

# POTENTIALITY OF INDUSTRIAL TOURISM AND ITS CIVIL SOCIETY IN TWO CASES OF ANDEAN DESTINATIONS: EVOLUTIVE ANALYSIS OF SAMACÁ FACTORIES (COLOMBIA) AND SEWELL CAMP (CHILE)

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## ABSTRACT

The objective of the research carried out was to analyze the influence exerted by two industrial tourism destinations on civil society in each of their territories. These destinations are called Samacá Factories (Colombia) and the Sewell Camp (Chile) and are located in South America. As industrial tourism destinations evolve, the greater the involvement of civil society organizations in this type of tourism, which stimulates its strengthening due to cooperation and the formation of alliances between various social actors.

**Keywords:** industrial tourism; civil society; Andes Range; Samacá Factories; Camp Sewell; Chile.

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**Potencialidad del turismo industrial y su sociedad civil en dos casos de destinos andinos: Análisis evolutivo de Las Fábricas de Samacá (Colombia) y el Campamento Sewell (Chile)**

**RESUMEN**

El objetivo de la investigación realizada consistió en analizar la influencia que ejercen dos destinos de turismo industrial sobre la sociedad civil de cada uno de sus entornos. Estos destinos se denominan Fábricas de Samacá (Colombia) y Campamento Sewell (Chile) y se encuentran localizados en Suramérica. A medida que estos destinos evolucionan en el tiempo, mayor es el involucramiento de las organizaciones de la sociedad civil en este tipo de turismo, lo cual estimula su fortalecimiento gracias a la cooperación y a la conformación de alianzas entre diversos actores sociales.

**Palabras clave:** turismo industrial; sociedad civil; Cordillera de los Andes; Fábricas de Samacá; Campamento Sewell.

## 1. INTRODUCTION

The main objective of this research has been to analyze the influence on the industrial tourism destinations evolution over the civil society, having as reference frame the evolutionary cycle model of tourist destinations by Richard Butler (1980). The methodology used it is based on 14 interviews made to experts on the destinations analyzed.

Over the mountainous system of the Andean range, there are mining regions that, during centuries, have generated industrial complexes of diverse sizes and different company structures. Some of them have been abandoned and others are still in operation, despite productive transformations that economy dynamics have created.

Some transformations have led to a restructuring of these complexes uses, from being mineral extraction and exploitation sites to turn into tourist attractions. Coincidentally, the tourist destinations analyzed have a closed relationship with mining, not only because it was its predecessor (in the case of The Factories) and its building motivation (Sewell Camp) but also, because this activity is being carried out around these destinations.

Despite these particular characteristics, the tourist activation has occurred due to their heritage features, which have been valued by diverse social participants. The singularity of this tourism type developed there it is identified with industrial tourism, which constitutes a typology derived from cultural tourism.

The trend to transform industrial locations into tourist destinations has not been fortuitous, nor exempted from territorial tensions, but anyway, from heritage type has been possible to create new and competitive products to diversify the regional and local tourist offer. This issue has obliged taking demanding lines of action about this complex territorial network and its order to ensure success of this type of destinations (Pardo, 2014).

As Rodriguez mentions (2017), although it is a segment little known in Latin America, in the last years, industrial tourism or tourism based on industrial heritage has drawn the attention of different social participants, especially in those territories with industrial ves-

tiges. Nevertheless, as Prat (2013) states, apart from tourism based on industrial heritage, it also has been taking a leading role tourism based on planned visits to active industrial facilities focused on educational and cultural purposes.

Scientific interest has emerged for these destinations due to the transformation's effects at geographical level and the importance risen in the territory development order and planning. This is given its triple condition of resource, heritage asset and emblem of local cultural identity (Benito del Pozo, 2002).

Though at the beginning, most of the industrial tourism experiences were listed as educational experiences, these have been shaped into a cultural tourism dimension where it is possible to notice productive processes, facilities, work memory and labor ways determined socially (Fernández and Guzmán, 2005 in Prat and Cànoves, 2012).

As Cole mentions (2004) quoting Dicks (1999) and Harvie (2002), industrial heritage tourism offers a means through which to preserve, understand and celebrate a complex social legacy making up with diverse assets and infrastructure where labor, religious, entertaining, housing, and educational events took place, enabling local communities to connect with, and celebrate, their past.

The studies as the consolidation of these tourist destinations based on industrial heritage has background claim that is to grant its importance as "living" testimony of that time in which "the industry employed whole communities and provided the heartbeat for many towns and cities. In this respect these historic industrial destinies deserve our closest attention" (Cossons, 2016, p. 16).

Under this reference framework, study cases have been taken into the research as: Samacá Factories (Colombia) and Sewell (Chile). Both destinations of industrial tourism keep some similarities and some differences. First, both destinations have industrial heritage as a main attraction and declared national monument in each country in 1998. Additionally, Sewell Camp has been declared as Humanity Heritage by UNESCO (2006).

Secondly, both destinations are in a rural zone on the Andean range, closed to the capital cities of each country and intermediate cities, which it is a comparative advantage for the marketing of its tourist product.

Thirdly, in both destinations' surroundings, it is carried out mining activities, which it is challenging in terms of environmental sustainability and to tourist accessibility. At the same time, it can offer possibilities to diversify and incorporate tourist products.

Fourthly, it was in both destinations verify the existence of social organizations that defend the heritage conservation and even, they have become in tourist services providers, especially in Sewell Camp.

