



# I SEMINAR ARCHIVES AND TOURISM

Lloret de Mar, May **23, 24 y 25**, 2024  
Sala Polivalent of the Lloret de Mar Library

## GENERAL OBJECTIVE

Advertise the public and private documentary funds generated around tourism and encourage their **recovery, conservation** and **organization** among the tourism sector as part of the documentary heritage of contemporary Society.

## SPECIFIC OBJECTIVES

1. Promote the development of a resource guide that facilitates research into funds from the tourism sector that can serve as a model for other territories.
2. Disseminate and value the different experiences related to the treatment of documentary collections in the tourism sector.
3. Promote public initiatives to raise awareness of the need to preserve and conserve the funds and archives of people, professional associations, entities and companies linked to the world of tourism.

## DEVELOPMENT STRATEGIES

1. Facilitate the interrelation of different professional fields of the tourism sector: the hospitality industry, campsites, history, economics, social sciences, archiving, engineering, etc.
2. Promote collaboration agreements and the exchange of experiences between institutions, associations and people who manage funds linked to tourism.
3. Promote research and studies of the tourism phenomenon that allow rigorous assessment of the transformations promoted in different areas of our society: economic, urban planning, social, heritage, landscape, etc.
4. Promote the creation of an Archives and Tourism working group within the International Council of Archives, with the aim of deepening and internationalizing debates, promoting research and exposing solutions that allow solving the various problems that plague these documentary collections.

# TOPICS OF THE SEMINAR

## 1. STUDIES IN ARCHIVISTICS

This line of work focuses on the **preservation of documentary heritage**, and the **diffusion of documentation related to tourism**. Communications deal with work carried out in funds linked to the tourism world:

- **Fund recovery policies** (public and private)
- **Specific treatment:** organization, description, inventories, catalogues, digitization...
- **Diffusion experiences:** exhibitions, social networks, documentaries...

## 2. STUDIES RELATED TO TOURISM

This topic is focused on the **research and study of data, documents and archives linked to tourism**. Diverse fields related on tourism studies are proposed: historical, geographical, economic, sociological, cultural...

- **Identification of funds** for the study of tourism
- **Research experiences in different areas of study:** historical, economic, landscape, social, heritage...
- **Development of tools available for research:** resource guides...

## 3. STUDIES RELATED TO THE GENERATION AND MANAGEMENT OF DOCUMENTATION AND DATA

This area of work is focused on how **data and information management** is currently proposed **in tourism activities**.

How to preserve all this data for future generations: electronic documents, the dissemination of messages through social networks, photographs and videos generated by your companies...

- Implementation of **systems for the management and protection** of data and documents in the tourism sector.
- **Data and document exploitation systems**
- **Application of the Data Protection Act**

# PROGRAM

## THURSDAY 23 MAY

### PRE-SEMINAR ACTIVITIES

16.00 h Presentation of the Seminar

16.30 h Roundtable: "Tourism and the management of the information it generates"

Approach to the current management of documents and the future challenges of the sector, with the participation of representatives of the private sector.

- **Damià Font** - Director of the Acapulco Lloret hotel and Co-founder of Marmirada
- **Daniel Ferrer** - Expert in cyber security and Director General of Dig8ital
- **Enric Dotras** - President of the Hospitality Guild of Lloret de Mar.
- **Lluís Esteve Casellas** (moderator) - Director of the records management, archives and publications service of Girona City Council

18.00 h Break

18.15 h Presentation of the exhibition "Tourist documentary collections at the Lloret de Mar archive".

- **Joaquim Daban** - Director of the archive and records management service in Lloret de Mar

19.00 h Screening of the documentary "Full board. Rebuilding tourism in a female key"

- **Amaranta Gibert / Mercè Serrano / Cristina Pinto** - Directors of the documentary

## FRIDAY, MAY 24

### SEMINAR ARCHIVES AND TOURISM

9.00 h Reception of participants

9.30 h Official opening of the Seminar

10.00 h Roundtable "Sources for tourism research"

Research and studies of the history of tourism. Main documentary collections, archival treatment, accessibility and dissemination platforms, approach to lines of work...

