

PROFESSIONAL INDUSTRIAL TOURISM CONFERENCES

PRESENTATION

At the same time as the exhibitors will offer their proposals for industrial tourism and visitors will be granted the privilege of enjoy tastings, workshops and demonstrations in the exhibition area of **B-Industrial, PROFESSIONAL INDUSTRIAL TOURISM CONFERENCES** will be held on Friday 22nd and Saturday 23rd. During these days there will be presentations of industrial tourism products and services, communications and you can be part of round tables and debates.

There will also include visits to examples of industrial tourism spaces such as Agbar Museum and the Old Can Casarramona Factory (Caixaforum)

This edition will dedicate the conferences to the ***“The Role of voluntary service in the management of industrial tourism”***

For your convenience, we open the possibility of submitting communications to all who consider that they can explain and share a real case experience about this topic. (see Communications section)

People, who are not accredited professionals or exhibitors in B-Travel, will be able to attend the Conferences in accordance with the established conditions (see Registration section)

REGISTRATIONS

Cocktail-networking on Friday night, and visits on Friday and Saturday, *not included*:

- 15 € (Includes coffee-break of work sessions)
- Free for B-Industrial exhibitors, press and accredited professionals in the B-Travel.
- Free for people who have been selected to present a communication (the amount will be refunded once the Conference is over)

Cocktail-networking on Friday night, and visits on Friday and Saturday, *included*:

- 75 €
- 60 € for the people selected to present a communication.
- B-Industrial exhibitors have two free passes.

If you are interested in taking part, you must fill in the following form and send it to bindustrial@elgenerador.cat , subject: "Conference Registration" and you must attach the receipt of the payment to the bank account: ES72.0081.0062.8600.0164.5671, Banco Sabadell, name: EL GENERADOR TURISMO Y CULTURA SL

Registration deadline : March 10, 2019

Name and Surname:

Age:

City:

Country:

Telephone number:

Contact Email:

You represent

COMPANY

ENTITY

INSTITUTION

Which one? :

Do you want us to keep your data, in the EL GENERADOR database, for upcoming B-Industrial editions or other industrial tourism events?

YES

NO

COMMUNICATIONS

For this edition, PROFESSIONAL INDUSTRIAL TOURISM CONFERENCES , beside its usual session of presentations of industrial tourism products and services, will dedicate the conferences to presents communications whose central subject will be:

“The Role of voluntary service in the management of industrial tourism”

It is well known that heritage industrial tourism is often based on heritage elements that have been mainly preserved by entities or people who have been mobilized to prevent them disappear in a disinterested way. They also have played an important role for their subsequent preservation and enhancement as a cultural and tourist resource.

In some cases, this volunteering has gone further, playing an important role -and in some cases indispensable- in the management of the subsequent resource and the tourism product, either by doing maintenance, guiding visitors, or making some of these patrimonial elements be open for the public, or sometimes taking all of the management and exploitation of this tourism proposal.

In the 2019 Conferences we will analyze this role, with its pros and cons, and how the figure of this volunteer, or non-profit entity, interacts in an economic sector.

So, All persons who want to expose some experience, where the figure of volunteers or non-profit associations take the management of an industrial tourism product or service, may request to make a communication, in the Conference. You must send the request to: bindustrial@elgenerador.cat by January 30, 2019 and fill the following form:

Title of the Communication:

Summary of not more than 15 lines (200 words) where the content of the communication is synthesized

Name and Surname of the person who will read the communication:

Name of the entity :

City:

Country:

Telephone number:

Contact Email:

Communication data:

You must include the next aspects:

- **Name of the industrial tourism product or service**
- **Who is the owner of this product or service**
- **Functions developed by volunteers in the management of the product**
- **How many co-workers participate?**
- **Is the management completely altruistic?**
- **If it is a non-profit association, does it receive any income from these services? If so, to what actions does that money go?**
- **How many customers / annual visitors enjoy this service?**
- **If it is a non-profit entity, when was it founded?**
- **Since when is this management offered in this service?**
- **Is the management of the resource-product of industrial tourism completely in charge of volunteering? Is it mixed? Volunteering only collaborates in some concrete aspect? Specify.**
- **Other important aspects**

REMARKS:

- If you request to make a communication, you must come and do it in person, on the date and time assigned, between Friday, March 22 in the afternoon and Saturday, March 23 in the morning.
- We will inform interested persons, that communications have been accepted by **February 20, 2019.**
- There will be 10 calendar days, from the confirmation of acceptance of the communication, to formalize the registration to the Conference (if it had not already been done), sending the deposit receipt to bindustrial@elgenerador.cat
- Registration fee of 15€ will be refunded after the Conferences. So there will be asked for an account number when they confirm their acceptance of the communication. In case of absence, the registration fee will be lost.
- The communication must be presented in **15 minutes** and may be supported by audiovisual or power-point.
- The communication must be sent by **March 10, 2019.**

PROGRAM

Professional Industrial Tourism Conferences will be held in Príncipe Room, in Pavilion 8 where B-Travel will be held.

Friday, March 22,

- From 12:30 to 19:30:
 - Presentations of industrial tourism products and services by B-Industrial exhibitors.
 - First session of Communications. Subject ***“The Role of voluntary service in the management of industrial tourism”***
- At 20:15:
 - Visit to **Agbar Water Museum** and cocktail-networking

- Saturday March, 23

From 10:00 to 14:00

- Second of Communications. Subject ***“The Role of voluntary service in the management of industrial tourism”***
- **Round Table:** guest speakers will talk about different experiences where volunteering plays an important role. Debate about the pros and cons of volunteering in the management of industrial tourism.
- At 16:00
 - Visit to old textile factory “Can Casaramona” (currently “Caixaforum”) and glass of cava at the end of the conference.

The details of the presentations, communications and presentations of the round table-debate, will be announced on March 10.