## 2. METHODOLOGY

To analyze the evolution of industrial tourism destinations on civil society, a qualitative methodology was carried out, developed into two stages: the first, it was a literature review and the second, 14 interviews made to experts of both study zones. To guarantee heterogeneity in the information gathered through interviews, it was decided to establish clustering categories of sectors and subsectors, which were linked to each expert interviewed. The first categorization level belonged to the public and private sector. The second level was about subsectors derived from the first ones as it is shown in the Table 1:

**Table 1**  
**SUBSECTORS AND PROFILES OF PEOPLE INTERVIEWED**

Sub-sectors	Description	Interviewer's position			
		In the factories	Q*	In Sewell	Q*
Entities or units related to tourism.	Related to people's positions in territorial public entities and sectorial terms	Official of Tourism Secretary of Boyacá Government	1	Tourism Unit municipality of Machalí	1
Academy	People linked to the academia, who know about the tourist sector and industrial heritage in each study case.	University teachers' experts in tourism and industrial tourism	3	Anthropologist, expert in Sewell	1
Local and/or regional government	Members of administrative and political entities of the municipality	Member of Municipality Council of Samacá	1	Contact failed	0
Local and/or regional tourist services	Tourist Services Providers that have as operation zone, industrial destination, or the closest jurisdiction	Representative of Travel Agency Nativos Travel	1	Member of VTS Enjoy Travel	1
Labor Sector	People working, worked, retired of the industrial heritage site.	Workers or former workers of textile factory	2	Retired of CODELCO and Sewell	1
Local and/or regional social organizations	Representatives or members of social organizations that have any influence on tourist destinations.	Founder of Camsicá Tours	1	Member of Sewell Foundation	1

**Q\*:** it shows the number of interviews carried out.

Source: own elaboration.

To select the interviewed it was regarded as a main criteria people's knowledge related to the heritage site and their professional experience in tourism, given their connection to public and private spheres. The implementation of this criteria implied the use of non-probability sampling method, denominated "by convenience", especially for interviewed selection in the case of the Factories, and also the "snowball" technique for interviewed linked to Sewell Camp.

As research method, it was decided to combine the case study to the comparative analysis. The first choice was due to the need to understand complex relationships of destinations tourist dynamics and the interaction of the participants that made up with civil society, as Starman (2013) asserts: "case studies are able to accommodate complex causal relations, such as equifinality, complex interaction effects and path dependency" (p. 37).

Regarding the comparative analysis method, its choice was determined by the fact that: "allows examining only a few cases, almost always complex, with historical specificity that must be approached holistically, where cases must be treated as complete entities and not as collections of parts and capable of generating new conceptual schemes" (Vancea, 2006, p. 300).

Concerning to the in-depth interviews, these not only allowed to complement the literature review information, but also to make easier to identify link points between the case studies selected, fulfilling what Diaz-Bravo et al. (2013) have proposed. Diaz Bravo assures that using this technique, the interviewer “perceives, contrasts, compares, adds and organizes categories and their properties, establishes connections, links and relationships” (p. 165).

To analyze the information given by the interviews and the literature review, was necessary to propose a set of components and indicators, which were grouped in two big categories: independent variable and dependent variable. Obviously, there is a relationship of causality, where the first determines the second one.

### 3. INDUSTRIAL TOURISM

Although it is a term relatively new, usually it is associated to the possibility of visiting facilities where transformation of raw material has taken place. Prat (2013) mentions that from middle of 20<sup>th</sup> century, some place with industrial vestiges have been arising, at being restored and activated as tourist places, they can turn into a revalorization factor of territories declined. This fact leads to industrial tourism, which is part of cultural tourism.

Cañazares (2019) claims that “obsolete industrial activities have a rich heritage legacy that has been useful to develop pioneering efforts of new uses or specifically related to tourism” (p. 182). Despite of its obsolescence, industrial heritage is the newest of the heritage since it includes machinery and equipment used recently (Pardo, 2004).

A fact that outstood the importance of valuing this heritage was Nizhny Tagil’s letter promulgation in 2003 by the Industrial Heritage Conservation International Committee, in which was established a definition and criteria for its valuation, conservation and diffusion. The definition proposed in this letter was: “Industrial heritage is made up with industrial culture remains having historic, technological, social, architectural or scientific value” (International Council of Monuments and Sites, 2003, p. 1).

Considering this heritage characteristics, about 2011, the International Council of Monuments and Sites and the Industrial Heritage Conservation International Committee extend the definition regarding that industrial heritage includes not only tangible assets but also, the intangible ones. That is why it was proposed:

The industrial heritage consists of sites, structures, complexes, areas and landscapes as well as the related machinery, objects or documents that provide evidence of past or ongoing industrial processes of production, the extraction of raw materials, their transformation into goods, and the related energy and transport infrastructures. Industrial heritage reflects the profound connection between the cultural and natural environment, as industrial processes — whether ancient or modern — depend on natural sources of raw materials, energy and transportation networks to produce and distribute products to broader markets. It includes both material assets — immovable and movable —, and intangible dimensions such as technical know-how, the organisation of work and workers, and the complex social and cultural legacy that

shaped the life of communities and brought major organizational changes to entire societies and the world in general (ICOMOS y TICCIH, 2011, p. 2).

Regarding this definition, the cultural activation possibilities based on industrial heritage are countless. In any case, it is necessary to clarify visiting places of industrial heritage is not the unique element that defines industrial tourism, because planned visits to active industrial facilities have been considered as industrial tourism, these sites draw attention to the tourists from cultural and educational point of view (Prat and Cànoves, 2012).

This issue is crucial since industrial tourism is not just the development of tourist activities in abandoned or non-used industrial sites. As Rodríguez-Zulaica (2017) states: industrial tourism includes activities carried out in sites and active industrial buildings.

Although the development of industrial tourism has been remarkable in European countries, in Latin America some destinations stand out in Argentina, Brazil, Chile and Mexico. Most of them are in urban centers due to the activation of old factories and industrial heritage vestiges. Nevertheless, it is also possible to find them in rural areas, current companies, even in places where both issues are mixed, as it is the case of Samacá Factories which is one of the study cases in the research carried out.

