

**TEXT TO PRESENTATION OF ALEXANDRA ALVES**  
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**COMMUNICATION COPENHAGEN - ERIH ANNUAL CONFERENCE**

**(SLIDE1)**

Hello, good morning. My name is Alexandra Alves and I'm the coordinator by tourism of S. João da Madeira, Portugal.

I will read my presentation, because I feel more comfortable not to lose myself in reasoning. Anyway, in the end, you can ask me any questions you want.

This presentation is divided into 4 parts: "Tourism in the Living Industry", "A Learning Tourism", "S. João da Madeira: a case of success", "The impact of 5 years of activity".

**(SLIDE 2)**

**TOURISM IN INDUSTRY**

The concept of Industrial Tourism as a living industry, comes with more consistency, in France, in the late 80s, with the denomination of Turisme de Decouverte Economic. This program allowed entrepreneurs to show the operation of its businesses and the quality of products to students and clients. With the development of these visits emerged groups that had special interest in understanding the productive processes used. **(SLIDE3)**

Industrial Tourism meets several areas within the same concept, the visit to the live industry, is possible to visit companies that are active and where you can observe different industries due to its historical value, either by innovative component, or the affective value. Another area that complements this concept is the Industrial Heritage, which includes the museums and infrastructures that allow to discover and save the knowledge of how certain products were made or how society was organized at a given moment. This area has in its favour the cultural interest of preserving the cultural roots of certain professional groups, which allowed him to advance independently. **(SLIDE 4)**

**A LEARNING TOURISM**

Grouping places that have the *savoir faire* of the past, present and future, the Industrial Tourism attracts more and more people wishing for knowledge and full of curiosity. Many visitors are anxious to discover behind the scenes, to admire the innovations of man, and to know more about the manufacture of the products they enjoy or about the products they consume regularly.

**(SLIDE 5)**

Industrial Tourism has a clear potential for growth in the global market. It has the ability to combine knowledge, senses and emotions, satisfying all the expectations of tourists who wish to design their own tourist experience program.

Industrial Tourism It's a source of sustainable socio-economic development, which helps to promote a new image of the industry and territories. **(SLIDE 6)**

For companies, the Industrial Tourism is a challenge for the business, allowing the reinforcement of its public image. In fact, in addition to showing the work backstage, it allows also develop the brand image of the company while promoting the value of their *savoir faire*, promoting the loyalty of visitors and still reach new customers. It's also a lever for the region to show its economic patrimony, also constituting an additional tourist offer. Finally, in addition to being a source of growth and sustainable job creation, the Industrial Tourism promotes cultural identity, traditions and collective memory.

**(SLIDE 7)**

### **S. JOÃO DA MADEIRA: A CASE OF SUCCESS (SLIDE 8)**

Industrial Tourism more precisely, the circuits for the Industrial Heritage of S. João da Madeira born in 2012, based on a new tourist dimension based on traditional Sanjoanense industry - past and present - and new technological and creative industries, which are also an identity mark of the city. **(SLIDE9)**

The spirit of innovation and ability to materialize are indelible marks of S. João da Madeira industry, well creased in many of its factories since the early twentieth century, when the village began to claim itself as an incontrollable polo in the business portuguese map. The Industrial Hat Company, today hat Museum, Viarco, only pencil factory in Portugal, or Metallurgical Oliva, that reborn as an incubator for creativity, symbolize the way that SJM combines the restoration and preservation of industrial buildings to adapt to the new economic, social and cultural city and country. At this historic and symbolic importance of these three brands, add entrepreneurial dynamism recorded in other areas, especially in the shoes industry, which has adapted to changing times focusing on quality, innovation, creativity, fashion and design.

**(SLIDE 10)**

Benefiting from the potential of industrial heritage that characterize the city, it was considered appropriate to develop the Industrial Tourism in SJM. It was hoped that this project would target the use of endogenous resources that could be thematic tourism products of recognized value and attractiveness of tourists. It was a reality in some countries, and now also in SJM, the use of local industry for tourism purposes has been very successful. It's important to note the positive effects that have occurred in the city's image, and that help to change the perception of industrial metropolises, taken as grey, polluting and noisy.

