



# DOSSIER

## THE BIGGEST MUSEUM IN THE WORLD

THE MUSEUM  
OF TOURISM

[.ORG](http://www.themuseumoftourism.org)  
A LEGACY OF TOURISM

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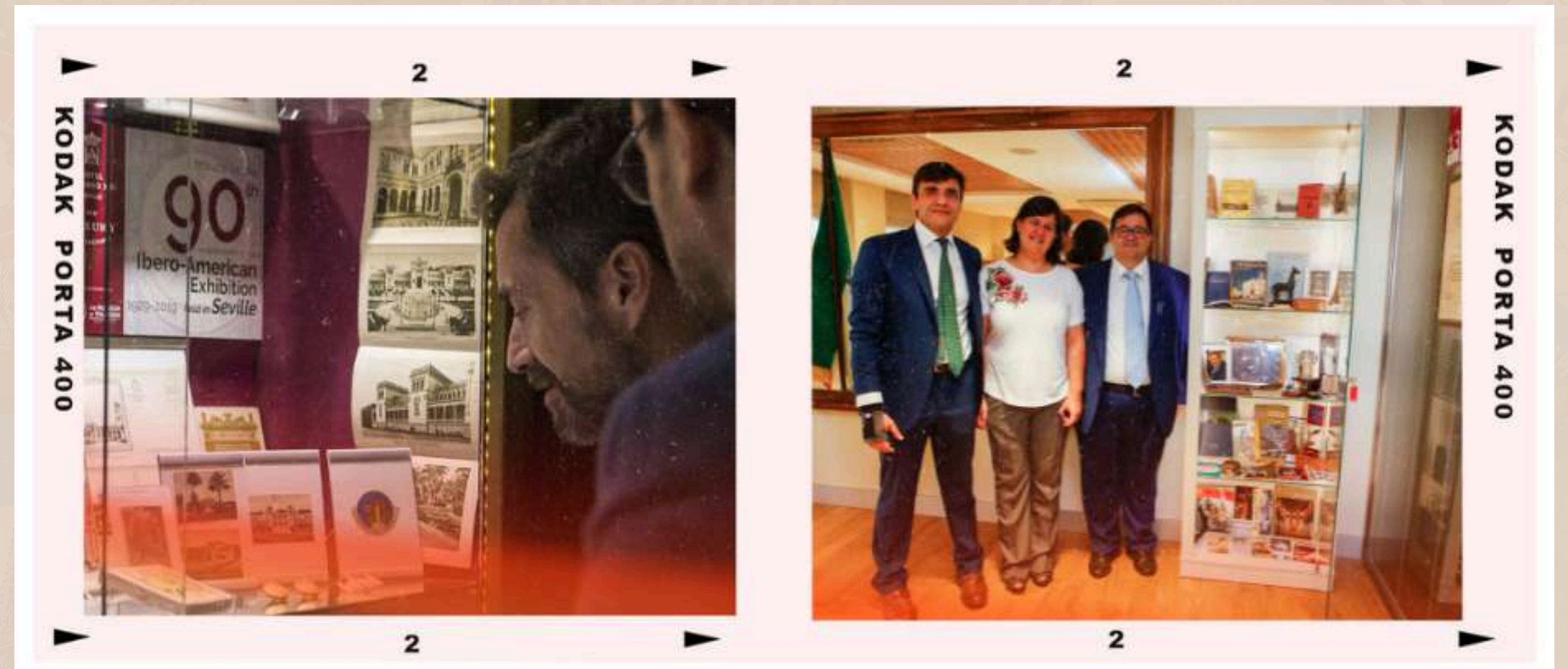
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OF TOURISM**  
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# WHAT'S THE MUSEUM OF TOURISM

1

*This is a non-profit initiative to publicise the history of Tourism. We aim to be a communal enterprise so anyone who would like to get involved is welcome to join us.*



# AIMS

# 2

*Our principal aims are to pay tribute to our forebears in the sector, to remember the history of tourism, to recover material that could be lost or forgotten, to give prestige to the tourism sector everywhere.*



