



## CROSSROADS of Europe



## European Conference on INDUSTRIAL Tourism

***"Identity, Industry and Culture"***

**17-18-19-20 June 2014 - Ferrol - A Coruña - Spain**

[www.europeanindustrialtourism.com](http://www.europeanindustrialtourism.com)

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Contributors





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## Tuesday, June 17

*Jofre Theatre, Plaza de Galicia, Ferrol*

11:30 - 12:00

Registration

12:00 - 13:00

Welcome (Keynote speeches)  
*Jofre Theatre, Plaza de Galicia*

- **Mr. Antonio Tajani**, Vice-President of the European Commission (tbc).
- **Mr. Alberto Núñez Feijóo**, President of the Xunta de Galicia.
- **Mr. Diego Calvo Pouso**, President of the Diputación of A Coruña .
- **Mr. Jose Manuel Rey Varela**, Mayor of the City of Ferrol.

13:00 - 15:00

Lunch  
*Novacaixagalicia Foundation*

15:00 - 15:20

Speech by **Ms. Isabel Garaña**, Regional Director for Europe, UNWTO.

15:20 - 15:40

Speech by **Mr. Bryan Simpson**, Member of the European Parliament and Chair of the Transport Committee.

15:40 - 16:00

Speech by a representative of **Estrella Galicia** (tbc),  
(example of good practice).

16:30 - 18:00

Guided tour of the city of Ferrol:

- Canido's neighborhood and its *Meninas* (by train)
- Modernism: the Magdalena's neighborhood

19:00

Boat tour across the estuary of Ferrol to the castle of San Felipe

Welcome cocktail  
*Castle of San Felipe*

21:30

Return to Ferrol by boat



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**Wednesday, June 18**

**Jofre Theatre, Plaza de Galicia, Ferrol**

**08:30 - 09:00** Registration

**09:00 - 10:30** **PANEL DEBATE 1: "TOURISM AS A DRIVER FOR INDUSTRIAL CHANGE"**

Moderated by: Dr. Agustín Santana. Director, Political and Sciences Institute, University of La Laguna

Panelists:

- Mr. Pedro Ortún,  
Director for Service Industries, Directorate General for Enterprise and Industry - European Commission
- Dr. María Cristina Paganoni,  
University of Milan
- Prof. Dr. Emilio Romero Macías,  
University of Huelva

**10:30 - 11:00** Coffee Break

**11:00 - 12:30** **PANEL DEBATE 2: "INDUSTRIAL TOURISM OF THE SEA"**

Moderated by: Dr. Amaia Makua, University of Deusto

Panelists:

- Ms. Nava Castro,  
Secretary-General, Tourism of Galicia.
- Prof. John Tunbridge,  
Carleton University / Curtin University
- Mr. Pascal Freneau,  
Communication Director, Port of Nantes

**12:30 - 14:00** Lunch

*Novacaixagalicia Foundation*



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**14:00 - 15:30**

**PANEL DEBATE 3: "INDUSTRIAL TOURISM: A VIEW OF FUTURE"**

Moderated by: Prof. Dr. Carmen Nastase, University Stefan Cel Mare  
University of Suceava

Panelists:

- Mr. Hugues de Cibon,  
Director, Agence Régionale pour l'innovation et l'internationalization des  
Entreprises (PACA)
- Mr. Richard Keen,  
Chairman, Historic Buildings Council for Wales
- Ms. Anna Aubineau  
Deputy Director, Association de la Visite d'Entreprises

**16:00 - 19:00**

Industrial and cultural visits.



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**Thursday, June 19**

*Jofre Theatre (Plaza de Galicia), Naval Exponav Museum, Novacaixagalicia Foundation, Ferrol*

**08:30 - 09:00** Registration

**09:00 - 10:30** Parallel workshops:

**WORKING GROUP Nº 1: "INDUSTRIAL TOURISM DESTINATIOS: PROMOTION AND MARKETING"**

Coordinated by: Dr. Maria Jose Andrade, University of A Coruña  
Mr. Wolfgang Ebert, ERIH Member, European Route of Industrial Heritage

Speakers:

- Ms. Foscara Porchia, Federturismo Veneto
- Dr. Graham Busby, Associated professor in Tourism Management, Plymouth University
- Mr. John Rodger, Project Director, Blaenavon World Heritage Site

**WORKING GROUP Nº 6: "CONVERSION OF INDUSTRIAL LANDSCAPES INTO TOURIST ATTRACTION"**

Coordinated by: Dr. Carlos J. Pardo Abad, Spanish National University of Distance Education (UNED)

Speakers:

- Mr. Marko Vursanovic, Vode Vojvodine, Novi Sad
- Dr. Paz Benito del Pozo, University of León
- Mr. Oscar Rodríguez, Tour Guide, Ecomuseo Minero del Valle del Samuño