The combination between active facilities and no-used heritage is not the only one taking place in industrial tourism. It is also possible to find mining heritage and industrial heritage in the same location, and even these can be regarded as important industrial-mining landscapes that emerged to boost the economy of these territories that went into decline due to the mines closing (Valenzuela *et al.*, 2008). The landscape configuration is logical due to the connection between mining as pre-industrial activity and industry as manufactured and machining process.

Thus, mentioning industrial-mining heritage is clear that they can include inactive processes and non-functioning ones (Cañizares, 2003). In fact, as it happens in Samacá factories and Sewell Camp, productive processes are totally inactive, but also, it is possible to find some remain and coexist and function with the tourist activity altogether, as the case of underground mining around the locations analyzed.

There are diverse reasons of companies and entities to implement industrial tourism. When it is based on goods or industrial vestiges, it prevails the interest of preserving the cultural heritage and to revalue the territory and diversify the local or regional tourist offering. When this is performed in active or current companies, the motivation is mainly of *marketing*, since visitors are allowed to know production centers and goods produced and technological processes required, which could generate more consumers' confidence.

#### **4. EVOLUTION OF INDUSTRIAL TOURISM DESTINATIONS**

The evolution of tourist destinations has become a specific study field into the knowledge corpus of tourism. This is due to the need to understand its dynamics in these times of vertiginous changes where competitiveness has a special role, and it is imperative to adapt its growing to the environmental borders and socioeconomic conditions of the territories (Alcocer, 2013).

There are numerous theories and methodologies to analyze the dynamics of tourist destinations, however, as Soares *et al.* (2016) mention, the theoretical model more commonly used for this topic, it is the Richard Butler's life cycle (1980), despite having some methodological limitations.

According to Oliveros *et al.*, (2019), Butler's model has a double connotation in the academic world, and it is valued by some thinkers for its utility as tourist planification instrument, however, it is criticized because of deficiencies in its applicability and poor arguments that support its validity.

For that reason, Butler's model has made some improvement proposals from diverse approaches and perspectives, especially from Evolutionary Economic Geography as it is explained: "the processes by which the economic landscape, the spatial organization of economic production, circulation, exchange, distribution and consumption is transformed from within over time" (Boschma and Martin 2010, p. 6).

In the opinion of Domareski and Gândara (2017) Evolutionary Economic Geography is based on three pillars: first, the Path Dependence theory related to "a dynamic process whose evolution is governed by its own history" (David, 2007, p. 92); the Complexity Theory, that studies "complex systems, those whose elements are difficult to separate, due to interactions between its elements" (Larson, 2016, p. 161) and Generalized Darwinism that establishes that: the core Darwinian principles of evolution can happen in other domains different other than the biological, such as the social but under certain conditions (Aldrich, H.E. *et al.*, 2008).

Another recent approach that has enriched the evolution framework of tourist destinations is the Relational Economic Geography which "examines the space from the actions that human relations generate on the production systems which, in turn, influence the organization and the territorial development" (Chim-Miki and Ruiz, 2018, p. 135).

Despite these approaches, among others have been arisen recently, they seem to be exclusionary. In fact, it is more useful to integrate them to perform a sturdy and transversal interpretation of the tourist destinations reality. Authors as Sanz-Ibáñez (2018) have proved their decision as follows:

The approach integrated between Evolutionary Economic Geography and Relational Economic Geography deals with destinations evolution processes from a non-linear and non-deterministic viewpoint, covering the complexity of destination evolution processes and recognizing rising economic, urban, and residential functions acquired by consolidated tourist destinations (p. 32).

For purposes of our research, these approaches were taken into consideration, as well as production social space, that is ascribed to Critical Geography and deals mainly with Henri Lefebvre (194) and Doreen Massey (1991) perspectives. For Lefebvre, social space is built in the heart of production relationships thanks to symbolic representations that socially are generated in this context. For Massey (1991) the space construction occurs in the background of power relationships, which attributes a political nature.

## 5. CIVIL SOCIETY IN ANDEAN DESTINATIONS OF COLOMBIA AND CHILE

Civil society is a key concept in the theory of social organizations, alluding to agents, social groups and institutions that pursue their objectives into the context of the public eye, setting up an identity some performance ways that are diverse and changing over time (Klein and Lee, 2019).

This dynamic behavior in civil society is due to societies and political institutions development. It is not a coincidence that two centuries ago, it was compared with the State notion, and that a century later, it was seen as opposed and that, nowadays, it is recognized as its counterpart. This leads to a non-governmental scope that is independent and self-organized (Tejeda, 2014).

Regarding social, economic, and political changes generated to a global level during the last decades, civil society has been taking an important role in the defense of Common Good. According to Quiroga (2020) common good is structured around people rights “to have a fair access to feeding, housing, electric energy services, education, transport, information, a life free from violence, democratic participation and artistic expression” (Quiroga, 2020, p. 37).

In the light of this approach, tourist activity has a double relationship with common good. On the one hand, most of the time, it involves the activation of resources derived from nature and culture, and usually they have an exceptional value to the communities inhabiting the territories. On the other hand, because in the development of its social goal, tourism must pursue as the biggest goal to safeguard the people welfare inhabiting the tourist destination and this means to contribute to common good.

Due to this double connotation, tourist activity has become an object of interest of civil society organizations, with the purpose of, not only, safeguarding tourist resources and preventing harmful effects to local communities, but also, taking part actively in the management and involving different participants that make up the tourist system, as it is claimed by Dreher and Baechtold (2013) (p. 383).

But, who are part of Civil Society? In fact, it is not a simple question to answer, as it was mentioned previously, there is a great variety of organizations and collectives that are part of it. Despite this diversity, Gómez (2014) assures that it is possible to divide it into two big categories: the first, non-governmental organizations (NGO) that have as a purpose to defend individual, social, and political rights. The second, it is non-profit organizations (NPO) which purpose is to provide social services as education, health, leisure, etc. (Gómez, 2014).