# WHO WE ARE. DIRECTORS AND CONTRIBUTORS

# 3

*The Museum of Tourism enjoys the support of the following individuals, institutions and businesses, who via various kinds of support, donations and contributions, ensure this project is continually evolving.*

## *Managers*



**Alberto Bosque Coello**  
Coordinator



**Rafael Guzmán Villarreal**



**Javier Mateos de Porras  
Gómez**



**Raúl García Cuesta**



**Naide Nóbrega**

*+ 600 collaborators around the world*

*+30 Community managers at our social media*

*Around 100 companies and institutions*

*Click at*

*<https://themuseumoftourism.org/responsables-y-colaboradores/>*

# VIRTUAL AND ON SITE MUSEUM

***We document the history of tourism in 2 ways:***

4

## ***On site "rooms"***

*The Museum of Tourism is not based in one particular place, but is instead a global Museum with a wide reach. Our location is the world itself, and in particular, any place where we have a "room" meaning an allocated space displaying items linked to the history of Tourism, e.g travel guides, photographs, postcards, posters or souvenirs... Each room has its own individual theme, which must always relate to its geographical location.*

## ***Our social media***

*We publicise the history of tourism on our Media in 18 different languages thanks to help from 35 Community Managers..*

*Click to discover all of our Social Media pages and profiles*

*<https://themuseumoftourism.org/siguenos-en-redes-sociales/>*

*<https://themuseumoftourism.org/pdfs/el-museo-del-turismo-en-redes-sociales.pdf>*



We invite you to have a look to our web page

<https://themuseumoftourism.org>



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[RESPONSABLES Y COLABORADORES](#) [SALAS](#) [NUESTRO BLOG](#) [DE INTERÉS](#) [VEGA INCLÁN](#) [PARTICIPA](#) [ANOTHER LANGUAGES](#)

# EL LEGADO DEL TURISMO

*Te acercamos la historia del turismo*

[SÍGUENOS EN REDES SOCIALES](#)

[CONOCE NUESTRAS SALAS](#)

# ON SITE ROOMS

# 5

*More than 100 rooms around the world such as the following examples*

Click for the updated map of the rooms:

<https://themuseumoftourism.org/salas/>



**4**  
Room

*Hotel Doña María. Sevilla*  
History of the hotel and tourism in Sevilla

**9**  
Room

*Museum Gaudí. Casa Botines. León*  
History of tourism in León

**15**  
Room

*The Westin Palace Hotel. Madrid*  
History of the hotel and tourism in Madrid

**17**  
Room

*Tourism Institute Alhamar. Granada*  
History of tourism education and teaching



# 5

**18**  
Room

*Castello D'Albertis. Génova*  
Life of the tourism pioneer Capitano  
D'Albertis

**20**  
Room

*Vefa Tours. Porto*  
History of St. James' Way

**21**  
Room

*Viajes Piamonte. Buenos Aires*  
History of Viajes Piamonte

**25**  
Room

*Europamundo Vacaciones. Madrid*  
History of Europamundo, JTB  
and tourist sector