- **Joaquim Maria Puigvert** - Full professor of Contemporary History at the University of Girona
- **Saida Palou** - PhD in Social and Cultural Anthropology, researcher at the Catalan Institute for Research in Cultural Heritage and associate professor at the University of Girona
- **Carlos Larrinaga** - PhD in Contemporary History and professor of History and Economic Institutions at the University of Granada
- **Narcís Figueras** (moderator) - Professor at the UOC and member of the Coordinator of Catalan Language Study Centers

11.30 h Break

12.00 h Papers

- **Joan Ferrer** - The potential of the documentary funds of the Historical Archive of Girona for the study of tourism
- **Alexis Serrano** - El Maresme Yeyé, entry, treatment, online placement and dissemination of the Nubiola collection of postcards and tourist documents
- **Carlos Gorini** - Mountain Railways on Great Slopes. Tourism and religion in the Catalan mountains
- **Marina Planas and Alelí Mirelman** - Planas Archive: Photography and Tourism

12.30 h Roundtable "Academic needs, archival wills and business challenges"

Dialogue between different professional fields in order to expose the needs and alternatives of each sector; and to raise awareness among professionals in the tourism sector about the importance of preserving the documents, information and data they generate.

- **Dolors Vidal** - Doctor of the Faculty of Tourism of the University of Girona
- **Jordi Martí** - President of the Girona Tourism Board, President of the Catalan Association of Travel Agencies, member of the Board of Directors of the Girona - Costa Brava Tourism Board
- **Sergi Yanes** - PhD in Social Anthropology from the University of Barcelona
- **Enric Cobo** (moderator) - Head of the Coordination Service of the Regional Archives Network of the Department of Culture. Government of Catalonia

14.00 h Lunch

15.30 h Papers

- **Paolo Cecconi** - Chemnitz European Capital of Culture 2025: how city archives support tourism development
- **Peter Anderson** - Investigating cultural and leisure spaces faced in the second half of the 20th century
- **Pau Saavedra** - Tourism and family cinema: portrait of social behavior on the beaches of the Costa Brava through the family films preserved at the CRDI (1926-1986)
- **Anna de Rocafiguera / Albert Rumbo / Jaume Enric Zamora** - Imprints of the first summer vacation: the beginning of the virtual exhibitions of the Network of Municipal Archives of the Diputació de Barcelona

# PROGRAM

## 16.30 h Presentation

Presentation of the speakers: M<sup>a</sup> Assumpció Colomer - Director of the Archives and Document Management Service of the Diputació de Girona

- **Hasso Spode** - Historical tourism research and the Historical Archive on Tourism (HAT) in Berlin - Historian, archivist, professor at the University of Hannover and honorary president of the Historical Archive on Tourism in Berlin.
- **Carlos Larrinaga** - The historiography of tourism in Spain: antecedents, current affairs and challenges - PhD in history and degree in political science. Professor of history and economic institutions at the University of Granada

## 17.30h Debate

## 17.45h Break

## 18.00 h Presentation

Presentation of the speaker: Francesc Giménez - President of the Professional Association of Archives and Document Management of Catalonia

- **Antonella Fresa** - Tourism, archives and culture: a digitally mediated relationship between preservation and experience - ICT expert, Director of Design at Promoter SRL, vice president of Photoconsortium International Association for Valuing Photographic Heritage, coordinates the Eureka3D project funded by the Program Digital from the EU and is a communication and networking leader in the INCULTUM and SECre TOUR projects on cultural tourism.

## 18.45h Questions from attendees

## 19.30h Guided tour of the modernist cemetery of Lloret de Mar

# SATURDAY, 25 MAY

## 9.30 h Roundtable "Management of local, county, provincial and national tourism funds"

Approach to the problems surrounding the management, recovery, treatment and dissemination of funds linked to the world of tourism.