For Coss and Zuñiga (2003) NGOs are groups of people that are organized to influence on government decisions that is why they fulfill, basically, a political. Noya and Nativel (2003) claim that NPOs are established between the State and the Market, developing socioeconomic activities pursuing a public interest and having as a premise not to redistribute profits.

Although there are a few of bibliographic references related to the participation of these organizations into tourism, the truth is that the level of development acquired in this economic activity in diverse contexts demands a bigger interaction between public

and private participants. In this way, decision processes require intervention of NGOs and NPOs either to mediate their interest or generate social capital<sup>1</sup> in tourist destinations.

There is little evidence to literature related to the effects generated by tourist activity in civil society, because the relationship is not unidirectional as it was thought initially. As civil society can influence on tourist dynamics, the opposite is also valid. As an example, Seng (2005) states that tourism “can lead to social and political activism seeking to balance the positive and negative impacts of tourism [and] local residents and foreign tourists may be politically socialized through tourism” (p. 251).

Considering this approach, it is derived a key idea of this research: we believe that tourist dynamics presenting the industrial tourism destinations has a direct impact on civil society organizations, which has a relationship with Doreen Massey’s (1991) proposals. He holds that the space is not just a product, but a social construct transformed according to social dynamics, power relationships and symbolic representations.

**6. CONTEXTS OF CASE STUDIES**

Samacá Factories and Sewell Camp are two tourist venues, despite being in different countries, they share similarities. An outstanding issue in common is they are located on the Andean Range in middle of a landscape eminently rural.

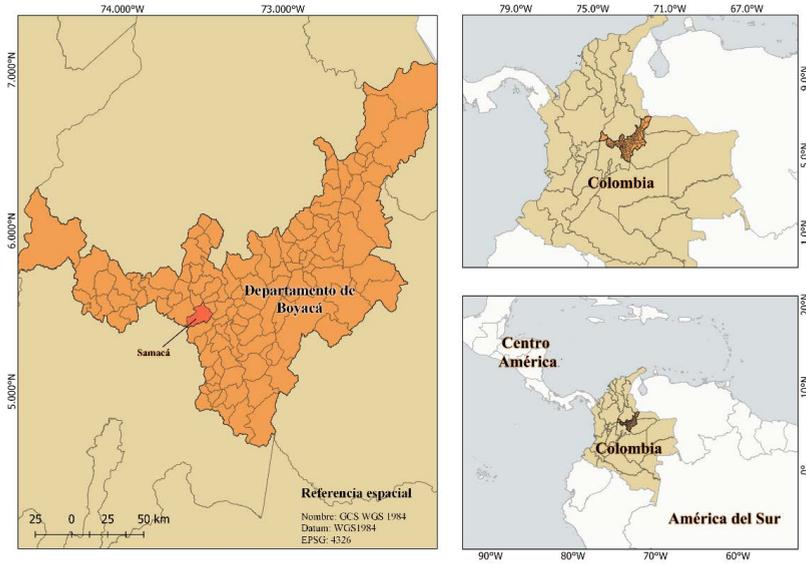
**Figure 1  
SAMACÁ FACTORIES (COLOMBIA)**



Source: Castro, M.A., 2009.

<sup>1</sup> According to Hernández (2015) social capital refers to the creation of social networks, cooperation and solidarity among citizens.

**Figure 2**  
**SAMACÁ FACTORIES LOCATION MAP SAMACÁ (COLOMBIA)**



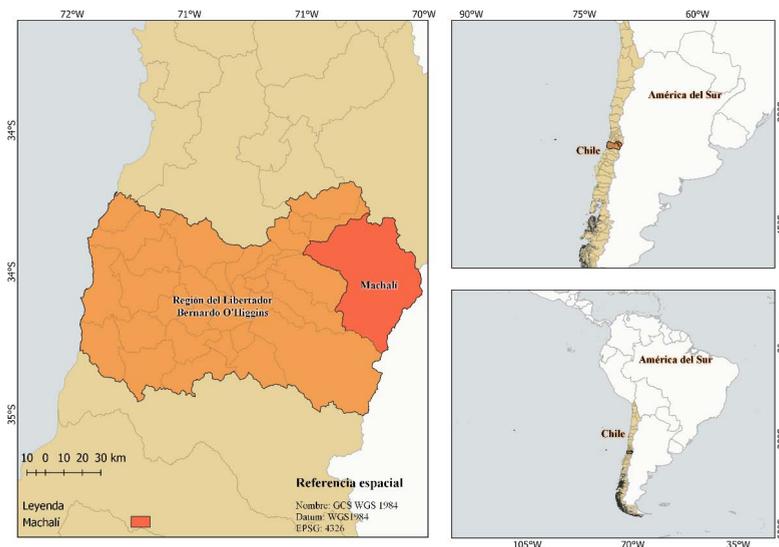
Source: Oviedo, B., 2020.

**Figure 3**  
**SEWELL CAMP (CHILE)**



Source: Fundación Sewell. 2019

**Figure 4**  
**SEWELL CAMP LOCATION MAP (CHILE)**



Source: Oviedo, B., 2020.

Another characteristic shared is that these destinations are inside the countries and its tourist activity is expanding. For Samacá Factories case, its geographical proximity to one of the most important tourist destinations of Colombia, as it is Villa de Leyva, represents a great opportunity to integrate tourist and cultural routes. Likewise, at Sewell Camp, since Machalí and Cachapoal province has a great offer of attractions that favors the projection of these territories as natural and cultural route, where Sewell is the epicenter.

