

MAIN TITLE:

OPEN FOR HOLIDAYS

INTRODUCTORY TEXT:

It is important to understand what it means to be a tourist or practise tourism in order to commence this exhibition tour and learn about the origins of tourism in Catalonia. Among the many definitions that can be found, let us quote an excerpt from Antoni Muntanyola's 90-year-old book *Organització turística de Catalunya*:

"Some economists define a *tourist* as a person who travels motivated by a non-profit interest, in other words, without acting as a producer. The convenience of facilitating statistics and the difficulties presented by precisely classifying the motives of each traveller have nonetheless led to the general term of *tourist* being used today to describe anyone who travels outside their usual place of residence.

"[...] Tourism has been practised since ancient times for health reasons, for religious reasons, for the sake of study and for the pleasure of contemplating all that is monumental, exotic and picturesque. Nowadays, as a result of cultural dissemination and new means of communication, there are truly many driving forces behind this universal sport, the practice of which has become generalised as a need for the spirit and balance, especially for those residing within the hectic confines of big cities [...]."

Antoni Muntanyola, *Organització turística de Catalunya*, Barcelona, 1932

SECTION A:

THE ERA OF LUNCH BOXES AND TAKING THE WATERS

(LATE 19TH CENTURY – 1930)

The phenomenon of tourism in Catalonia emerged in the latter half of the 19th century and the early decades of the 20th century. The process of industrialisation, growth of cities and consolidation of the bourgeoisie led to the appearance in our country of holiday camps, spa holidays, hygienist trends and hiking, resulting in the rise of organisations such as the Hiking Club of Catalonia. These events influenced the modernisation of transport and accommodation, as well as the appearance of societies and unions to attract foreigners. The staging in Barcelona of the First Tourism Congress in 1919, the Universal Exposition in 1888 and the International Exposition in 1929, for example, were milestone events to promote tourism in Catalonia.

SUBSECTION A1:

HIKING AND CATALANISM

TEXT A1/1

Hiking in Catalonia represented one of the earliest expressions of what could be dubbed *cultural and sports tourism*. In 1876, the Catalan Association of Scientific Hikes was founded, which together with the Association of Catalan Hikes developed into the Hiking Club of Catalonia – Catalan Alpine Club.

TEXT A1/2

The entity was set up to promote the discovery of the country and its historical roots in accordance with the ideals of the *Renaixença* movement. Hikes were conducted throughout the country in search of the cultural elements of Catalan identity, such as archaeology, geography, geology, architecture and engineering.

TEXT A1/3

Hiking became fashionable among the middle classes between the 1920s and 1930s, and this led to the beginnings of overcrowding and misuse of the countryside, thereby eliciting the repudiation of the Hiking Club of Catalonia. Sustainable development of all activities had to be encouraged.

SUBSECTION A2:

HEALTH TOURISM

TEXT A2/1

Industrial development led to a growing number of illnesses whose treatment by medicinal mineral waters led to the first holiday settlements springing up around towns with “miraculous” waters and coastal villages in order to take sea baths.

TEXT A2/2

This increase in demand led to spa resorts expanding their range of tourist attractions to become health and leisure centres for the social activities of the wealthy. The business of exploiting thermal waters expanded over time with the sale of bottled water, the rental of rooms and the construction of second homes.

SUBSECTION A3:

ATTRACTING FOREIGNERS

TEXT A3/1

Tourism was synonymous with openness and elitism, but only the wealthy could in fact afford to travel for pleasure. Barcelona was one of the first cities on the Iberian Peninsula to create a structure dedicated to attracting visitors.

TEXT A3/2

Barcelona’s Society for Attracting Foreigners was set up in 1908, launched by former mayor Domènec Sanllehy and Josep Maria Folch i Torres as organisation head. A few years later, new societies and unions were created in Tarragona, Girona, Sitges, Olot, Manresa, Vic, in the Montseny area and the counties of Bages, Berguedà and Solsonès.

TEXT A3/3

This new model of society was inspired by the French model of Initiative Unions that were set up to facilitate the visits of travellers. These SAFs were independent public utility entities sponsored by the public and private sectors, given that they received financial contributions from the main stakeholders in tourism development. Their aim

was to encourage the promotion of tourism in the municipality and provide travellers and tourists with all manner of information about Catalonia.

TEXT A3/4

The Transmediterránea Company, founded in Barcelona in 1916, was one of the first shipping companies to offer maritime excursions and tourism along the coasts of Spain and North Africa at “affordable” prices. A trip from Barcelona to Palma de Mallorca took about 10 hours, with the first-class fare priced at 64.50 pesetas and the third-class fare at 25.35 pesetas in 1934.

TEXT A3/5

The businessman Jaume Marill settled in Barcelona in 1927 and opened Viatges Blaus, a travel agency located on the Rambla. Originally from Sant Feliu de Guíxols, he had always considered developing tourism along the Costa Brava. Taking advantage of the long stopovers in Barcelona of the Transmediterránea Company’s ships, he began to charter them to organise day trips to the harbours of Girona.

