**INDUSTRIAL HERITAGE EDUCATION FOR SUSTAINABILITY**

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| ***Abstract****Cultural tourism is becoming more and more popular speaking about free time, educational and holiday activities. Not only natural and cultural heritage, i.e. priceless historical monuments, nature beauties and architectural wonders but also industrial heritage starts attracting educated tourism community. The Czech Republic offers the industrial heritage as an inseparable part of cultural wealth. It represents preserved examples of industrial and production activities, scientific and research experience from long history of industries dated back to Austria-Hungarian times, such as horse-drawn railway, silver mines, foundries, breweries, water management works. Resulting from the Nizhny Tagil Charter for the Industrial Heritage, this type of heritage has to be preserved and protected for furthers sustainable use and understanding by future generations. Variable routes of industrial heritage, the network of industrial facilities, which are not in regular use any longer able to follow requirements of the European ERIH project promoting industrial history, which can be presented, studied, explored and extend the range of tourism destinations contributing to sustainable interdisciplinary education. The importance of developing and maintaining relationships with customers is generally known; the customer satisfaction cannot be achieved without the fundamental contribution of the customer-contact employees providing various services; therefore internal marketing should be considered an attempt of organizations for education, reward and management of human resources for further motivation in better service offer.****Keywords:*** *Industrial Heritage Education, Sustainable Promotion, Tourism*  |

**Introduction**

Currently, all the care that the Czech Republic pays the protection and safeguarding of the cultural, industrial and natural heritage of the past has purposefully grown to large sizes. In the cultural and economic life of society the sights are offered new functions and applications. Fulfilment of tasks of monument care is no longer arranged just by employees of the state administration; a significant number of voluntary workers from a wide range of public are participating in various activities. New forms of work and collaboration of experts put increasing demands on deepening knowledge and understanding, not only in a narrow field, but also in all sectors of related branches. The Czech Republic follows the ICOMOS documents legislation as well as Czech legislation and directives in force, in particular the heritage law effective from 1/1/1988 and the draft law on the protection of heritage fund, approved by the Government on 20 November 2015. The university education focused on professional restoration experts, technologists mastering historical techniques and other specializations offers educated graduates willing to help in saving cultural wealth. One requirement in a heritage protection should always be followed: a monument must not remain isolated, but it must become a part of a living presence, be involved in current affairs, serve for the benefit of all and attract educated tourism community as an inseparable part of cultural wealth.

**Tourism as a productive sector**

The Czech Republic is a highly attractive tourist destination for foreign tourists. Tourism encompasses a broad spectrum of activities, utilizing the cultural, technical and natural attractions. It can help the region and support greater profitability of very small businesses; at the same time it makes regions more competitive and more sustainable, because the staff and management should better understand the problems of the sector and the level of skill is higher as well. However, tourism, especially for its dynamic growth, has inevitably to adopt a strategy and the principles of sustainable development to prevent disproportionate burden on the environment, which might lead de facto to self-destruction.

A key element of any tourism strategy must be the promotion and marketing of tourism products and destinations as well as a whole. Even the most impressive attraction will fail without proper promotion; this is especially true for those destinations that are trying to attract more specialized markets, such as technically oriented public, secondary school students, children, and senior population segment. Cultural tourism is becoming a priority in the agenda of international organizations such as UN, UNESCO, Council of Europe, etc. It also belongs to the major themes of the negotiations and accompanying symposia of the International Council on Monuments and Sites (ICOMOS).

The Czech Republic offers the industrial heritage as an inseparable part of cultural wealth. It represents preserved examples of industrial production activities, scientific and research experience from long history of industries dated back to Austria-Hungarian times; this type of heritage has to be preserved and protected for further sustainable use and understanding by future generations. Variable routes of industrial heritage, the network of industrial facilities, which are not in regular use any longer, are able to follow requirements of the European ERIH project promoting industrial history, which can be presented, studied explored and extend the range of tourism destinations contributing to sustainable interdisciplinary education.

