

IndusTour project partners gather in Ostrava for an international study visit focused on industrial tourism best practices

IndusTour delegates successfully completed a three-day international meeting and study visit programme held from 28–30 April 2026 in Ostrava and the wider Moravian-Silesian Region. The event brought together representatives from partner organisations and tourism stakeholders across Europe with the shared objective of exchanging experiences, strengthening cooperation, and exploring innovative approaches in the field of industrial tourism.

Hosted by the Moravian-Silesian Region, the programme offered participants an extensive opportunity to discover internationally recognized examples of industrial heritage transformation, tourism development, and regional innovation.

Throughout the three-day meeting, project partners participated in presentations, discussions, networking sessions, and technical study visits designed to showcase successful industrial tourism practices and sustainable destination development models.

Among the highlights of the programme was the visit to Dolní oblast Vítkovice (<https://www.dolnivitkovice.cz/en/>), one of Europe's most unique examples of industrial heritage revitalisation. Participants explored how a former industrial complex has been transformed into a multifunctional tourism, cultural, and educational destination while preserving its historical identity and significance.

The consortium also visited the Hyundai Nošovice production facility, where partners gained insight into how active industrial sites can successfully contribute to educational and industrial tourism experiences. The visit demonstrated the growing potential of connecting innovation, manufacturing, and visitor engagement within regional tourism strategies.

Another important stop was the Radegast Brewery in Nošovice, where participants experienced how local production traditions, gastronomy, and industrial heritage can be integrated into authentic tourism experiences that strengthen regional branding and cultural identity.

On the final day of the programme, partners visited Flaschar Mine (<https://www.flascharuvdul.cz/en/>) and Bartošovický Mill, further exploring the importance of preserving authenticity, promoting local heritage, and involving communities in tourism development initiatives. These visits highlighted how both large-scale industrial landmarks and smaller heritage sites can contribute meaningfully to sustainable tourism and regional growth.

All the visited sites are part of the Technotrail (also referred to as Technotrása in Czech), an initiative aimed at connecting industrial heritage, modern technology sites, and tourism into a single integrated network. In addition to the study visits, the meeting provided valuable opportunities for project partners to exchange best practices, discuss common challenges, and explore future cooperation opportunities within the framework of the IndusTour project. In particular, a technical workshop on the creation, implementation and functioning of an industrial tourism product like Technotrail (<https://technotrása.cz/en/>) was also organised to jointly brainstorm around the main challenges that policy makers may encounter and possible answers.

**Interreg
Europe**



**Co-funded by
the European Union**

IndusTour

The consortium emphasized the importance of international collaboration in supporting innovation, preserving industrial heritage, and creating tourism experiences that generate long-term social, cultural, and economic benefits for local communities.

The IndusTour project continues to strengthen cooperation among European regions by encouraging knowledge exchange, promoting sustainable tourism development, and supporting the transformation of industrial heritage into valuable tourism assets for future generations.