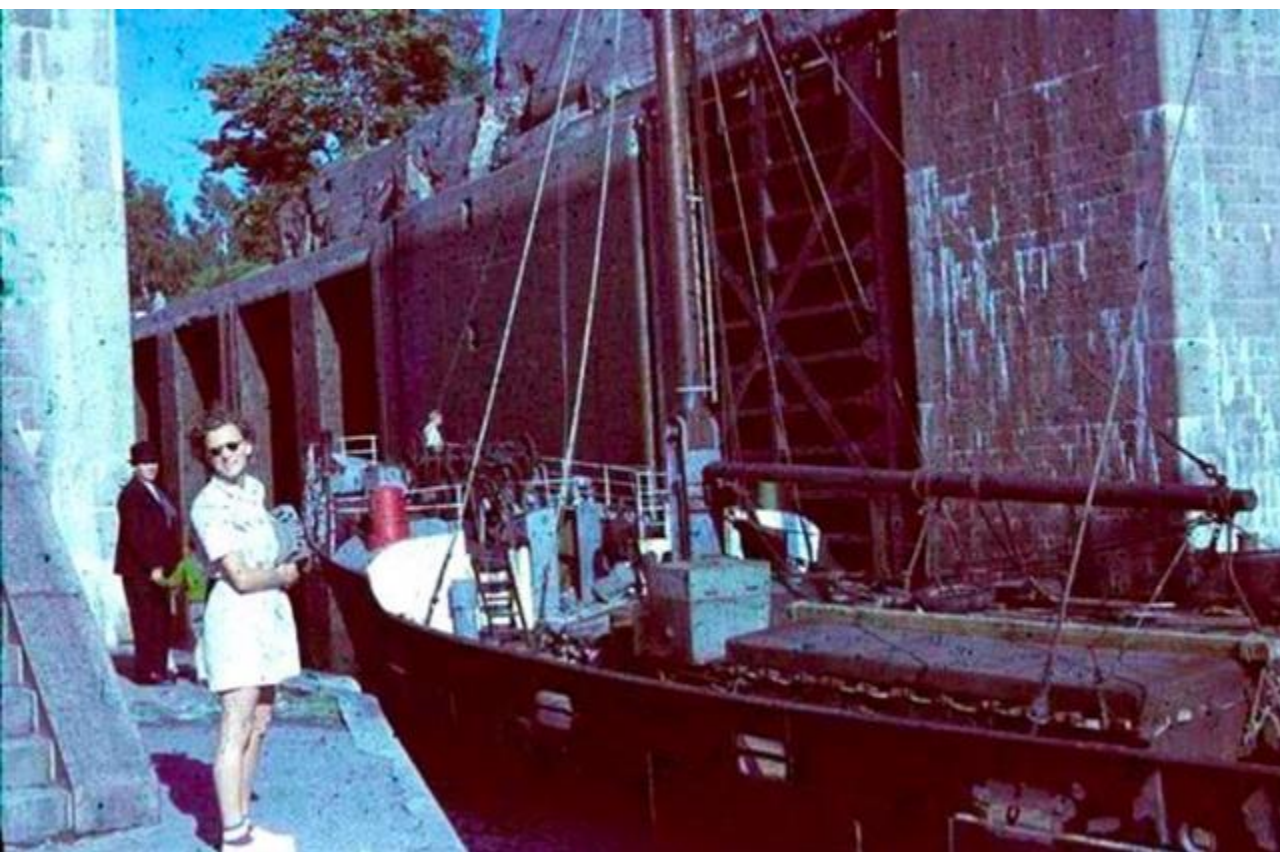
1. Fengersfors bruk, Åmåls kommun
2. Kanalmuseet i Håverud, Melleruds kommun
3. Stenhuggarmuseet i Hunnebostrand
4. Munkedals järnväg, Munkedals kommun
5. Replslagarmuseet i Älvängen
6. *Rydals Museet, Marks kommun*
7. Glasets Hus Limmared, Limmareds kommun
8. *Tidaholms museum, Tidaholms kommun*
9. Dalénmuseet i Stenstorp
10. Qvarnstensgruvan i Lugnås
11. *Vadsbo museum med industrimuseet, Mariestads kommun*
12. *Forsviks bruk, Karlsborgs kommun*





Questions raised

- How to build up a strong destination based on many volunteers?
- How do we use storytelling in the cultural tourism?
- Can digital platforms like Prisma VG play a role in the cultural tourism?
- Is transformation of industrial places to cultural sites a way to attract visitors?





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Thank you!



Questions welcome



CHRISTA Project