

# 1st INTERNATIONAL CONGRESS ON WOOL ROUTES

## “HISTORICAL TRADE AND CULTURAL TOURISM”

23, 24 and 25 October 2008

Auditorium of the Zalla Theatre (Bizkaia)



THE WOOL ROUTES®

Artilearen bideak  
Rutas de la lana  
Le Rotte della lana  
Les routes de la laine  
de wol route  
Wollroute  
Rotas da lâ



## PROGRAMME

### Thursday 23:

- 9.00 - 9.30 Credentials and presentation of documents.
- 9.30 - 10.00 Inauguration.  
Leandro Capetillo, Mayor of Zalla Council.  
Koro Garmendia, Vice-minister for Tourism of the Basque Government.
- 10.00 - 11.00 Framework lecture: “**Cultural Itinerary Programme of the Council of Europe**”. Speaker: Françoise Tondre, Directorate of Culture, Cultural and Natural Heritage. Council of Europe.
- 11.00 - 11.30 Coffee break.
- 11.30 - 12.15 Lecture: “**Implications of Cultural Tourism in the 21st century**”. Speaker: Jordi Tresserras, UNESCO Chair of Culture, Tourism and Development - University of Barcelona.
- 12.15 - 13.00 Lecture: “**The historical and economic dimension of the wool trade**”. Speaker: Aingeru Zabala, University of Deusto.
- 13.00 - 13.45 Lecture: “**European textile proto-industry**”.  
Speaker: Emiliano Fernández de Pinedo, Department of Economic History of the University of the Basque Country.
- 14.00 - 16.00 Lunch
- 16.00 - 19.00 Panel of Experts: “**History as a recourse for tourism**”  
Chairperson: Javier Barrio Marro, Technical Director of the Museum of the Encartaciones.
- 16.00 “**Trade routes up to the 18th century between Burgos and the ports of the Bay of Biscay**”. Speaker: Salvador Domingo, Department of Culture of Burgos Provincial Council.
- 17.00 “**Board and brotherhood of the Cabaña Real de Carreteros Burgos-Soria**” Speaker: Pedro Gil Abad, Professor and Doctor in History.
- 18.00 “**Sea trade routes**”  
Speaker: Clara Uriarte Melo, Doctor from the University of Deusto.

### Friday 24:

- 9.30 - 10.30 Presentation of The Wool Routes.  
Javier Sánchez García, coordinator of The Wool Routes.
- 10.30 - 11.15 Conference: “**The role of Cultural Routes in Boosting Tourism: good Practices**”  
Speaker: Jose María de Juan Alonso, expert in Cultural Tourism.
- 11.15 - 11.45 Coffee break.
- 11.45 - 14.00 Round table: “**Experiences of Cultural Routes**”  
Chairperson: Jone Miren Gil, The Wool Routes.
- 11.45 **1.- Live Transhumance.** Cañada Soriana Occidental cattle-track: Julio Grande Ibarra, co-ordinator of the route.
- 12.15 **2.- The iron route.** Aurelio Gonzalez, Managing Director of the Lenbur Fundazioa, co participant in the European route.
- 12.45 **3.- Route of the Hanseatic League.**
- 13.15 Debate.
- 14.00 - 16.00 Lunch.
- 16.00 - 18.00 Panel Discussion: “**Promoting Cultural Tourism**”  
Chairperson: José María de Juan, expert in Cultural Tourism.
- 16.00 **Public Administration:** Mercedes Rodriguez Larrauri, General Director of Basquetour, Basque Government’s Tourism Agency.
- 16.30 **Private sector:** Javier Díaz Herranz, Head of Tourism in the Chamber of Commerce of Toledo.
- 17.00 **Marketing and communication:** Jorge Llopis, Expert in Communication and Image.
- 17.30 Debate.
- 18.00 Conclusions and Official Closing ceremony.

### Saturday 25

Study Trip: Balmaseda (Trade route), La Encartada, Maritime Museum of Bilbao.

### PARALLEL ACTIVITIES

Exhibition “**Merchants in the Encartaciones**”, offered by the Museum of the Encartaciones.

“**I Exhibition on Tourist - Theme Routes**”. Exhibition of promotional materials, brochures, websites, publications. Presentation of the Guide in CD-ROM format.

# REGISTRATION FORM

## PERSONAL DETAILS

Name and surname(s): \_\_\_\_\_ I.D.: \_\_\_\_\_

### Address

Street: \_\_\_\_\_ No. and floor: \_\_\_\_\_

Postal Code: \_\_\_\_\_ Town: \_\_\_\_\_ Province: \_\_\_\_\_

Company: \_\_\_\_\_ Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Are you a member of the RUTAS de la LANA Club?: YES NO

NOTE: The data provided shall be recorded in a personal data file belonging to "RUTAS de la LANA". As the entity responsible for the file, it guarantees the privacy, confidentiality and full compliance with the Organic Law 15/1999 concerning the protection of personal data and ensures the exercise of the members' rights, in the terms laid down in the said law.

You can exercise your right to access, rectification, erasure and blocking by writing to RUTAS de la LANA – Barrio La Herrera Ijalde, 7 – bajo – 48869 Zalla (Bizkaia- Spain) or by email to [info@rutasdelalana.eu](mailto:info@rutasdelalana.eu)

## PAYMENT FORM

### REGISTRATION FEE:

- Ordinary fee: \_\_\_\_\_ 40 €

- Members of the RUTAS de la LANA Club: Free of charge

### FOOD AND ACCOMMODATION:

Mark with an X the services you wish to book and add up.

• Food during the congress: 25 €/day		<b>Thursday 23</b>	YES	NO	<b>Friday 24</b>	YES	NO
• Accommodation: Hotel Ibarra: 52 € Single room/night:		<b>Thursday 23</b>	YES	NO	<b>Friday 24</b>	YES	NO
Hostal Chicote: 40 € Single room/night:		<b>Thursday 23</b>	YES	NO	<b>Friday 24</b>	YES	NO

### TOTAL DUE

FOR REGISTRATION (Non-members): €

FOR FOOD: €

FOR ACCOMMODATION: €

**TOTAL** €

On making the transfer, please specify your name and surname(s) and the words Jornadas RUTAS

Account no.: (Caja Laboral) ES21 3035 0208 4420 8001 6588 HAIZELAN Besaide S. Coop.

Send the completed form, together with the deposit slip to Secretaria Técnica de las Jornadas:

Email to [info@rutasdelalana.eu](mailto:info@rutasdelalana.eu) or fax: + 34 944 966 789

If you are a member of RUTAS de la LANA Club and you do not wish to book food or accommodation, send the form with your particulars.

Contact telephone no.: + 34 944 967 717