**29**  
Room

*Parador de Limpias. Cantabria*  
History of Paradores

**36**  
Room

*Hotel Holiday Inn. Moscow*  
History of tourism in the USSR



# 5

**52**  
Room

*Centro atendimento ao turista. Porto de Galinhas*

History of tourism in Porto de Galinhas

**70**  
Room

*University of Málaga. Málaga*

History of tourism in Málaga and the Costa del Sol

**80**  
Room

*Hotel Holiday Inn Montevideo*

History of tourism in Uruguay

**63**  
Room

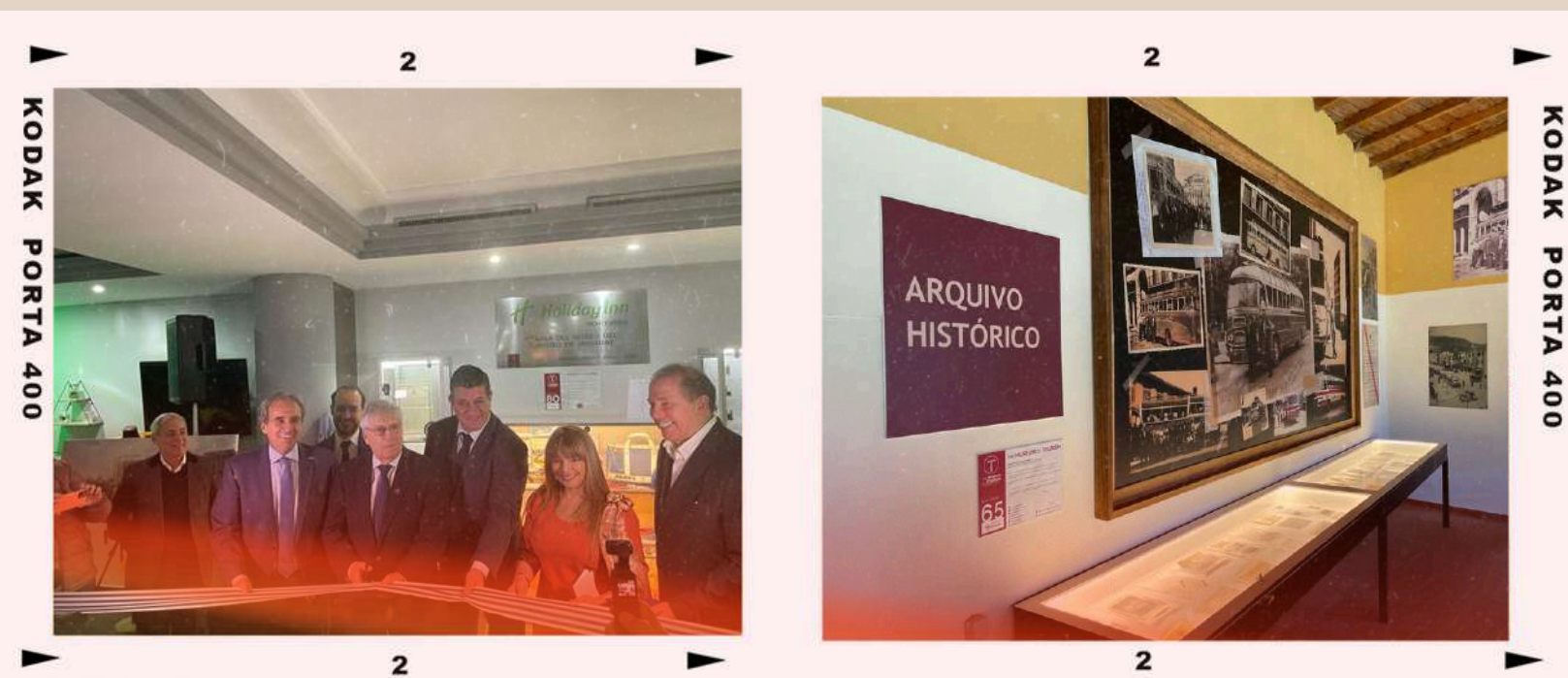
*Gabinete Português de Lectura de Pernambuco*

