

Creative Industries: impacts on tourism and education

LAG Oststeirisches Kernland



Our motivation for working with this topic

Historically important buildings can be strategically used for touristic purposes, resulting in projects on appealing topics such as 'Lost Places' and 'Cultural, Slow and Dark Tourism'.

Improving career orientation in schools can address the lack of skilled workers in rural areas, resulting in educational projects such as 'Creative Apprentice Worlds'.

This is what we did and do

The buildings and decommissioned vehicles at a defunct rail station will be transformed experimentally for a different use.

Practical career orientation through public demonstrations of crafts is provided at school events by invited local craftsmen representing 24 trades each using a 'mobile workbench'.

Those actors were important

A multi-actor group approach is used for both types of activity. For historic buildings the LAG takes on the research and ideas gathering during the planning phase involving tourism operators, private users and craft businesses in the implementation phase. For careers the LAG serves as a mediator between the planners and the craftsmen during the design process of the workboxes as well as between pupils, teachers and craftsmen during the roadshow at schools.

Lessons learnt

These two projects demonstrate the process of forming potential social innovations. In the three main phases of invention, trial and dissemination – the LAG plays a central broker role and is essentially involved in the generation of ideas, improvisation and storytelling.

A LAG's role needs to be continuously discussed – LEADER means, in the ideal case, social innovation.



Find out more

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