Industrial tourism
When the industry becomes a chance for tourism

BARCELONA, JANUARY 25th-27th 2012
INDUSTRIAL TOURISM. When the industry becomes a chance for tourism

Joan Argemí Ballbé

1. LOCATION / 2. INDUSTRIAL CITY / 3. TRANSFORMATION AND PLANNING/ 4. INDUSTRIAL HERITAGE AND TOURISM

Sabadell-Terrassa:
- a. 1835 Steam machine
- b. 1850-1960 (10.000-100.000 h)
- c. Barcelona-connection sea-inland
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### HERITAGE AND PLANNING

<table>
<thead>
<tr>
<th>Year</th>
<th>Catalogue of assets (industrial heritage)</th>
<th>Plan on Heritage (industrial landscape)</th>
<th>Xatic (22 cities integrates the industrial tourism net)</th>
<th>Rich touristic offer: Industrial heritage touristic guide</th>
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<td>1928-30</td>
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<td>1978</td>
<td>Urban plan (industrial tolerance)</td>
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| Year   | Catalogue of assets (industrial heritage) | Plan on Heritage (only buildings, not landscape) | PEIPU (some landscape to be protected) | PEPPS (recognise insufficient consideration on heritage) | Poor offer: guided tour for groups |
|--------|------------------------------------------|------------------------------------------------|----------------------------------------|--------------------------------------------------------|---------------------------------
| 1928-30 | SABADELL                                 |                                                |                                        |                                                        |                                  |
| 1978   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 1982   |                                        |                                                |                                        |                                                        |                                  |
| 1983   |                                        |                                                |                                        |                                                        |                                  |
| 1986   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 1988   | Urban plan (assuming 1988 plan on heritage) |                                        |                                        |                                                        |                                  |
| 1993   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 2000   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 2003   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 2006   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 2007   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |
| 2012   | Urban plan (industrial heritage)         |                                                |                                        |                                                        |                                  |

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CARACTERÍSTICAS MORFOLÓGICAS: PARCELARIO, ESCALA

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Before transformation
Factory= 1/5 constructed central area; flat city scale; different uses (housing-industrial)
After transformation
Factory traces: chimneys, remains, high buildings, schools

OLD AND NEW. MONTSERRAT STREET. SABADELL

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OLD AND NEW. CERVANTES STREET SABADELL

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Sabadell:
Industrial vs post industrial
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Terrassa: Industrial vs post industrial

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Terrassa and Sabadell: Industrial vs post industrial
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Sabadell: La Caixa Library, restoration of an old factory (now public library); the oldest factory preserved (1943); the market (1930). Lafira (congress hall in another factory)
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Terrassa: Documentation center; guided visits (houses); textile traditional production; museum of science and technology
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Conclusion

In a post industrial cities

1st Urban planning helps tourism

2nd Tourism helps urban planning

3rd Industry makes the difference