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### **WORKING GROUP Nº 8: "GREENWAYS, HERITAGE RAILWAY AND INDUSTRIAL TOURISM"**

Coordinated by: Dr. Jean Pierre Lozato-Giotart, University of Paris III Sorbonne Nouvelle

Speakers:

- Mr. Hildebrand de Boer, Vice-President, European Route of Industrial Heritage (ERIH)
- Ms. Mercedes Muñoz Zamora, Director, European Greenways Association (EGWA)
- Mr. David T Morgan, Chairman, Heritage Railway Association (HRA)

### **WORKING GROUP Nº 7: "MINING AND INDUSTRIAL RESOURCES AS NEW TOURISM DRIVERS"**

Coordinated by: Dr. M<sup>a</sup> del Carmen Cañizares Ruiz, University of Castilla-La Mancha

Speakers:

- Mr. Matt Thompson, Senior curator, Ironbridge George Museum Trust.
- Mr. José Maria Mantecón, Director, Riotinto Foundation
- Dr. Bogumila Lisocka-Jaegermann, University of Varsovia

### **WORKING GROUP Nº 10: "EUROPEAN PROGRAMS AND FUNDING OPPORTUNITIES FOR INDUSTRIAL TOURISM"**

Coordinated by: Ms. Lubomira Hromkova, Head of Unit Tourism and Cultural instruments, Directorate General for Enterprise and Industry, European Commission

Speakers:

- Mr. Eric Philippart, Deputy Head of Unit Tourism and Culture instruments, Directorate General for Enterprise and Industry, European Commission
- Ms. Monica Visentin, European Route of Ceramics
- Mr. Jacques Daffis, Vice-President, FEDECRAIL



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**10:30 - 11:00** Coffee break

**11:00 - 12:30** Parallel workshops:

**WORKING GROUP Nº 5: "THE IMPORTANCE OF EDUCATION AND PRODUCTION OF HANDBOOKS OF INDUSTRIAL TOURISM"**

Coordinated by: Ms. Mercedes Carreño, Manager, Spanish Centre for New Professions

Speakers:

- Ms. Martina Tendick, Manager of Tourism Marketing, UNESCO World Heritage Site Zollverein
- Mr. Henry Handszuh, Acting Chairman, Scientific Council, International Documentation and Research Centre on Industrial Heritage for Tourism in Zabrze, Poland
- Mr. Jacopo Ibello, President, Association Save Industrial Heritage

**WORKING GROUP Nº 2: "INDUSTRIAL TOURISM AND THE PRODUCTION OF BEERS, WINES AND SPIRITS"**

Coordinated by: Dr. Eduardo C. Cordeiro Gonçalves, Instituto Superior da Maia/CEDTUR/CEHR

Speakers:

- Dr. Antonio Valério Maduro, Instituto Superior da Maia/CEDTUR/CEHR
- Prof. Dr. Erica Varese, Assistant Professor, University of Torino
- Mr. Josep María Pey, Manager, El Generador Company

**WORKING GROUP Nº 3: " INDUSTRIAL TOURISM: PLANNING AND SUSTAINABILITY"**

Coordinated by: Dr. Riccardo Beltramo, University of Torino

Speakers:

- Mr. Luca Marzo, Association Neo Patt
- Ms. Viktoria Patsyuk, Head of the Industrial Tourism Department, Kryvyi Rih City Development Institution
- Dr. María Dolores Sánchez Fernández, Lecture Professor, University of A Coruña



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#### **WORKING GROUP Nº 4: "INDUSTRIAL TOURISM AND QUALITY"**

Coordinated by: Dr. Carlos Rodríguez Carro, EUT - Spanish Center for New Professions  
Dr. Manuel Martínez Carballo, University of A Coruña

Speakers:

- Mr. Fernando Fraile García, General Director, Institute for the Quality of the Spanish Tourism (ICTE)
- Ms. Silvia Portela Maquieira, "Brand Q" of industrial tourism in wineries of Galicia
- Martín Codax representative- label Rías Baixas (tbc)

#### **WORKING GROUP Nº 9: "PUBLIC ADMINISTRATION, ASSOCIATIONS AND NETWORKS FOR INDUSTRIAL TOURISM AT INTERNATIONAL LEVEL"**

Coordinated by: Mr. Alexander Otgaar, Senior Researcher, University of Rotterdam

Speakers:

- Ms. Penélope Denu, Director, European Institute of Cultural Routes (EICR)
- Ms. Cristina Nuñez, Coordinator, NECS Tour
- Ms. Marion Vansingle, Project manager, European Historic Thermal Towns Association (EHTTA)

**12:45 - 13:00**

Final Decalogue and closing speech:

Mr. Diego Calvo Pouso, President of Diputación of A Coruña  
Prof. Dr. Antón Álvarez Sousa, President of the Scientific Committee

**13:30 - 15:00**

Informal Cocktail.





