



The Catalanian Ministry of Trade, Tourism and Consumer Affairs presents in Madrid two galvanisation plans – one of Industrial Tourism in Terrassa, and another of the *histotopics* of twelve municipalities

The Catalanian Directorate-General of Tourism presented these two candidatures to the Spanish Secretariat-General of Tourism to compete for a Tourist Product Galvanisation Plan awarded by the Spanish Ministry, on the strength of their transversal characteristics and of their fostering of Catalanian values

Wednesday, 15 June 2005.— The Catalanian Ministry of Trade, Tourism and Consumer Affairs of the Catalanian Autonomous Government (Generalitat de Catalunya) presented this morning to the Secretariat-General of Tourism of the Spanish Ministry of Industry, Tourism and Trade the projects “Tourist Product Galvanisation Plan: Industrial Tourism and Tourism of Technological Innovation of Catalonia” and the “Cultural Tourism *Histotopics* Network Plan” as candidates for being awarded a Tourist Product Galvanisation Plan of the Spanish government. Both projects have a point in common - the galvanisation of networked cultural tourism and the distinctive sign of national transversality.

The “Tourist Product Galvanisation Plan: Industrial Tourism and Tourism of Technological Innovation of Catalonia” is being headed by the City Council of Terrassa and focuses on the promotion of industrial tourism as a cultural concept. Given the singularity of Catalonia as an industrial point of reference, the Plan locates and places in a network all the municipalities and local entities that for some time have been working on the development of this product. The Plan presented has been jointly worked on by the municipalities and the Directorate-General of Tourism, and is an attempt to bring to bear the historical industrial heritage of Catalonia as a singular element of tourist product.

The “Cultural Tourism *Histotopics* Network Plan”, on the other hand, is a new idea that, for the first time, gathers the needs and projects of twelve Catalanian municipalities that follow the same direction. The objective is to create a network of information *histotopics* distributed across Catalonia that take advantage of the synergies and adapt themselves to the local needs without losing the global, national overview. The promoting municipalities and entities involved in this Plan are currently working on the adoption of the agreements of the plenary sessions of the respective governing committees and finishing the corresponding certificates to fill in the necessary documentation of the candidature.