

# **CHALLENGES IN INDUSTRIAL HERITAGE TOURISM PLANNING AND DEVELOPMENT: BEER ROUTES THROUGH VOJVODINA**

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## **Summary**

This paper presents an interdisciplinary thematic research into the relationship between industrial heritage and tourism. It is based on the fundamental thesis that a great potential for industrial heritage reactivation is in its particular ability to harmonize conservation principles and contemporary social needs. The challenge is in finding a balance between authenticity and commodification.

The work is conceived as a contribution to the critical analysis of industrial heritage reuse in the context of cultural tourism development. Research has resulted in fundamental components of a more efficient theoretical framework and policies in the fields of industrial heritage and tourism, checked on the example of old breweries in Vojvodina.

**Keywords:** industrial heritage, tourism, authenticity, breweries

## **1 Theoretical framework of industrial heritage tourism**

### **1.1 Rethinking authenticity in conservation and tourism studies**

The concept of authenticity was discussed in the sociological studies of tourism during the 70s, at the same time when cultural tourism was introduced in conservation practice.

Establishing the basic principles of the modern conservation doctrine, The Venice Charter (1964), has defined a critical approach to every single monument in order to detect its authenticity. Harmonizing earlier thinking within the process for analysis of authenticity, Jukka Jokilehto set the basis of Nara Document (1994).[1] Authenticity is defined as reflection of outstanding universal value, not the value by itself. Creativity, trueness and cultural tradition are aspects of authenticity, in whose recognition and connection is hidden the complexity of the concept. Real essence of the monument is in integral knowledge of its authenticity, material and ideological, and their critical analysis and interpretation, which has to be released from preformed attitudes.

On the other hand, according MacCannell, tourism is the search for authenticity in the human experience. [2] Quality of tourist experience lies in a deeper understanding of society and culture, and in turning from well-trodden track and recognizing the obvious tourist traps. Tourist challenges have indicated the ambivalence of the concept that spawned different types of authenticity – objective, constructive, and experiential. [3] Objective authenticity refers to the authenticity of the original, while constructive authenticity is one projected on the subjects/objects by tourists or people working in tourism, in terms of their image, expectations, attitudes, beliefs, powers. In this way it is

possible to create different versions of authenticity of the same object, thus achieving a certain symbolic significance.

## **1.2 Authenticity versus commodification in cultural tourism planning**

In recent years cultural tourism has become one of key partners in the industrial heritage management. The dual role of culture is reflected in supporting collective memory and social identification, on the one hand, and representation of wealth sources and economic development, on the other hand.

Considering specific tangible and intangible values of industrial heritage, it is necessary to conduct its evaluation by the matrix of commemorative and contemporary values. Allowing us reading a history, heritage is not a history by itself! It should translate values and historical facts in the memory, what in a case of industrial heritage often is not easy. One of the greatest challenges in the inclusion of empty industrial buildings in tourism is selection of appropriate new use. Degree of the local community development is the best measure of the reuse project quality. It is important to harmonize conservation principles with the consumer society needs, in order to prevent the commodification of history, culture and physical aspects of monument.

Challenges in planning cultural tourism lie in the proper reading and interpretation of history, preservation of cultural expression, physical characteristics of the monument and its environment, as well as in protection of visual and symbolic links between buildings and landscape (genius loci).

## **2 Cultural and touristic potential of breweries**

### **2.1 Reactivation of old breweries – European models**

European theme route Manufacturing, under one of nine categories, has 13 breweries from 9 different countries. Selected examples from European network have been recognized as a potential model for reactivation of local breweries. [4]

Tyskie Browarium (Tychy, Poland) has a tradition of brewing for nearly four centuries. Along with the modernization, the owner has great awareness of the importance of preserving authenticity. Original equipment, exposed in renovated historic buildings, shows a history of brewing, with the active participation of visitors. Brewery with the museum represents a unique fusion of tradition and modernity in beer production.

In Linden brewery (Unna, Germany) beer has been produced over 120 years, primarily for the miners. After closing of the brewery (1979) complex has been transformed into a social and artistic city center. The specificity of this complex is Center for international light art, which symbolically links past and present (mine/dark – art/light).

Jennings Brewery (Cockermouth, England), located in the castle complex along the lake, which is a source of water for beer production, up to date is considered as traditional. Old factory with Cooperage Bar is an inseparable part of the wider environment (lake, fields and castle), which gives site quality of the cultural landscape.

## 2.2 Values and potentials of breweries in Vojvodina

Authentic intangible values of local breweries should be sought primarily in the three hundred years long brewing tradition, and the material in a number of preserved buildings, machines, and other artifacts.

Brewery in Zrenjanin, established in 1745, for last few years has been closed. Besides exceptional architectural and environmental values, brewery keeps the tradition of consuming beer in the oldest regional beerhouse and at beer festival. However, it is absurd to keep the tradition of drinking beer without traditional local products. [5]

Brewery in Pancevo, the oldest brewery in region (1722), today is just an abandoned, half burned ruin. Although it is difficult to read its architectural features, it is impossible to ignore the great social and historical values that it gained in the interwar period. Led by the famous German family Weifert, it was not only the best brewery in region, but also a unique social and cultural center. [6]

Brewery in Celarevo, built in the late 19th century on the estate of family Dundjerski, next to their castle, is now integrated into a modern industrial complex owned by Carlsberg. Recognizing economic importance of the brewery since its founding, new owner has decided to open Beer museum. Showing the history of brewing in this area, a museum exhibition is a combination of traditional and modern heritage. [7]



*Fig. 1 Brewery in Zrenjanin*



*Fig. 2 Brewery in Pancevo*



*Fig. 3 Brewery in Celarevo*

## 3 Possibility of establishing Beer routes through Vojvodina

Vojvodina is not a traditional tourist destination attractive to foreigners, although it possesses outstanding natural, historical, architectural, cultural and anthropological qualities. The specificity of the region and its most important resource is a particular socio-cultural context, defined by different traditions. The tradition of brewing is one of them.

Since that brewery in Zrenjanin possesses well-preserved old equipment, it has tremendous potential to continue traditional production. Except it already has a pub, old factory could become the seat of Beer festival and exhibition of old apparatus.

Brewery in Pancevo has forever lost its original purpose, but after careful reconstruction it could become the center of the existing Fund George Weifert and cultural center of the German ethnic community, to which he belonged.

By opening Beer museum in Celarevo, Carlsberg has already enrolled brewery on the tourist map of Vojvodina. The next step should be recognition of historical, cultural and natural connections between brewery, castle and traditional fields of hops, and their integration into a unity with the qualities of the cultural landscape.

## 4 Conclusions

Cherishing traditional methods in the production of beer and tasting special types, inheritance of exceptional personalities who were holders the economic, social and cultural development of Vojvodina before the Second World War, protecting heritage of German ethnic community, once a majority today almost non-existent in this area, with historical, technological, architectural and social values of industrial architecture, are the qualities on which the breweries in Vojvodina could be linked in regional Beer route.

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