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## INDUSTRIAL AND CULTURAL VISITS

### Tuesday, June 17

16:30

#### GUIDED TOUR OF FERROL CITY

The Meninas of Canido: Journey by mini-train from the city center to the neighborhood of Canido, discovering the *Meninas* of Eduardo Hermida.

Seats: Minimum: 10 people - Maximum 40 people.

Modernism tour: Route on foot which offers a view of the main modernism manifestations.

Seats: Minimum: 10 people - Maximum 40 people.

19:00

#### BOAT TRIP ACROSS THE ESTUARY OF FERROL TO THE S. FELIPE CASTLE

Boat trip across the estuary of Ferrol to the S. Felipe Castle.

Seats: Minimum: 10 people - Maximum 150 people.

### Wednesday, 18 June

9:30 - 13:30 FREE VISIT TO NAVAL MUSEUM

16:00

#### GUIDED TOUR TO A CORUÑA

Panoramic tour of the city and visit of the Hercules Tower

The Hercules Tower is the oldest Roman lighthouse in use today. It has been built by the 1<sup>st</sup> century and has been a UNESCO World Heritage Site.

16:00

#### SHIPBUILDING ROUTE:

- **VISIT TO NAVANTIA SHIPYARD**  
This tour offers an opportunity to visit a building of more than 300 years old which has become a relevant example.  
Seats: Minimum 10 people - Maximum 50 people
- **VISIT TO THE ARSENAL AND THE FRIGATE F-100**  
Visit to the neoclassical building of the former Arsenal Arms Hall, with the possibility to get on board of one of the active Navy Frigate.  
Seats: Minimum 10 people - Maximum 50 people.
- **VISIT TO EXPONAV**  
Guided visit to the Shipbuilding museum.  
Seats: Minimum 10 people - Maximum 25 people



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- 16:00**      **FRAGAS DEL EUME**  
Departure by bus from the center of Ferrol to the Fragas del Eume, unique ecosystem in Europe. Short tour on foot to the Monastery of Caaveiro.  
Seats: Minimum 10 people - Maximum 35 people.
- 16:00**      **CANNING INDUSTRY ROUTE**  
Tour from Cariño by the highest cliffs of Europe to “la Pureza”canning factory. Arrival at Ortigueira where we are to visit a new factory “Mar de Adora”.  
Seats: Minimum 10 people - Maximum 35 people.
- 16:00**      **VISIT TO REGANOSA**  
Departure by bus to the headquarters of the company located in Mugardos, which deals with natural gas’ storage and distribution.  
Seats: Minimum 5 people - Maximum 20 people.  
*(The footwear sizes of the participants will be required).*

### Thursday, June 19

**9:30 - 13:30**      **FREE VISIT TO NAVAL MUSEUM**

**16:00**      **SHIPBUILDING ROUTE**

- **VISIT TO NAVANTIA SHIPYARD**  
This tour offers an opportunity to visit a building of more than 300 years old which has become a relevant example.  
Seats: Minimum 10 people - Maximum 50 people
- **VISIT TO THE ARSENAL AND THE FRIGATE F-100**  
Visit to the neoclassical building of the former Arsenal Arms Hall, with the possibility to get on board of one of the active Navy Frigate.  
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Seats: Minimum 10 people - Maximum 35 people.
- 16:00**      **FERROL BEACHES**  
Journey by bus from the city center to the white sand beaches of the neighborhood.  
Seats: Minimum 10 people - Maximum 35 people.
- 16:00**      **INDITEX (COMPLETE)**  
Departure by bus to the headquarters of the Spanish multinational group. Inditex operates under the brands *Zara, Zara Home, Massimo Dutti, Pull & Bear, Bershka, Oysho* among others.  
Seats: 1 group of 25 people as maximum.

## **Friday, June 20**

- 09:30**      **VISIT TO SANTIAGO DE COMPOSTELA**  
Part of the Pilgrims’ Route to Santiago from Finisterre to the Obradoiro Place. Visit of the places around the Cathedral. Lunch break in the old town. Visit of the Cathedral.  
Seats: Minimum 10 people - Maximum 50 people.
- 09:30**      **WINES AND GARDENS TOUR**  
Panoramic tour from Pontedeume-Miño-Pedrido-Bergondo. Break at Pazo de Mariñan’s gardens. Visit and taste in the cellar of Pazo de Galegos. Lunch break at Puenteulla and visit of Pazo de Oca.  
Seats: Minimum 10 people - Maximum 50 people.