*Mines – attractive industrial heritage for everybody*

Kutná Hora and the neighbouring town Sedlec are a UNESCO World Heritage Site. Among the most important buildings in the area are the [Gothic](https://en.wikipedia.org/wiki/Gothic_architecture), five-naved [St. Barbara's Church](https://en.wikipedia.org/wiki/St._Barbara%27s_Church%2C_Kutn%C3%A1_Hora), begun in 1388, and the Italian Court, formerly a royal residence and mint, which was built at the end of the 13th century. The Gothic Stone House, which since 1902 has served as a museum, contains one of the richest archives in the country. The [Gothic](https://en.wikipedia.org/wiki/Gothic_architecture) St. James's Church, with its 86-metre (282 ft) tower, is another prominent building. Sedlec is the site of the Gothic [Cathedral of Our Lady](https://en.wikipedia.org/wiki/Church_of_the_Assumption_of_Our_Lady_and_Saint_John_the_Baptist) and the famous [Ossuary](https://en.wikipedia.org/wiki/Sedlec_Ossuary). This information is usually found in a guidebook or on Wikipedia pages. However, not everybody is eager to visit further architectural masterpieces: tourists are more demanding and search for something special, unique, and new experience. Therefore, Kutna Hora, not being far from the city of Prague, is just the right and ideal place where everybody can find his/her cup of tea. Welcome to silver mines!

The earliest traces of silver have been found dating back to the 10th century, when Bohemia had already been in the crossroads of long-distance trade for many centuries. In 1300 King [Wenceslaus II of Bohemia](https://en.wikipedia.org/wiki/Wenceslaus_II_of_Bohemia) issued a royal mining code [*Ius regale montanorum*](https://en.wikipedia.org/w/index.php?title=Ius_regale_montanorum&action=edit&redlink=1)*:* it was a legal document that specified all administrative as well as technical terms and conditions necessary for the operation of mines. In 1546 the richest mine was hopelessly flooded; in the insurrection of Bohemia against [Ferdinand I](https://en.wikipedia.org/wiki/Ferdinand_I%2C_Holy_Roman_Emperor) the city lost all its privileges; repeated visitations of the plague and the horrors of the [Thirty Years' War](https://en.wikipedia.org/wiki/Thirty_Years%27_War) completed its ruin. Several attempts after the peace to repair the ruined mines failed; the town became impoverished, and in 1770 was devastated by fire. The mines were abandoned at the end of the 18th century.

 *Incentive tourism offering knowledge*

Read, hear or visit? Visit, definitely! The Czech Museum of Silver is attracting more and more visitors because a visit to the medieval silver mining town is a nice train trip from Prague. You will enjoy the picturesque beauty of a small town with a big past. In the 13th century, silver was discovered here and a few decades later the royal mint was established. The town became famous for producing the Prague Groschen coins, which were also used elsewhere in Europe at the time. If you wish, buy silver Grosch not to forget. Having read comments on the Internet, you start being inquisitive what is ahead. Both teens and families or adults appreciate one or both tours offered: a tour of the abandoned silver mines and a tour of the museum. The Silver Mine Tour will bring you to tight spaces, it a wet trek through narrow galleries. Everybody is given a helmet with a flashlight and a white miner's overalls with drawstrings around the waist. In the middle of the tour, after a short story, visitors are asked to switch off miners' lamps on the helmets and everybody occurs a few minutes in absolute darkness. Warnings from the guide might cause some fear but you do not have to worry – these mines have been there for hundreds of years.

What makes such tours in a comparatively small town attractive and popular? Having conducted an expertise, evaluated simple questionnaires filled in by visitors, positive as well as critical comments on trip advisor servers, and discussing the experiences with tour participants, the museum management is able to encourage promotion campaign, tailor multiple variants of tours and be ready to welcome visitors from abroad and offer quality language-prepared guides and not only paper brochures. Enthusiastic staff who is willing to help and open to criticism, customer care and hospitality within the accommodation facilities and hotels, communication skills, quality, sustainability, relevant information technology applied, deep and broad knowledge of the site, cultural, technical and natural heritage, these just a few factors, which should be taken for granted.