There are not many cities with a substantial number of industry associated open and visited for publicly; as is the case of SJM, which places this project as being the most complete at offer level, allowing the region to have competitive advantages over others. **(SLIDE 11)**

Industrial Tourism permits to claim itself as a tourism product of high economic value, cultural and playful, through which tourists know companies in operation and revive activities of other times through heritage visits. The creation of these circuits has contributed to greater protection and knowledge of the industrial heritage of the city, both in terms of the building, manufacturing processes and industrial machinery.

These circuits are integrated 9 companies, 4 institutions and 3 museums. **(SLIDE 12)**

They are: Viarco, only pencil factory in the Iberian Peninsula, Helsar and Everest, in the shoe industry, the Cortadoria Nacional do Pêlo and Fepsa, a leader in the international market of hat industry, Heliotêxtil and Bullosas in the field of labels and still Flexitex and Molaflex producing mattress industry. **(SLIDE 13)**

To The project also associated with the Academy of Design and shoes, the Shoe Technology Center of Portugal, Oliva Creative Factory and Sanjotec in the area of technology and creativity, entities to which joins the hat Museum, unique in the Iberian Peninsula, the shoes Museum the Historical Center of Oliva.

With this initiative, which explores the historical and industrial heritage of the municipality and reveals the technological innovations that reflect the entrepreneurial dynamics of the industrial Sanjoanenses, the Municipality of SJM develops and offers tourism of experience similar to that which already exists in other European countries, but differentiated by the fact of compiling in a single city and with autarchic management. **(SLIDE 14)**

It was the first project to be created in Portugal, with the peculiarity of having a reception center for tourists, located in the restored Oliva tower, which makes the management and organization of visits.

**(SLIDE 15)**

#### **THE IMPACT OF FIVE YEARS OF ACTIVITY**

With 5 years of project, the analysis made returns us relevant results in the tourist field, passing the city to be signalled in the national and international tourist map, a fact that so far didn't happened. So, since the opening of Industrial Tourism project, the partners companies who are part of this project have already received more than one hundred and twenty thousand (120 mil) visitors. **(SLIDE 16)**

The impact on companies is another, related to the product, the people and the internal organization of each one. The biggest contribution to the company is, in some cases, the marketing of the products developed naturally and its consolidation.

There is an increase in customer loyalty in acquiring the products of the companies they visit. This is due to direct observation of the mode of production; to the emotion of seeing the processes and methods of manufacture; to the understanding of how a product is born, which

allows to create a bond of belonging to the places in activity and its production; the interaction with the employees and the observation of the quality standards used. Also in this regard, and specifically in relation to the understanding of the research method of the production process, visits allow Instant feedback by adjusting the products to customers wishes.

**(SLIDE17)**

In the production process, the visits also contribute beneficially greater personal development, once employees acquire greater pride in their work and in the company where they work, increasing their self-esteem.

In addition, investments in Industrial Tourism allowed the creation of a city more attractive, in tourist terms, with the revitalization of old industrial facilities creating a more pleasant image of the city.

**(SLIDE 18)**

Note the fact that this project has unleashed a series of actions related to the Industrial Tourism in particular encouraging other municipalities to develop similar projects. Soon, with the growing number of Industrial Tourism projects it became important to create norms to these processes, and it was created the Industrial Tourism Quality Norm in which the SJM Municipality was the coordinator, so, the sector of industrial heritage passed to be part of certified tourism services, which opens excellent prospects for the increase of its commercialization. We believe that it's easy to see the enormous potential that industrial tourism presents, as evidenced by the case of S. João da Madeira. But it's equally important to realize the real impact of this tourism of "know-how" in people and cities.

**(SLIDE 19)**

Today, S. João da Madeira breathes, again, industry, proud to show their dirty hands of work, that over the years would manage build enterprising empires allied with sighs of creative innovation. We present, therefore, a city - S. João da Madeira - open to the world prepared to teach and entertain its visitors.

**(SLIDE 20)**

**(SLIDE 21)**