- **M<sup>a</sup> Victoria Blázquez** – Director of the Municipal Archives of Benidorm
- **Marc Espasa i Roca** – Manager of Cultural and Tourist Services of Salou City Council
- **Natàlia Navarro i Sastre** – Director of INSPAI, Center for the Image of the Provincial Government of Girona
- **Eli Keegan** - Director - Manager Lloret Tourism
- **Joaquim Daban i Massana** – Director of the archive and records management service of Lloret de Mar
- **Joan Ferrer** (moderator) - Director of the Historical Archive of Girona

## 10.30 h Papers

- **Dolors Vidal / Geraldine Barragán / Anamaria Carmona / Laura Toso** - 70 YEARS OF CAMPING - Historical compilation / Preservation of documentary heritage, and with the dissemination of documentation related to tourism.
- **Daniel Punsetí** - Camí de Ronda. Crossing the Costa Brava on foot in stages. From archival research to the creation of a successful tourist product.
- **Geraldine Barragan / Anamaria Carmona** - Sport, Landscape and Rural Tourism in Girona, a documentary review.
- **Lourdes Boix** - Anar a fer tenda. The fishermen's camps of l'Escala on the Costa Brava (19th century - 1960s). Research and dissemination of the Historical Archive of l'Escala.

## 11.00h Break

## 11.30 h Experiences "Tourism studies in the Lloret area"

Present various experiences related to the study of Lloret's tourism model where the social, economic, urban, cultural repercussions are evaluated...

- **Sergi Yanes** - The Municipal Archives or the key to opening the black box of tourism in Lloret de Mar
- **Xavier Orri / Jordi Padilla** - The colors of the documents. Sexual, affective and gender minorities in the archival documentation of a tourist municipality
- **Joan Pérez Ventayol** (moderator) - Director of Archives and Document Management of the UAB FUAB Formació School.

## 12.30h Closure of the Seminar ending

## 13.00h Guided tour of the noucentism's gardens of Santa Clotilde

# PONENTS

## HASSO SPODE

Hasso Spode, historian and archivist, is professor at the University of Hannover and for more than two decades headed the HAT in Berlin where he recently became honorary chairman. He also contributes to radio and television and is active in research. He has written almost 300 scholarly works on historical topics, which have been published in 12 languages. The main subject of these essays and books is the history of tourism in Central Europe. His latest book is about tourism in the former German Democratic Republic.



## CARLOS LARRINAGA

Carlos Larrinaga is a Doctor in History and a Graduate in Political Science. He is Professor of History and Economic Institutions at the University of Granada. He has carried out numerous research stays in different universities, both Spanish and European, in addition to having taught numerous courses at different European and Argentine universities. Regarding the economic and social history of tourism, he is Principal Investigator of four projects of excellence of the Spanish government.



His latest books are:

- **De la fonda al hotel. Turismo y hotelería privada en España entre 1900 y 1959** (Comares, Granada, 2021)
- **El turismo en España e Italia antes del boom turístico** (Sílex, Madrid, 2022), editado con Donatella Strangio
- **The Development of the Hotel and Tourism Industry in the Twentieth Century** (Palgrave-Macmillan, Londres, 2023), editado con Donatella Strangio

## ANTONELLA FRESA

Antonella Fresa, ICT expert, Director of Design and Implementation at Promoter srl. and Vice-President of Photoconsortium International Association for Valuing Photographic Heritage. Engaged on European cooperation projects since the nineties of the past century in the field of digital cultural heritage and cultural tourism. She coordinates the Eureka3D project funded by the Digital Europe Programme of the EU and is communication and networking leader in INCULTUM and SECReTOUR projects about cultural tourism. She regularly serves as independent evaluator for European Commission, national and regional programmes. Antonella is contracted Professor at the University of Pisa and Enterprise Fellow at Coventry University.



Latest edited books include:

- **A contribution towards a different understanding of the binary relationships of East and West** (eds 2021)
- **WeAre#EuropeForCulture, Reaching and Engaging People** (eds 2020), Blue Skies, Red Panic. A photographic perspective on the 1950s in Europe (eds 2019)
- **Cultural Heritage in a Changing World** (eds 2016)

# ORGANIZATION AND COMMITTEES

## ORGANIZING COMMITTEE:

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