

## Template for case studies

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Job title	ASTURIAS: HISTORICAL AND INDUSTRIAL HERITAGE AND THE CREATION OF A TOURISM PRODUCT
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Summary of Case study	ASTURIAS: HISTORICAL AND INDUSTRIAL HERITAGE AND THE CREATION OF A TOURISM PRODUCT
Organisations concerned	
Case study detail	<p>We assume from the outset that redevelopment is almost always an investment that arouses suspicions, and in the light of this fact pose two questions:</p> <ul style="list-style-type: none"> <li>- Does re-use of the assets justify redevelopment?</li> <li>- Should investment be profitable in purely economic terms?</li> </ul> <p>Re-use:</p> <ul style="list-style-type: none"> <li>- Industrial use: new times/new industries</li> <li>- New uses: tourism, residence, culture and so on</li> <li>- A combination of uses</li> </ul> <p>Redevelopment for tourism, as things stand, involves the enormous challenge of creating a product.</p>

An example: The “Coto Musel” Mining Park and Armando Palacio Valdés Visitors’ Centre is a former mine (1876-1967) located in the mountains that figures in the literature of local writer Armando Palacio Valdés (1953-1938). The heritage to attract tourism is: natural heritage; a number of assets remaining from the time when there was mining here; a redeveloped natural environment and its related cultural heritage.

The services available that ought to be positive factors are: limited tourist services, particularly in the hotel sector; a dearth of companies involved in nature tourism and active tourism; difficulties in hiring suitably qualified staff and the lack of any associations. Furthermore, cultural infrastructure and tourist information points are few and far between and are subject to seasonality; there is qualified personnel, but none who specialise in industrial tourism; timetables and opening hours do not coincide with real visitor flows.

Given the situation, what is needed is an objective-based strategy that analyses the tourist profiles, that includes schemes to promote and market the asset as well as plans to support the sector (company launch schemes, training, etc.) and that establishes a management and funding model. The strategy should also involve the Administration, private initiative, the local population and experts in the field.

The goal would be to diversify what Asturias can offer the tourist, increase appreciation of the historical, cultural and artistic wealth of the area, and finally, obtain social, economic and cultural gain.



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