TEXT A3/6

In 1910, the bank J. Marsans Rof i Fills set up a travel department that would later become the first travel agency in Spain, Viatges Marsans, SA. With 12 employees, the agency set out to create a traveller profile that would require its services. In 1912, it introduced the system of traveller’s cheques, which made it possible to pay for extras and services outside Spain.

SECTION B:

WORKER HOLIDAYS AND GARDEN CITIES (1931 – 1939)

A new paradigm emerged for Catalan tourism with the arrival of the Second Republic. The Republican government passed a law that gave the right to paid holidays to all salaried workers, a social right that worker movements had long been demanding. This would lead to the future development of the phenomenon of mass tourism.

“The worker shall be entitled to uninterrupted leave of seven days, at least if the worker’s contract of employment has lasted one year. The employer, in agreement with the worker, shall determine the date on which the latter is to commence his holidays. The enjoyment of these holidays does not entail any reduction of salary earned by the worker.” *Gaceta de Madrid*, 22 November 1931.

SUBSECTION B1:

WORKER HOLIDAYS AND TRAVEL

TEXT B1/1

For the first time, the State government transferred the management of official tourism services to the Government of Catalonia. New structures appeared, such as the Catalan Tourism Board, and new promotional material was published by the painter and cartoonist Enric Momeny.

TEXT B1/2

The Tourist Office of Catalonia and the Worker Travel and Holiday Service were set up on 1 June 1932. The first Tourism and Sports Fair was held in Barcelona in 1934. It was the beginning of a period full of hope, but also short-lived, interrupted as it was by the Civil War.

TEXT B1/3

The City of Rest and Holidays was a people's cooperative project aimed at addressing the need for organising rest and leisure for the working class, free from any speculative or self-interested tendencies. It was an urban planning initiative comprising eight kilometres of beach between El Prat del Llobregat, Gavà, Viladecans and Castelldefels.

TEXT B1/4

The project was designed by the Group of Catalan Architects and Technicians for the Progress of Contemporary Architecture (GATCPAC) and was divided into five zones: bathing, weekend, residential, care and cultivation.

SUBSECTION B2:

GARDEN CITIES

TEXT B2/1

The housing estates based on the idea of "garden cities" that were created in Catalonia during the early part of the 20th century were related to the development of summer holidays for the bourgeoisie and middle class. The garden city of Bellaterra was inaugurated in 1930 with major festivities for the general public and a meal at the station itself and at the Flor de Maig cooperative.

TEXT B2/2

The S'Agaró housing estate was promoted by the businessman Josep Ensesa, who commissioned the architect Rafael Masó in 1924 to convert this small area of the Costa Brava into a recreational oasis amidst an agricultural landscape. The housing estate was aimed at the great fortunes of the Catalan bourgeoisie and had a clear goal: to integrate the mansions and irregular streets with the peculiar orography of the area in the style of English garden cities.

TEXT B2/3

The Costa Brava Board was set up in 1935, the body in charge of promoting tourism and bolstering the hotel and transport sector, as well as setting up measures to protect the natural landscape and cultural heritage of the coast.

SECTION C:

NEW "WORKING CLASS" HOLIDAYS

(1940 – 1960)

The country was devastated after the Spanish Civil War; its main infrastructures in ruins. Against a backdrop of repression, economic crisis and international isolation, the new regime took advantage of tourism's potential to convey a good image abroad and receive international recognition with initiatives such as *Visit the War Routes in Spain*. Post-war tourism in Catalonia and the rest of Spain was subject to an increase in the labour force, primarily from the agricultural sector and national migration. The Franco regime used tourism and leisure as an instrument to indoctrinate the population.

SUBSECTION C1:

EDUCATION AND REST

TEXT C1/1

The Education and Rest Trade Union (OSED) was a cultural and recreational organisation that promoted leisure activities for workers (or "producers," according to the regime's nomenclature). Its appeal lay in providing workers and their families with an opportunity for leisure comparable to that enjoyed by the privileged classes.

TEXT C1/2

An entire network of hostels and residences was created to provide holiday accommodation for workers at reduced prices in interesting places, primarily in coastal areas. The Ministry of Information and Tourism was set up in 1952, the starting point for the Franco government's involvement in managing tourist activity.

TEXT C1/3

But the underlying aim of the OSED was to win the sympathy of the working class towards the Franco regime and regulate its leisure time. One of the greatest exponents of this social Francoism was that of residential complexes. The first in Spain opened in Tarragona in July 1957. Workers were able to enjoy family holidays in a beachside villa at a reduced price as part of 15-day shifts.

TEXT C1/4

The residential complex in Tarragona hosted up to 1,500 holidaymakers per shift at its peak in the 1960s and 1970s, marking the entry of the Tarragona coastline into the tourism industry. The OSED quickly became the most popular trade union, especially the Hostels and Residences division of its Travel, Holidays and Excursions department.