**7. SAMACÁ FACTORIES: A GROWING INDUSTRIAL TOURISM DESTINATION**

The factories are in Salamanca and Chorrera de Samacá villages, town belonging to the province Boyacá Department Center (Pineda de Cuadros, 2016). Located at 2665 meters above sea level, temperature 12 to 16 degrees Celsius, average population 19239 inhabitants according to DANE Census for 2015 (E. S. E Santa Marta of Samacá Hospital, 2015).

In the opinion of Espitia (2008), the main economic activities of Samacá are mining, agriculture, and trade. Related to tourism, despite some rural inns provide services to tourists as well as some urban hotels, its development is yet incipient. Mining in Samacá is an old activity, from the middle of 19<sup>th</sup> century it was known the existence of mineral coal, lime, iron, and sand deposits in this territory (Peralta de Ferreira, 1985). This fact led to the creation of Samacá ironworks, one of the four built in the country during the 19<sup>th</sup> century (Mayor, 1993).

Due to many setbacks in its functioning and after, almost three decades of operation, Ironworks had to be closed and its facilities was founded the Samacá Industrial Company: spinning and cotton fabric factory in 1884 (Pineda de Cuadros, 2009). Although, it was a property of the State in the beginning, it was sold later to private investors. Subsequently, during 20<sup>th</sup> century, it would have many changes of property and nowadays, it is the capital society known as Intextil S.A, which is the owner, and it is in charge to keep in operation this important industry.

Several decades ago, textile factories have been drawing attention to occasional visitors, made up with school and university students' groups from nearby cities, who are attracted by history, facilities architectural design and the type of products produced there. Considering this interest, company executives have decided to allow restricted access to visitors, taking precautions about public attention, because it is an industrial production site. It should be noted that, according to the interviewed people that work in the Factories nowadays, the visit requests by students' groups and educative institutions of closed cities have increased regularly.

Additionally, since Samacá town is located close to Villa de Leyva, it can welcome some visitors who pass through (Villa de Leyva has hosted up to 40000 in a day<sup>2</sup>). Visitors have been hosted in rural inns and they have had the possibility to know the outdoors of the textile factory and ironworks vestiges. This shows that both heritages groups make up a local tourist attraction.

## **9. SEWELL CAMP: FROM WORKERS ACCOMODATION TO WORLDWIDE TOURIST DESTINATION**

Sewell Camp is located at O'Higgins Region, 90 kilometers from Santiago de Chile and 60 kilometers from Rancagua city, in one of the mountains of Andean Range at an altitude of 2100 meters above sea level (Garcés, 2003). "It was built by the company Braden Koper at the beginning of 20<sup>th</sup> century to provide accommodation for workers of the mine "El teniente" (Le lieutenant), that it was going to turn into the copper underground biggest exploitation in the world" (United Nations Educational, Scientific and Cultural Organization [UNESCO], 2021).

In the middle of 20<sup>th</sup> century, just in its greatest splendor time, Sewell provided accommodation for about 15000 workers and their families making up a mountain settlement, provided of services and equipment that make easier habitability and it turned into a space of creation and cooperation links strengthening among inhabitants (De Solminihac, 2003).

Industrial use decline of the camp started at the end of the 60s with Valley Operation, starting by moving Sewell inhabitants to Rancagua city, (Garcés *et al.*, 2010). Thus, the camp was abandoned, and some residential buildings were demolished at the beginning of the 70s, nevertheless, the camp core was not affected by this demolition. (Copper National Corporation: Corporación Nacional del Cobre [CODELCO], 2006, p. 27).

Thanks to the initiative of some social groups integrated by the camp former inhabitants, it was possible to put pressure on diverse public and private organizations, which

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<sup>2</sup> Number estimated by Eduardo Casas in his article of theyear 2015, entitled: Determinantes de la competitividad de un destino turístico: caso Villa de Leyva.

finally adopted measures to undertake the architectural recovery and plan its cultural value setting (Lorca, 2016).

During the 90s, Sewell Camp started to be valued as heritage and CODELCO as owner organization put faith in its maintenance, conservation, and promotion. Thanks to the work between former inhabitants and Chilean State, Sewell was declared as national monument in 1998 under the category of typical or picturesque zone as “tribute to many Chileans whose work and effort forged copper mining in Chile. (Decree: Decreto 857 de 1998 in Lorca, 2016, p. 105).

Subsequently, by the year 2006 it was obtained the declaration as World Heritage by the UNESCO, which favored to achieve a remarkable increase in the annual number of visits and become in one of the main industrial tourism destinations of O’Higgins region and Chile as well.

According to an interviewed and site knowing person, though public visiting this Camp is diverse especially at weekends, usually on working days, students’ groups took the guided tour by the facilities and the Great Copper Mining Museum.

### 10. COMPARATIVE ANALYSIS OF INDUSTRIAL TOURISM DESTINATIONS

The comparative analysis is one of the main methods of scientific research, which allows an empiric generalization and hypothesis testing (Gómez and León, 2014). Additionally, it makes easier the characterization of the study object contrasting similarities and differences, as it occurs with the cases of Samacá Factories and Sewell Camp.

For that reason, in table 2 it is shown a summary of the main components and indicators to estimate the degree of development of these destinations and its influential capacity on social participants.