History of tourism between Brazil and Portugal

**74**  
Room

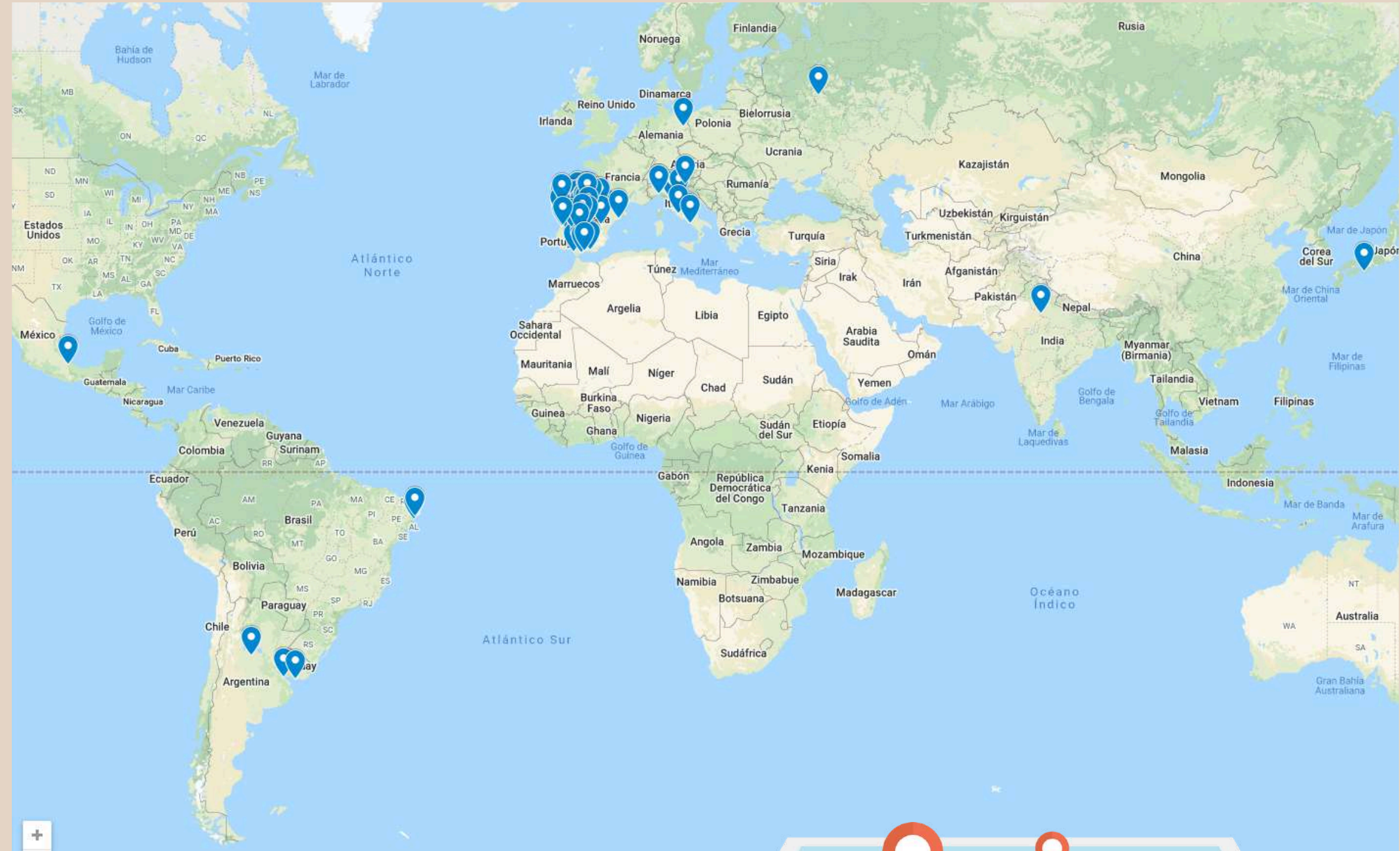
*Monastery of Guadalupe. Cáceres*

History of religious tourism



5

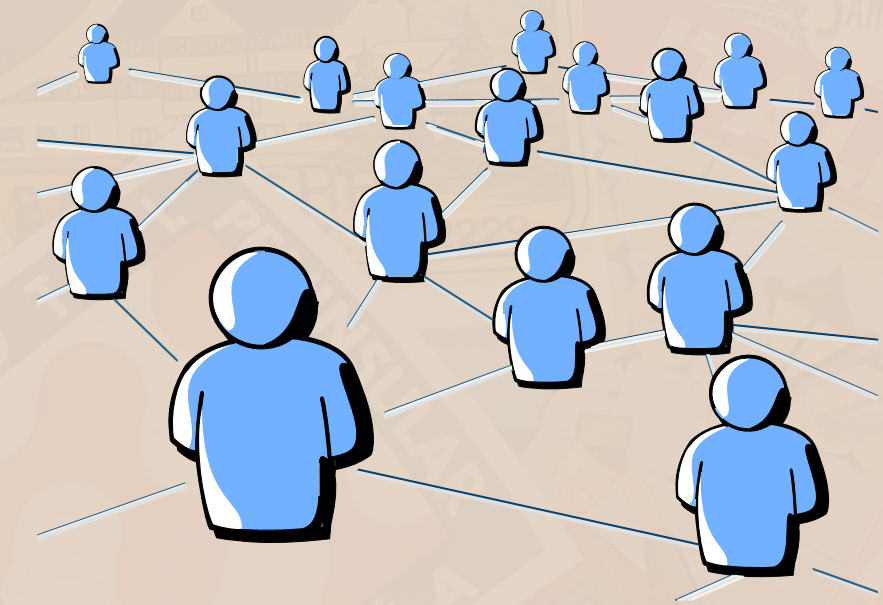
# ROOMS ON SITE



*Click for the updated map*



# SOCIAL MEDIA



635

*Our social media  
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on our Media in 18 different  
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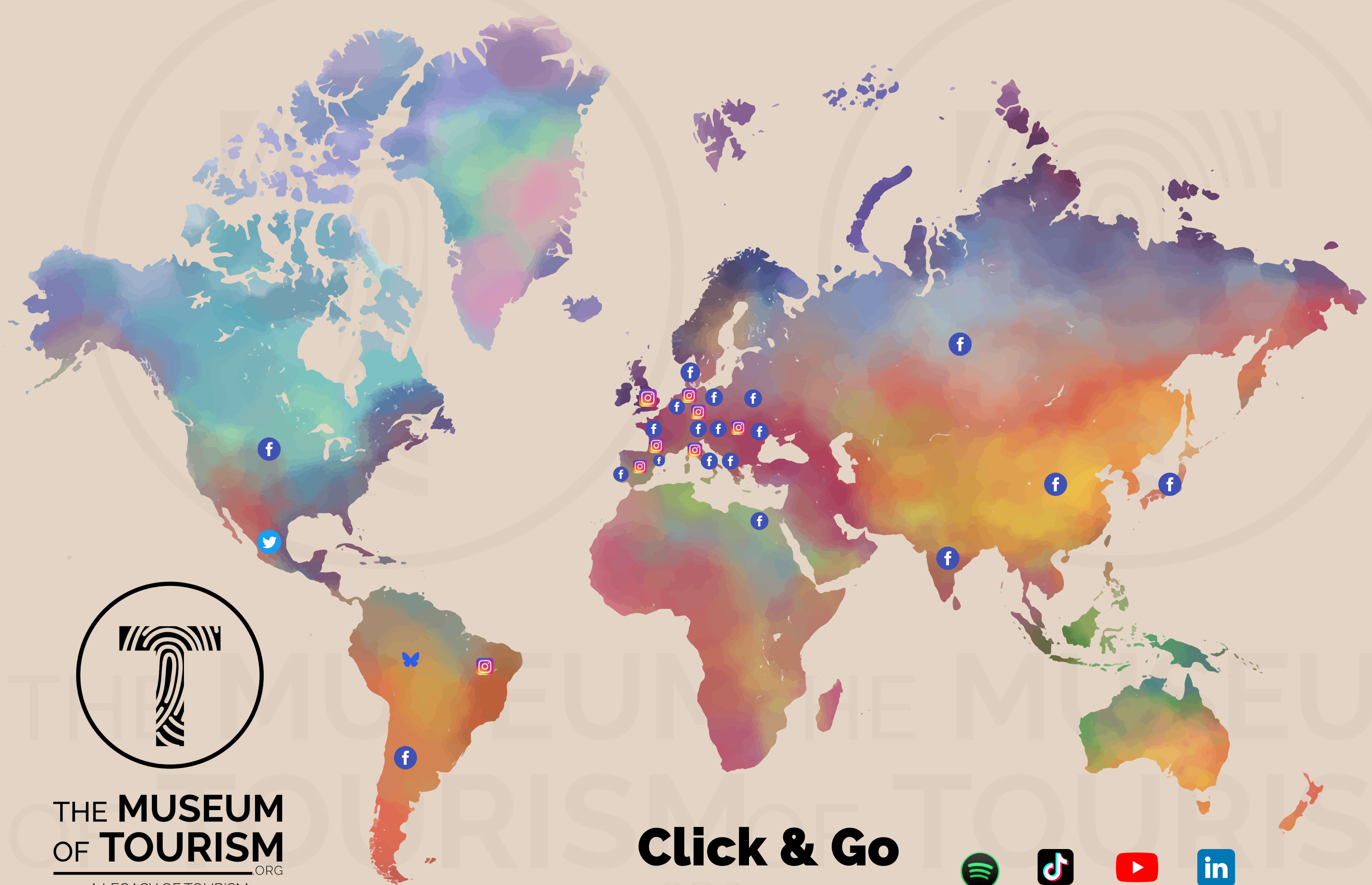
*Click to discover all of our Social  
Media pages and profiles:*



