VALENCIAN SILK
Tangible and intangible heritage
and the development of sustainable tourism

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Universitat de València

7th UNWTO Silk Road Task Force Meeting | Valencia | 30 – 31 March 2017
SOME FACTS about Valencian Silk

Valencian Silk represented a span of time about 400 years
1st historical landmark the Silk Velvet Guild (1479)
Higher Silk Art College (1686)
Splendour period was reached during XVIII and XIX centuries
Kingdom of Valencia 67% total production of silk fibre in Spain
Valencia and suburbs 20%
5000 looms in Valencia city

What remains of all this today?
INVENTORY: METHODOLOGY

Initial list of heritage elements (Advisory Committee)
Collecting information & filling in fact sheets (Technical Commission)
Classifying* & Draft inventory (Advisory Committee)
Workfield (Technical Commission)
Deliver final inventory (Advisory Committee)

*Relevance (representative and adapted) High, Average, Low
### INVENTORY: GENERAL RESULTS

#### Heritage by typology (Region of Valencia)

<table>
<thead>
<tr>
<th>Typology</th>
<th>1 High Rel.</th>
<th>2 Average Rel.</th>
<th>3 Low Rel.</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Museums</td>
<td>19</td>
<td>14</td>
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<td>Monuments</td>
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<td>3</td>
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<tr>
<td>Festivities</td>
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<td>6</td>
<td>7</td>
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<tr>
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<td><strong>TOTAL</strong></td>
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<td><strong>27</strong></td>
<td><strong>39</strong></td>
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INVENTORY: RESULTS

<table>
<thead>
<tr>
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<tr>
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<tr>
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General Resources of the Region

RICE
HORCHATA (TIGER NUT MILK)
ORANGES
FALLAS
MOCADORÀ
MOORS & CHRISTIANS
## INVENTORY: RESULTS BY PROVINCE

### Heritage by typology (Province of Alicante)

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BONFIRES OF SAN JUAN

MYSERY PLAY OF ELX
## INVENTORY: RESULTS BY PROVINCE

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CATHEDRAL MUSEUM OF SEGORBE

FINE ARTS MUSEUM OF CASTELLON

CERAMICS MUSEUM OF ALCORA
## INVENTORY: RESULTS BY PROVINCE

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HANDHELD FUN MUSEUM (ALDAIA)

HISTORY MUSEUM (VALENCIA)

SILK MUSEUM (MONCADA)
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SILK EXCHANGE (VALENCIA)

FELIX HOUSESTEAD (VALENCIA)

CASA DEL BOU (ALBALAT)
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SILK FACTORY (VINALESA)  WORKSHOP (VALENCIA)  WORKSHOP (BURJASSOT)
INVENTORY: PROPOSAL

VALENCIAN SILK TRIANGLE (central route)

Valencia city and L’Horta Node

Ribera del Jucar Node

Requena Node

SILK AND CERAMICS IN CASTELLON (north corridor)

SILK, FESTIVITIES & ATTIRE IN ALICANTE (south corridor)
INVENTORY: COMMENTS

High relevance tourism attractions => linked to but not show
+50 tangible resources => in bad conditions or in pending status
Intangible resources => about to disappear
New generations => not aware of the importance of SR

Enhancement of cultural heritage => Global Action Plan
Public and Private entities commitment
INVENTORY: THE TEAM

Advisory Committee

Esther Alba (History of Art)
Rubén Arnandis (Tourism)
Adrian Ferrandis (Geography)
Ricardo Franch (History)
Daniel Muñoz (History)
Mª Dolores Pitarch (Geography)

Technical Commission

Estafanía Abascal (Tourism)
Ruben Arnandis (Tourism)
Luis Blanco (Cultural Management)
Adrian Ferrandis (Geography)
Arabella León (History of Art)
Macià Marqués (Tourism)
Eva Mompó (Antropology)
Gloria Ros (Tourism)
María Roca (History of Art)
Danielle Pimentel (Tourism)
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Univesitat de València
Faculty of Geography and History