**Table 2**  
**SUMMARY OF SAMACÁ FACTORIES AND SEWELL CAMP FEATURES**

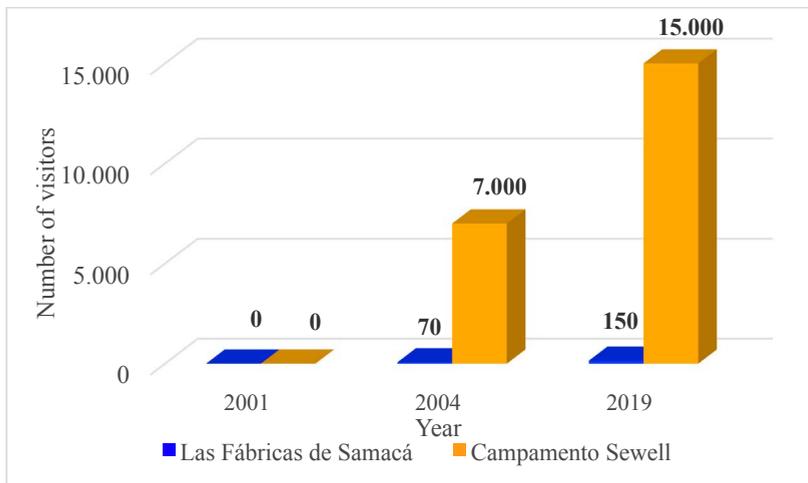
Component	Samacá Factories (Colombia)	Sewell Camp (Chile)
Destination description	<ul style="list-style-type: none"> <li>• There is not a structured tourist product.</li> <li>• Its main attraction is declared as Cultural Interest Property (A portion)</li> <li>• It does not have infrastructure for attention of visitors.</li> <li>• Access through scheduled visits.</li> </ul>	<ul style="list-style-type: none"> <li>• There is a structured tourist product.</li> <li>• Its main attraction is declared as National Monument and World Heritage.</li> <li>• It has infrastructure for attention of visitors.</li> <li>• Access asking for a tour.</li> </ul>
Tourist profile (visitor)	<ul style="list-style-type: none"> <li>• Only students’ groups.</li> <li>• In 2004, there was about 70 visitors (personal communication, January 19<sup>th</sup>, 2020)</li> <li>• In 2019, there was about 150 visitors (personal communication, January 19<sup>th</sup>, 2020)</li> </ul>	<ul style="list-style-type: none"> <li>• Students’ groups, older adults, family groups.</li> <li>• Opening in 2002 (Morales, 2019)</li> <li>• In 2019, there was about 15000 visitors (Morales, 2019).</li> </ul>
Industrial tourism services	<ul style="list-style-type: none"> <li>• Visit inside the textile Factory guidance by factory worker</li> </ul>	<ul style="list-style-type: none"> <li>• Tours offered to different publics.</li> <li>• Tour includes transport, insurance, guidance, and museum admission.</li> </ul>

Component	Samacá Factories (Colombia)	Sewell Camp (Chile)
Tourism Service Providers	<ul style="list-style-type: none"> <li>No tourism service provider offering in the Factories.</li> </ul>	<ul style="list-style-type: none"> <li>There are two tourism service providers offering in Sewell</li> </ul>
Supplementary tourist offers	<ul style="list-style-type: none"> <li>Geographic proximity to Villa de Leyva, one of the main Colombia's tourist destinations.</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to several tourist attractions as the River National Reserve of Cripeses and thermal baths of Cauquenes.</li> </ul>
Participation of OSC (Spanish acronym) in Industrial Tourism	<ul style="list-style-type: none"> <li>None of the ESAL (Spanish acronym that mean NPOs) of Samacá participates in Industrial Tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Sewell Foundation and Social Circle participates in Industrial Tourism and they are PJSFL (Spanish acronym).</li> </ul>
Positioning of Industrial Tourism into the Local Agenda	<ul style="list-style-type: none"> <li>In the Tourism Strategic Plan 2013-2023 was proposed the Industrial Revolution Route (Rodríguez, 2013)</li> </ul>	<ul style="list-style-type: none"> <li>Community Action Plan includes Sewell as a milestone of Copper Route (Municipality of Machalí, 2019)</li> </ul>
Academic publications related to the destination	<ul style="list-style-type: none"> <li>8 academic publications from 1989 to 2016: thesis, books, and scientific articles.</li> </ul>	<ul style="list-style-type: none"> <li>14 publications from 1995 to 2019: thesis, books, documentaries, and scientific articles.</li> </ul>

Source: Own elaboration from sources cited.

Regarding the characteristics mentioned in Table 1 outstand: the numbers of visitors annually in each destination and the participation of Civil Society Organizations (Organizaciones de la Sociedad Civil (OSC) in industrial tourism. Related to the first, it is a valuation based on testimonies collected in the interviews, between 2004 and 2019 for Samacá Factories case, and between 2001 and 2019 for Sewell Camp (See figure 3).

**Figure 5**  
**NUMBERS OF VISITORS IN SAMACÁ FACTORIES AND SEWELL CAMP**



Source: Own elaboration.

Related to the second characteristic, the current research has been focused on NPOs (Non-Profit Organizations: ESAL (Entidades sin Ánimo de Lucro) due that in these organizations in Colombia as Chile are most of civil society organizations. In fact, according to Vivas (2015) studies, in 2015, 85% of NPOs were legally structured as Non-Profit foundations, corporations and associations.

In Chile's case, according to the valuation performed by Irrarrázaval *et al.* (2006) in the *Estudio Comparativo del Sector sin Fines de Lucro (ECSFL): Non-profit Sector Comparative Study* and by Irrarrázaval *et al.* (2016) in the *Mapa de las Organizaciones de la sociedad civil 2015: Civil Society Organizations Map*, about 60% of social organizations registered in the Non-Profit Legal Entities Register of Justice Ministry and Human Rights of Chile are foundations and corporations which provide services in areas such as culture and leisure, sports, environment, health and community development, among others.

Making a comparison of NPOs quantity located in municipalities where are sited industrial tourism destinations, it was found that in Samacá case, there 64 organizations of this kind, according to the Chamber of Commerce in Tunja. On the other hand, in Machalí there are 810 NPOs, according to Civil Register and Identification of Chile (2020).