*Historical wooden rafting or revolving stage?*

Where to go and find? Let us visit a UNESCO World Heritage Site, a lively cosmopolitan town of Český Krumlov! In case you are not going to visit the second largest castle complex in the Czech Republic, the oldest Baroque theatre in the world, you might enjoy a revolving stage, medieval festivals, historical wooden rafting along the Vltava river, green countryside or perfect walking, hiking or rafting. The Lipno dam lake and protected forest of Blanský les and the Šumava National Park are within easy reach. If you like and prefer to listen to a charming music, you may accept the invitation to several of a total of 22 concerts scheduled in remarkable charming locations: Castle Riding Hall, Masque Hall, Castle Chapel, and Monastery Church, Brewery Gardens or open-air concerts as in 24 previous years. The orchestras are mostly Czech and music is among the key oeuvres of world classical music; however, there will also be events of other musical genres: film or evening melodies by Enrico Morricine, a living jazz legend Artur Sandval with CBC Big Band, Flamenco Symphony project, W.A.Mozart´s evening by a chanson singer Szidi Tobisa, a magnificent performance Carmina Burana and many others unforgettable experiences. A legendary and technically unique revolving stage offers you summer performances from June to September: would you like to see Carmina Burana, Beauty and the Beast, Water Nymph or King of the Gypsies? Or, is it more attractive to recall a 3-day Renaissance atmosphere, visit a craft fair, watch street plays, fencing duels or participate in a spectacular procession in historical costumes?

*Fire threats to historical objects*

In terms of the reasons for fires occurring in historical objects, i.e. archives, libraries, churches, galleries, chateaus, etc. human negligence such as carelessness in fire handling, improper maintenance of technical devices, installations, etc. can be classified among crucial ones; therefore it becomes highly urgent to take measures to improve the ´culture of safety´ among administrators, owners, operators and occupants. Only systematic training and appropriate informational campaign might be useful to improve the current undesirable safety situation.

Some incentive tourism visitors prefer “holidays” consisting in improving safety, e.g. how to prevent fires, extinguishing fires, evacuating people in case of emergencies, etc. Apart from irregularities related to improper evacuation conditions, often connected with the nature of the historic object’s structure, there are numerous cases of inadequate protection that can be commonly referred to by one word – negligence. Why cannot these “volunteers” help to evaluate and test equipment, devices and tools? A typical group of irregularities are deficiencies in signalling and alarm installations. These are mostly related to the fact that the owners or administrators of particular historic objects fail to provide mandatory equipment for the so-called fire monitoring. Tourists/volunteers feel useful: in case of senior segment group, they are sometimes able to find a very interesting and challenging part-time job, new friends and zest for life.

**Discussion**

Why are some tourist destinations developing so fast? It is the interest of stakeholders who earn direct benefit from tourism. The success and enthusiasm are driven by the belief that benefits of tourism are distributed evenly among the host community, and, on the other hand, the host community is an integral part of the tourism product. The community encourages the tourism at their place. The local authorities promote and organize for tourism related services to be delivered to tourists. The business interests of individual service providers force them to compete to offer superior services to the visitors. If there is a positive vibe, tourists are enthusiastic and remember superior experience; the better experience, the higher demand for the destination and more money for further sustainable development and improvement. What is a challenge of every tourist destination? The tourist´s experience is a result of services provided by many independent businesses, companies and volunteers in the supply chain. The main principle, which always has to be followed: win-win. Good behaviour to tourists, their superior experience, and on the other hand, tourists are likely to return and pass on a positive word-of-mouth. This simple rule is applied by many authorities of small towns and cities regardless they are UNESCO World Heritage Sites.

**Conclusion**

Cultural heritage of every advanced sophisticated country becomes its inseparable component, whose sustainable keeping and preservation is in public interest; therefore cultural heritage protection has to be paid extremely careful attention to. It must follow the latest scientific knowledge and result from international agreements in the field of European and World cultural heritage. Cultural heritage is irrecoverable treasure of every country and its population, it indicates the development of community, philosophy, religion, science, technology and arts; it demonstrates education and culture level of every nation. This treasure has to be protected against its damage or devastation: however, it should be used efficiently to offer use, pleasure and beauty to everybody. Hospitality experience is a function of satisfaction with individual elements of all services that make up the sum of experience such as weather, natural environment, accommodation; we should feel and realize that willingness to care, please and help is a prerequisite influencing tourists´ satisfaction and perception of tourism at the destination.

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