SECTION D:

"WELCOME" MASS TOURISM

(1960 – 1975)

The end of the autarchy in 1959 followed by a period of greater international openness triggered a certain interest among foreign tourists in visiting Catalonia, attracted by its low prices, countryside and climate. The country began to welcome its first visitors from Europe. Modernity and new ways of viewing the world permeated the country with the arrival of foreign tourism.

It was in the 1960s that the main tourist destinations experienced the first “invasions” of tourists thanks to the modernisation of charter flights, development of the automobile industry and increased interest of tour operators. It was from these years onwards that urban speculation and unregulated urban development led to the construction of large blocks of flats, hotels, campsites and seafront complexes. All these factors would change the physiognomy of coastal towns, making them lose their character and in some cases endangering protected nature areas.

SUBSECTION D1:

SANGRIA AND COMBO-PLATES

TEXT D1/1

The pressure of tourism brought about new social, economic and cultural changes at the height of Francoism and *developmentalism*. Modernity and new ideas and ways of viewing the world penetrated with the entry of foreign tourism. This period coincided with the beginning of the skiing boom among the wealthy, which later became popular and turned into a mass sport.

TEXT D1/2

The “tourist menu” came into force throughout Spain on Sunday 2 August 1964, consisting of a first course of starters, broth or creamy soup and a second course of eggs, fish or meat, all rounded off with a dessert, bread and wine. Its advantages were as follows: diners knew from the outset what they are going to spend on food, as the amount had to be clearly displayed outside the establishment. The idea of the “tourist menu” was extremely well received by restaurateurs, and proof of this was that cafeterias spontaneously decided to establish their “tourist combo-plate.”

SECTION E:

FAMILY TOURISM

(1975 – 2000)

The tourism trade had grown so much that it became one of the main economic drivers of the country in the following 25 years. This created a positive impact and many families began to plan their holidays beyond their hometowns. Thus began the emergence of inland tourism. Families were able to move around without having to make major investments.

The political instability resulting from the early years of Spain’s transition to democracy also largely damaged the country’s image as a tourist destination. Nonetheless, people’s definitive access to automobiles and also the development of the first motorways in Catalonia greatly favoured tourism.

SUBSECTION E1:

BARCELONA MORE THAN EVER AND THE CATALONIA BRAND

TEXT E1/1

Beginning in the latter half of the 1980s, coinciding with Spain's entry into the European Economic Community and preparations for the Barcelona Olympic Games in 1992, the period of economic crisis came to an end. It was a period that also saw the beginning of tourism management by the Government of Catalonia, with the exploration of a new phase that sought to strengthen the link between the country and its visitors, while consolidating the maturity of the traditional mass tourism model.

TEXT E1/2

The success of the 1992 Olympic Games helped to convey a positive image of the capital. Barcelona was definitively placed on the map of the main international destinations.

SECTION F:

FROM LOW-COST TOURISM TO TOURISTIFICATION

(2000 – today)

The emergence of new forms of transport has led to a new tourism boom: low-cost flights, a rise in cruise travel and the development of high-speed trains has enabled year-round travel at “affordable” prices, thereby opening the door to seasonal tourism within the reach of all people.

The range of tourist attractions in Catalonia has undergone a major reconversion: many small establishments have closed and hotel quality has improved. In this context, the Government of Catalonia's new tourism policy after the dictatorship has proven to be pioneering in terms of tourism advances, such as, for example, promotion abroad. Similarly, camping has overcome a few years of stagnation and begun to grow considerably. Second homes have become particularly popular during this period, while new specific types of tourism, such as rural, cultural and city breaks, have appeared and grown.

SUBSECTION F1:

MAKE YOURSELF AT HOME IN CATALONIA VS “TOURIST, GO HOME”

TEXT F1/1

The tourism sector moves large fortunes in Catalonia, and many companies and businesses depend on it. It also generates employment in sectors such as logistics, food and construction. The country's excessive dependence on tourism as an economic source has led to unsustainable situations and movements such as tourism-phobia and anti-tourism.

TEXT F1/2

Mass tourism causes social, environmental and economic impacts, especially in neighbourhoods in the vicinity of tourist destinations. The measures adopted by governments to curb a tourist monoculture, such as a tourist tax, moratorium on the construction of hotels or campaigns against the rental of tourist flats, have not prevented the increasing number of people protesting against tourism, with slogans

such as “Tourists, go home,” “Tourism kills the city,” or “Tourist: your luxury trip, my daily misery.”

TEXT F1/3

In short, all indications show that we are on the threshold of consolidating a new stage of activity in which generating new, more sustainable tourism formulas will be crucial. The tourism industry will have to understand the importance of emotional managing residents and tourists, developing new ways of communicating, adapting to new social tastes and values, and remaining at the forefront of innovation without losing local roots and customs. Various future scenarios are set to open up in the coming years.