Although none of Samacá and Machalí NPOs provide industrial tourism services, it was possible to identify that in Rancagua City, nearby Sewell, some NPOs provide industrial tourism services and have a link with this camp such as Sewell Foundation and Sewell Social Circle. In the Colombian case, it does not occur. Additionally, it was found that Rancagua has a branch of the company VTS Enjoy Travel, this is not a NPO, but it provides industrial tourism services directly to Sewell Camp.

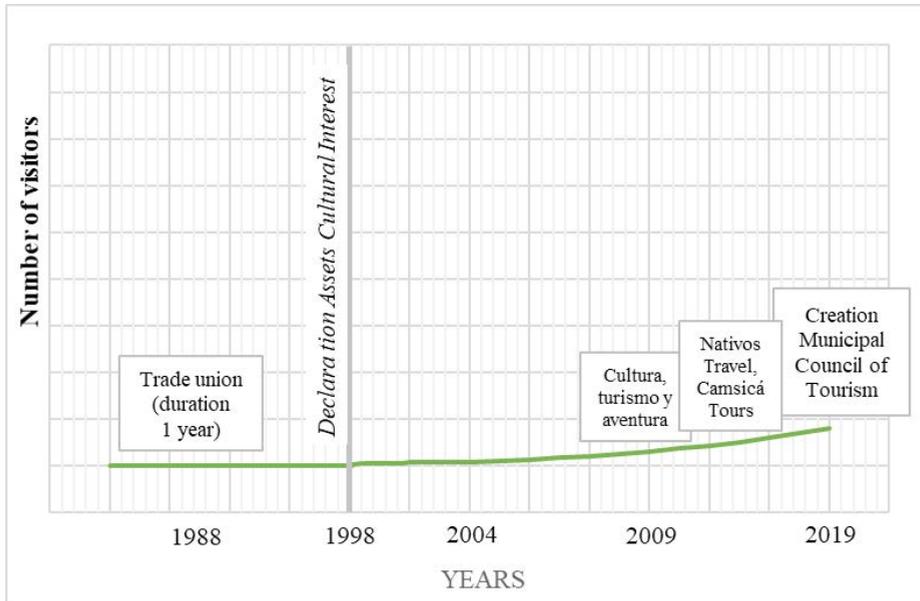
Considering this information, it is possible to infer that in comparison to Samacá factories, in Sewell Camp, there is a bigger dynamic of industrial tourism due to the existence, at least, of two industrial tourism services providers offering Sewell as tourist product. Meanwhile, in the Factories, currently, there is not a tourist product set and for this reason, no services provider is linked directly.

Despite this, in Samacá municipality, there are tourist services providers that have tried not only to design a tourist product associated to the Factories, but also to promote the industrial heritage valuation of this place, contributing indirectly to the "common good", expanding its social objective. Something similar occurs to the NPOs and industrial tourism providers companies of Sewell, since they have tried to create a bigger social value making up alliances with private and public entities to strengthen the tourist destination.

This analysis was done regarding a specific period, which started in 1998 with a declaration of National Monument of Sewell Camp and Cultural Interest Good of Samacá Factories and ended in 2019.

Additionally, as a central argument of this research, it is evidenced that the social dynamics showing these organizations are relate directly to the increase of visitor's number in the Factories and in Sewell.

**Figure 6**  
**RELATION TO THE NUMBER OF VISITORS AND CIVIL SOCIETY ORGANIZATIONS IN THE FACTORIES**



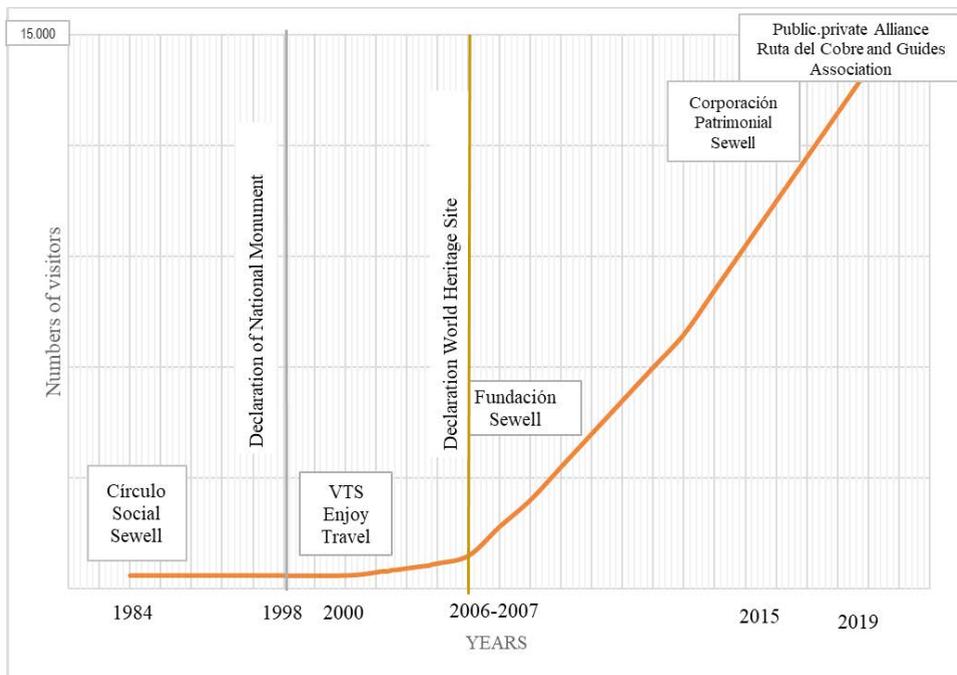
Source: Own elaboration.

It is observed in figure 4 that the declaration as Cultural Interest Good in 1998, was achieved thanks to the University studies, having researchers of the master's degree of Sociology of the National University of Colombia, whose publications were the documentary support for this declaration. Also, it is noticed that during 2009-2019, tourist services providers arose. Despite not offering the Factories as tourist product, they have been promoting the creation of the Tourism Municipality Council and performance of activities of heritage valuation in the Factories. Also, it is important the initiative of textile company managers to offer access to visitors.

