

INDUSTRIAL TOURISM CONFERENCE



PRÍNCIPE ROOM
Pavilion 8 at Montjuïc Venue (Barcelona)

12:15	Registration – Check in	
12:30	Welcome	Josep M. Pey (Planner of B-Industrial) Eusebi Casanelles (Coordinator of the Work day)
12:45	“The Industrial Tourism Week in Catalonia: The Bus Blind. An innovative experience”	Pepi Martínez Font (member of technical direction of XATIC) Organization: XATIC Xarxa de Turisme Industrial de Catalunya
13:15	“The Industrial Heritage of Eresma River”	Claudia de Santos Borreguero (Councilor for Heritage and Tourism) Organization: Turismo de Segovia
13:45	“Geotourism in Galicia, a different landscape view”	Francisco Canosa Martínez (Doctor in Geology. Developer of Geoparque de Ortegá) Organization: A Coruña Board (Diputación de A Coruña)
14:15	Break – lunch break (by free) –	
16:00	“Industrial Tourism in Asturias: Thematic Guide”	D. Julio González Zapico (Managing Director of Commerce and Tourism. Technical Manager of Industrial Heritage) Organization: Turismo de Asturias
16:30	“The new Industrial Tourism Plan of Euskadi”	Harkaitz Millan Etxezarreta (Director of Basquetour) Organization: Basquetour
17:00	“Made in Costa Blanca”	Cristina Hernández García (President of Turismo Interior and Councilor for Tourism at City of Biar) Organization: Patronato Costa Blanca (Diputación de Alicante)
17:30	Break – coffee break –	
18:00	“Industrial Tourism in São João da Madeira (Portugal)”	Alexandra Alves (Coordinator of Industrial Tourism) Organization: São João da Madeira Council (Portugal)
18:30	“Wine, History, Nature and Art Fusion. A Cultural experience for all the senses”	Lise Boursier (Manager of Wine Tourism and Marketing) Organization: Wine Cellar Otazu (Navarra)
19:00	“Discovering the website <i>Industrial Travel</i>”	Laura Alanís (Marcom Strategist) Organization: Industrial Travel



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10:30	Welcome	Eusebi Casanelles (Coordinator of the Work day)
10:45	“Publicizing Industrial Heritage: 20 years of experiences by a non-profit association”	Gràcia Dorel-Ferré (President of APIC Association for Industrial Heritage in Champagne-Ardenne – Francia -)
11:15	“4 decades of activism and dissemination of basque industrial legacy”	Javier Puertas Juez (President of AVPIOP Basque Association for Industrial Heritage and Public Works)
11:45	Break – coffee break –	
12:15	“Sales techniques for a tourist service at zero cost. The case of the Railway Museum in Móra la Nova”	Josep Francesc Moragrega Font (Promotion Manager of APPFI Association for the Preservation of Railway and Industrial Heritage)
12:45	“The secrets of the lime and its craftsmen’s ways of life in an alive Museum”	Manuel Gil Ortíz (President of Cultural Association of Lime kilns in Morón, Cal de Morón Museum - Morón de la Frontera-)
13:15	Pannel discussion “The Role of voluntary service in the management of industrial tourism, Pros and Cons”	All previous speakers on Saturday morning Moderator: Eusebi Casanelles

All presentations and communications will be in Spanish language except for Friday at 6pm which will be in English (no translation service)

Organization:

In collaboration with:

