



DOSSIER

**THE BIGGEST
MUSEUM IN
THE WORLD**

**THE MUSEUM
OF TOURISM**

.ORG
A LEGACY 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

+ 300 collaborators around the world

+25 Community managers at our social media

Around 50 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 17 different languages thanks to help from 26 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>



THE MUSEUM
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A LEGACY OF TOURISM

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

EL LEGADO DEL TURISMO

Té acercamos la historia del turismo

[SÍGUENOS EN REDES SOCIALES](#)

[CONOCE NUESTRAS SALAS](#)

ON SITE ROOMS

5

Almost 100 rooms around the world such as the following examples

Click for the updated map of the rooms:

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



4
Sala

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

9
Sala

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

15
Sala

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

17
Sala

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



5

18
Sala

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

20
Sala

Vefa Tours. Oporto
History of St. James' Way

21
Sala

Viajes Piamonte. Buenos Aires
History of Viajes Piamonte

25
Sala

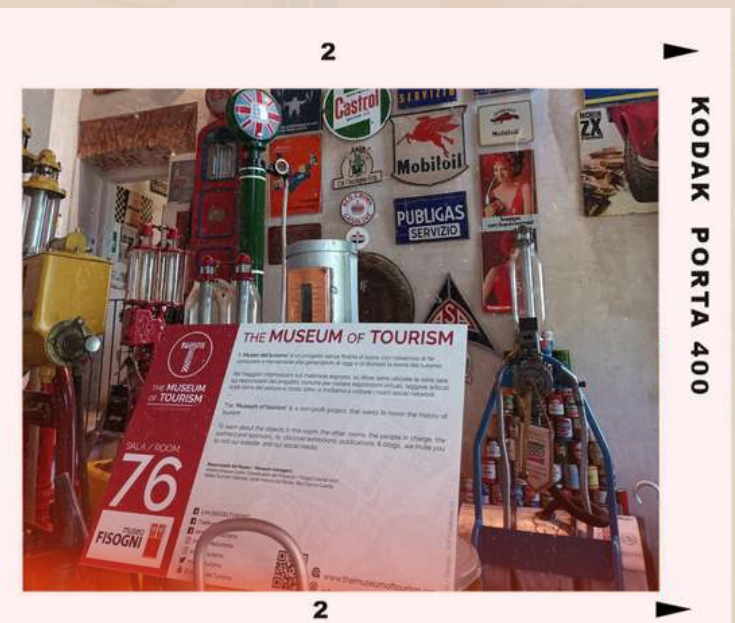
Europamundo Vacaciones. Madrid
History of Europamundo, JTB
and tourist sector

29
Sala

Parador de Limpias. Cantabria
History of Paradores

36
Sala

Hotel Holiday Inn. Moscú
History of tourism in the USSR



5

52
Sala

*Centro atendimento ao turista. Porto de Galinhas.
Brazil*
History of tourism in Porto de Galinhas

70
Sala

University of Málaga. Málaga
History of tourism in Málaga and the Costa del Sol

80
Sala

Hotel Holiday Inn Montevideo
History of tourism in Uruguay

63
Sala

*Gabinete Português de Lectura de
Pernambuco. Brazil*
History of tourism between Brazil and Portugal

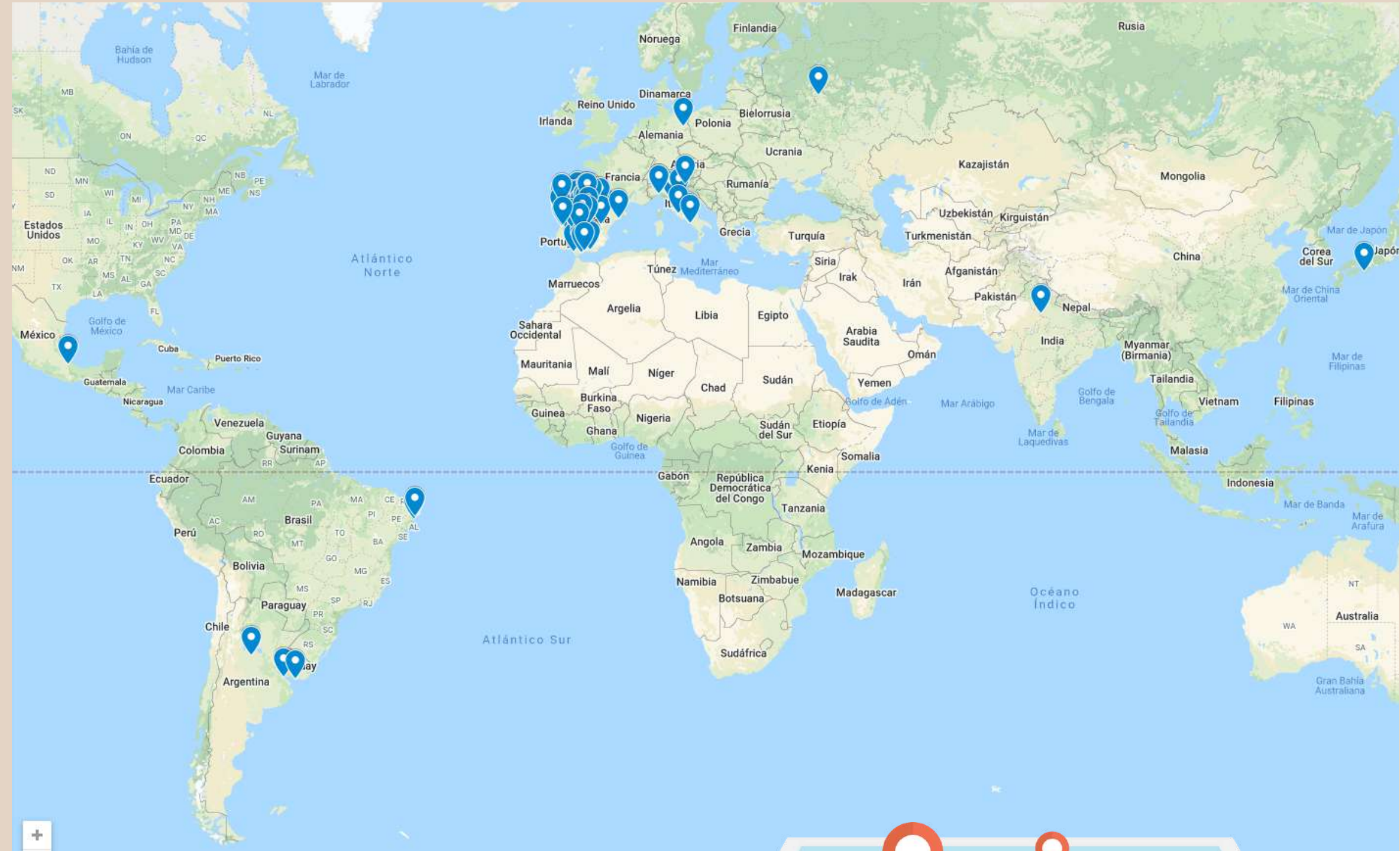
74
Sala

Monastery of Guadalupe. Cáceres
History of religious tourism



5

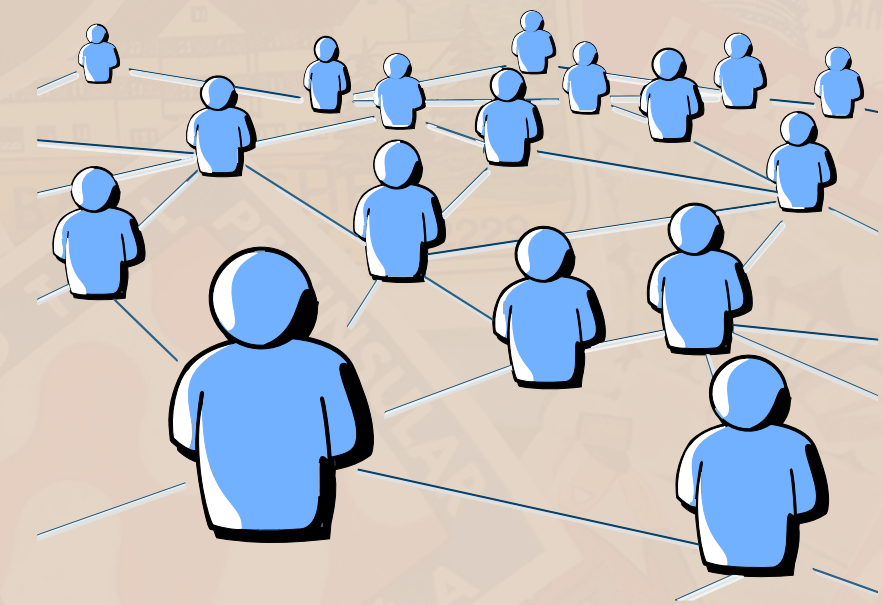
ROOMS ON SITE



Click for the updated map



SOCIAL MEDIA



626

***Our social media
We publicise the history of tourism
on our Media in 17 different
languages thanks to help from 26
Community Managers.***

***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



PRESS CLIPPING



agenttravel.es

Europa mundo inaugura en su sede la sala 25 del Museo de Turismo

Consta de cuatro secciones en las que los visitantes pueden observar la historia del turismo, la de otras empresas turísticas, la de JTB y la de la compañía

31/01/2020 9:00 horas

Consolidador Aéreo

servi

vuelo

Antonio del Bosque (con el micro) ha subrayado el entusiasmo del equipo de trabajo del Museo del Turismo de Europamundo.

El turoperador Europamundo, dentro de las actividades que ha realizado a Fitur, ha inaugurado en su sede la sala 25 del Museo del Turismo. Una iniciativa sin ánimo de lucro cuyo

ARTÍCULO PATROCINADO POR ICONOTUR

Museo del Turismo
C/Alameda, 10 - 18014 Granada

Alberto Bosque Coello, Antonio Muñoz, Carlo Siffredini.

DESCENTRALIZACIÓN
Que es un proyecto descentralizado es evidente: hay ya salas en Valladolid, Gijón, Florence, Sevilla, Granada, Salamanca, Madrid, Roma, León, Pinedera, Zaragoza y Córdoba. Algunas están en hoteles icónicos como el Palace madrileño ya citado, el Alhambra Palace de Granada y los Italianos Grand Hotel Palazzo en Roma y Grand Hotel Mediterraneo en Florencia. Y pronto habrá más salas.

En las vitrinas se exponen objetos de todo tipo relacionados con el turismo en su evolución histórica. Créditos o agendas, la mayoría han sido rescatados del pasado, y facilitan su contemplación por quienes pasan ante ellas. Cada una ofrece contenidos, acorde con la historia del turismo en la ciudad de acogida. Pero no solo este.

La primera, dedicada a Domingo de la Vega-Inclán, incluye material de promoción turística de España, de historia del turismo en Valladolid y guías de viaje variadas; en una de las de Madrid, temas ferroviarios; en León, se vinculan con Antonio Gándil; en otra de Valladolid, cartones de promoción turística de España del siglo XX; y en Pinedera, el Camino de Santiago y el turismo de El Bierzo.

Web del museo digital / The digital museum's web

DECENTRALIZATION
It is obvious that this is a decentralized project. There are showcases in Valladolid, Gijón, Florence, Sevilla, Granada, Salamanca, Madrid, Rome, León, Pinedera, Zaragoza and Córdoba.

Some are located in iconic hotels such as the Palace in Madrid, already mentioned, the Alhambra Palace in Granada and the Italian Grand Hotel Palazzo in Rome and Grand Hotel Mediterraneo in Florence. There will be more to come.

In these showcases all kind of objects related to the historical evolution of tourism are exhibited. It offers visitors an overview of what they have been recovered from the past and make the contemplation of the showcase easy. Each of them offers contents according to the history of tourism in the city in which it is located. But it is not only that.

The first one, dedicated to Domingo de la Vega-Inclán, includes Spanish tourist promotion material, the history of tourism in Valladolid and varied travel guides; in a showcase in Madrid, there are railway books; in León, issues related to Antonio Gándil; in another one in Valladolid they show tourist advertising posters from the 20th century and in Pinedera the 'The Way to Santiago de Compostela or tourism in El Bierzo'.

MÁS INFORMACIÓN
MORE INFORMATION

<https://www.facebook.com/jesg/museo-del-turismo-granada>
<https://www.instagram.com/museo.del.turismo.granada>

The EVENTS & MICE travel & tourism magazine 33

20 Etcétera

la frase de hoy
«En cualquier teoría particular solo hay de ciencia real lo que haya de matemáticas» (Brennan Kant)

VER, OÍR Y CONTAR

Bodas de oro del hotel Selu

El establecimiento celebra su 50 aniversario con la apertura de una sala del Museo del Turismo, con el que pretende además rendir homenaje a Fernando Serrano, al frente del mismo durante años

Bellido y Joyera
muestran a la inauguración del museo.

Los abuelos de Juan Serrano, consejero delegado del hotel, abrieron las puertas en 1969

Hace cincuenta años abre sus puertas en Córdoba el hotel Selu, situado en la calle Eduardo Dato, con dos estrellas y 60 habitaciones. Aquel establecimiento nació de un proyecto familiar de la familia Serrano, en el que el padre, Juan Serrano, y su hijo, Juan Serrano, se comprometieron a la restauración del hotel y a la apertura de una sala del Museo del Turismo, una iniciativa altruista

Exposiciones

SEÑALES EN DIRECCIÓN. AGRICULTURA POR LA IGUALDAD. FOTOGRAFÍA
Mujeres Gran Capitan
(Piedad Dorcas Serrano)

17 PROMOCIÓN. COLECTIVA DE ARTISTAS PLÁSTICOS DE ALUMNOS DE LA FUNDACIÓN ANTONIO GARCÍA
Fundación Antonio García
(Piedad Dorcas Serrano)

AGUA. MAX AN AGUA. EL AGUA EN CORDOBA
Ayuntamiento de Córdoba
(Expulsión, 11)

LA VIDA DEL AGUA. FOTOGRAFÍAS
CONSEJO DE AGUA
ANIVERSARIO DE EMACIA
Fundación Capatzen
(Piedad Dorcas Serrano)

SEÑERO DE LA INVENCIÓN. DE LEONOR SERRANO RIVAS
CSA
(Piedad Dorcas Serrano)

LA VIDA DEL AGUA. FOTOGRAFÍAS
CONSEJO DE AGUA
ANIVERSARIO DE EMACIA
Fundación Capatzen
(Piedad Dorcas Serrano)



7



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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,...



HOW TO OPEN A ROOM

9

“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:



info@themuseumoftourism.org



<https://themuseumoftourism.org/>



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