**Te acercamos la historia del turismo. El  
museo del Turismo**

Ponemos en valor a las personas, empresas y  
destinos que han puesto las bases del mundo del...

 The Museum of Tourism



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**Click & Go**





# 7



# 7



*Click here for our updated Press Clipping*



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# JOINING THE MUSEUM

# 8

*Our Museum is a communal enterprise open to any individual, business or institution who wishes to join us. Everyone is welcome to participate and cooperate with us. You can open a room, donate any material, look for another collaborator, publicise the Museum in any way,...*



# 9 HOW TO OPEN A ROOM

*"The Museum of Tourism" has no central office but features "rooms" in various places across the world, including inside travel agencies, hotels, restaurants, museums and tourism offices.*

*The Museum invites interested parties to "open" rooms in places all over the world with a connection to tourism. Any "room" in our museum must, however, have the following features and comply with the following requirements:*

*1. The "Rooms" are permanent rather than temporary exhibitions.*

*"Opening" a room involves a commitment to keeping it open long term. Having a room in the Museum is thus a permanent undertaking. However, the business or organisation which "hosts" i.e provides the premises for the Room or indeed the Museum can ask for this partnership to end, for any justifiable reason, at any time and "close" the "Room".*

*2. Hosting a "Room" in the Museum of Tourism entails no financial commitment from either party.*



# 9

## HOW TO OPEN A ROOM

*3. The business or organisation hosting the “Room” must commit to ensuring that the room is in a visible place, remains clean, is secure, well-lit, furnished with interesting contents and properly looked after. Every “Room” should have a supervisor tasked with its upkeep and ensuring it remains in good condition.*

*4. Each “Room” is to be dedicated to a theme linked to the history of tourism, to be chosen by the hosting company/organisation. This theme may be very specific (e.g. the story of the founder of the business) or very general (e.g. the history of tourism in a given country or the history of travellers).*

*5. The space used may be a wall, but the most usual format for a “Room” is a display cabinet in which items are showcased. The display cabinets hosting “rooms” at present come in a variety of shapes and styles, as determined by the place they are located in. The display cabinet must be provided by the hosting company or organisation. It is also possible for another business to provide the display cabinet to the business or organisation hosting the “Room”. In this case, the provenance of the cabinet must be stated in the sign describing the Room.*



# 9

## HOW TO OPEN A ROOM

6. *Although display cabinets may come in many different shapes and sizes, all should be clearly visible, shut securely and feature a cold internal lighting system.*

7. *The display space should include items related to the cabinet's theme, including photos, postcards, books, travel guides, souvenirs, tourist information and posters. It is up to the "Room Supervisor" to choose the contents and provide the items in question. The cabinet contents never become property of the Museum. In certain circumstances, the Museum of Tourism may make a financial contribution to supplement the contents of the Room.*

8. *The Room must be identified with a number which will appear on a poster of DIN A3 size provided in a standardised format by the Museum. The poster should include information about the Museum, including about its website and social media in English and also in the language of the country where the Room is located.*

9. *It is the duty of the "Museum of Tourism" to ensure that each Room is part of the Museum, by providing information about each room on its website and social media. Thus, the "supervisor" of each room and the company/organisation hosting the Room become Museum associates, alongside all those who make the Museum's existence possible*





**Email us at:**

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**info@themuseumoftourism.org**



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