

# RECOVERY THE INDUSTRIAL AND WORKER PAST OF THE NEIGHBOURHOOD OF PATRAIX AS AN OFFER TO THE URBAN TOURISM IN THE CITY OF VALENCIA

*Rafael Temes Cordovez*

Department of Urban Design and Regional Planning. Polytechnic University of Valencia (UPV)  
rtemesc@urb.uvp.es

In this research we want, through their own cultural landscape linked to urban industry, retrieve several significant routes in the neighbourhood of Patraix in Valencia. The heritage value that is now recognized in buildings that had industries and workers' houses that allowed the late Spanish industrial revolution, it is presented as an opportunity to offer an interested urban tourism in the history and evolution of a city like Valencia. Nowadays cultural tourism developed primarily in urban environments, has become a challenge for many destinations for its attractive and differentiating power. As reflected in the work of Mallor, González & Fayos (2013) its economic attractiveness is based on several aspects: First, unlike other forms of tourism, there is a consensus around the idea that cultural tourism is not as subject the timing or fashion, which is the main force (Cluzeau, 2000; Fernández, Cervantes, Muñiz & Rodriguez, 2006). Second, because of the multiplication of the centers of interest, cultural tourism is like an extended market that offers many possibilities for development (of Cluzeau, 2000; Greffe, 2002). Precisely Valencia, is a city that in the past five years, overnight stays increased by 19% from 3.3 million in 2009 to more than four million in 2014. The city has been visited during the same year for 1.8 million travellers. This increase in visits, with the industrial past of the city are pointing to Valencia as an interesting destination in relation to tourism culture.

There is no clear consensus around the definition of cultural tourism. It depends largely on the needs and motifs of consumers. In the works of Mallor, González & Fayos (2013), it provides a comparative table showing the main dimensions of cultural tourism according to several authors, concluding the prevalence of the classical aspects of cultural tourism as architecture, crafts and museums. Usually museums, architecture and urbanism have their main stage in the cities. For this reason often can be used equivalently, cultural tourism and urban tourism. Heritage is a broad concept that has traditionally been very attentive to the values that could be called "art historical". However, it is not new the claim of not excluding the heritage concept to the industry in the past two centuries (Casanelles

Rahola, 1988, p. 13; Aguilar Civera, 2004). We can understand the industrial tourism as interested in the industrial past, its changes and its influence on culture. For its part, this tourism is very often organized by routes and industrial tourism itineraries. In this paper, we selected Patraix neighbourhood in Valencia to study the possibilities of designing some routes that reveal the industrial and working past.

Patraix like so many other areas of Valencia was from the Middle Ages until the late nineteenth one of the small towns of *Huerta* as strategically placed satellites around the central core. The basic structure of Patraix formed by small blocks around the square and road and *acequias* infrastructure, remained virtually intact until the late nineteenth century. The introduction of new technologies such as the use of the steam engine and its various applications in Valencia, was a major breakthrough that had an impact on some aspects of the existing urban settings. It is the late nineteenth century when the industry could not stay in the urban area and not found in the extensions opportunity for your location. The ground beyond Transits are the sites chosen. Here we discover a unique setting in the urban-rural area of Patraix, where traditional agricultural, industrial, residential and livestock uses. Between 20 and 40 of the twentieth century this area become in a new landscape, pretty difficult to imagine today.

The settlement of industrial use in the area is developed around the main road junction of the *Huerta* and the city of Valencia. Guided by the redraw done on cadastral mapping of Valencia from 1929 to 1944 (Temes Cordovez, 2008) has been achieved in this work to recreate the exact position of the old industries that existed in the neighbourhood. Alongside these industries and facilities that were built in the first decades of the last century, sets of terraced house, sometimes called *barriadas*, found great advantages in its construction in this area. The working population expelled part of the inner city through the reforms, and the new population coming from nearby municipalities, produce a number of people who need housing. Patraix neighbourhood, where much of the industry is concentrated in the city, will be a site chosen for the installation of some initiatives of *Casas Baratas*. We have also redrawn, as for industry, the position of the old housing projects on the mapping of Valencia from 1929 to 1944.

Against this background and understanding the cultural heritage as a resource closely linked to the country or the city, “beyond the catalog and museum” in the words of Pere Vall (1999), we consider the design of two routes and urban routes to put in value the last Industrial in the neighbourhood. The idea is to be able to those routes offer a comprehensive view of their history visiting major factories and groups of *Casas Baratas*.

Following the basic ideas for the design of a heritage route explained in the full text, and analyzing the two proposed routes are:

**Regarding the story explained**, the two itinerary include the expulsion of workers’ housing outside the extensions and their location on the periphery where implementation costs were lower.

**Regarding documentation of that history**, fortunately the city of Valencia now has sufficient research that allow the accurate reconstructing of both the origin and the past of the workers’ housing (Blat, 2000; Giménez, 1996; Temes, 2007) and the first industries established in the city (Aguilar, 1998; Lopez, 2013)

**Regarding the structure of the route**, area of operation is divided into two “areas” (reached predominantly by *Casas Baratas* and old industries), the “milestones” that mark the routes are made by factories, fireplaces and as some elements of the industrial history in the area. As “set access” we decided to use the main square of Patraix, original nucleus of the population as the element of public space reference and identification of the proposal.

**Regarding the visual boundaries** that contextualize the field of interpretation is bounded on the north by the Avd. de Perez Galdos, one of the sections of the old Transitos marking a clear urban edge with the rest of the urban fabric of the city.

**Regarding neighbourhood participation** in Patraix there is a very active and sensitized association called “*Asociación de vecinos, cultural y de consumidores de Patraix* “ with the recovery the heritage of the old town so it has the foundation to integrate the project and have the necessary public support.

In conclusion we can highlight the need in the city like Valencia, with a growing urban tourism, to have a tourist diversification of activities that will improve the flow of visitors in the area and attract new market segments promoting heritage resources. The proposal described in this paper should be understood as a first approximation to the idea of establishing industrial tourist routes in the neighbourhood of Patraix. Meanwhile, the review and description of the neighbourhood Patraix during the first third to half of the twentieth century has been possible thanks to full restitution has been made of mapping 1929-1944. The drawing of this mapping, based on earlier work (Temes, 2007), opens the door to a powerful analysis tool that facilitates the identification of the industrial past and its relationship to the current situation of the city. The case of Patraix can be seen as a good example in which the reading of an intentional mapping has helped us to make sense of some of the incomplete urban scenes of the city of Valencia.