On the other hand, unlike the Factories, in Sewell Camp it is evident a bigger tourist dynamic, especially because of the constant growing number of visitors since it was declared as World Heritage in 2006 (See figure 5). To achieve it, it is also thanks to the creation and management of Sewell Foundation as an organization in charge of the tourist activity developed in this camp.

Unlike the Factories, the declaration as a National Monument and World Heritage of Sewell Camp was achieved thanks to the social organizations' mobilizations made up, mainly, with camp former inhabitants, who defend this heritage site from demolition and have been successful in strengthening links and exert pressure on the institutions in charge of ensuring the Chilean cultural heritage and, on the state company CODELCO, which fortunately contributed to the creation of Sewell Foundation.

**Figure 7**  
**RELATIONSHIP BETWEEN THE QUANTITY OF VISITORS AND CIVIL SOCIETY ORGANIZATIONS IN SEWELL CAMP**



Source: Own elaboration.

After the creation of Sewell Foundation, other social organizations have emerged, made up with Sewellinos<sup>3</sup>, who want to contribute to the conservation of this industrial heritage. It is also remarkable, the recent creation of alliances between these organizations as well as national and regional organizations to implement common projects as the Copper Route, searching to group the tourist offer of Machalí municipality, with milestones as Sewell Camp, National Reserve of Cipreses River and Coya (San Sebastián University, 2021).

## 11. CONCLUSIONS

The study cases of Samacá Factories and Sewell Camp, despite being in different countries, are a vivid example of industrial tourism destinations the Andean range, that is, on rural mountainous sites. Although from the economic point of view these locations have been marked by mining and farming activities, it is worth to analyze the tourist activity developed since some decades ago and it is remarkable because of its dynamism and diversity.

<sup>3</sup> Chileans that were born or lived on Sewell Camp. Through 20.747 Law, it was established April 29<sup>th</sup> of each year as Sewellinos' day.

Due to the geographical and economic dynamics that these destinations currently present, it is possible to affirm that they are mining-industrial landscapes where there are assets and elements of inactive or obsolete industrial processes with productive processes that are still in force, directly associated with the exploitation mining and that coexist with the tourist activities that take place in each of these destinations, despite the differences that they present in their degree of development.

Regarding the main variable of Butler's model (1980): the number of visitors, when doing its valuation in each of the industrial tourism destinations analyzed, it was found that for the Factories case, 150 visits were welcome from 2004 to 2019. Meanwhile, for Camp Sewell case, the number was approximately 15000 from 2001 to 2019. This broad difference can be explained by diverse reasons, however, the main one deals with the mobilization by the civil society organizations to look after the heritage conservation and strength the tourism of this site.

Although, there is a broad difference of the visitors' number in each of the destinations analyzed, there are two issues regarded by most of the interviewed. First, the admission and reservation requests have increased regularly. Second, there is an important number of visitors made up with students and educative public.

The number of visitors is the first indicator of tourist destination management, however, for the case of industrial tourism destinations, it was necessary to consider other indicators and theoretical components of social and economic nature to understand the dynamics complexity, due to the network of relationships and factors involved and which must be regarded from a comprehensive and holistic view.

Although Butler's tourist destinations life's cycle model is not enough to understand the complex social interactions occurred around industrial tourism destinations, it constitutes a useful reference framework that makes easier the initial understanding of these places, especially of its evolution along time, which is a valuable input for its planning and management.

The term civil society alludes a broad spectrum of social organizations, which are characterized by its diversity of actions, objectives, interests, members, and proposals. The refore, the research performed was focused on non-profit organizations (NPOs). It means foundations, corporations and associations that have influence or relation to tourist activities, especially in those that provide industrial tourism services in the destinations analyzed.

This research considers tourist services providers for profit that have an indirect relationship with industrial resources and its tourist potentiality, contributing with its actions to the "common good", through the performance of activities of industrial heritage valuation, which are the first step to the conservation and subsequent tourist activation of this type of destinations.

According to the research carried out, it is possible to infer that civil society implication in the tourist activities has at least three motivations and they are oriented to search the "common good", understood as everything that benefits to the citizens. The first, it is to look after natural and cultural goods conservation integrated into tourist activities. The second, to mobilize to prevent prejudice to the host communities and third, to participate actively in the management of tourist destinations.

In both study cases, it was found that, state initiative was absent in the industrial heritage conservation. Unlike, social organizations (providers and non-providers of tourist

services) and some social participants belonging to the academic sphere, who in a first phase, have led the defense and tourist activation in these cultural venues. For instance, in the Factories case, it was identified that the managers of the textile company by own initiative decided to provide access to the school and academic visitors in the facilities.

The main tourist attractions of these destinations were declared Cultural Interest Good and national monument in 1998, however, the repercussions of this declaration were different in each case. For Sewell means a starting point in the implication and strengthening of civil societies organizations around tourist activities. For the Factories, the declaration did not have any effect, nor for its conservation, nor for its tourist value.

Depending on Butler's (1980) evolutionary cycle phase, where these destinations are located, social organizations assume behaviors a little different. Meanwhile, in the Factories (exploration phase) tourist services providers have contributed to the heritage valuation of this venue, in Sewell Camp (involvement phase) social organizations and tourist services providers have established alliances with entities and external organizations to develop projects as a future implantation of Copper Route.

Tourist service providers have exercised an essential role in the industrial tourism activation, not only by its contribution in the tourist product design, especially at Sewell Camp, but also, by fostering industrial heritage valuation of each destination, due to the link of workers or creators of services providers companies to the industrial heritage found in these destinations.

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