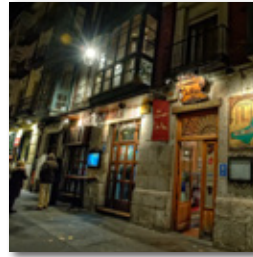
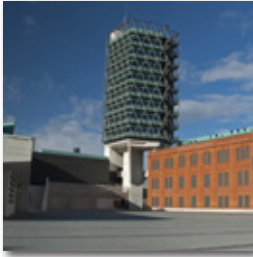


# ACEI' 2014 IN VALLADOLID, SPAIN



THE UNIVERSITY OF  
VALLADOLID PROPOSAL  
TO HOST THE  
**18<sup>TH</sup> CONGRESS OF  
THE ASSOCIATION FOR  
CULTURAL ECONOMICS  
INTERNATIONAL**



Universidad de Valladolid



**Universidad de Valladolid**

Dr. Roberto Zanola  
President of the Association for Cultural Economics International

Valladolid, 15 December 2011

Dear Mr President,

Following the instructions contained in the Call of Proposal to organise the Biennial Conference of the ACEI, the University of Valladolid and, acting on its behalf, the Research Group in Cultural Economics, do hereby express their interest in hosting the 18<sup>th</sup> ACEI Congress to be held in 2014.

Our wish to do so is based mainly on two reasons: firstly, the Group's involvement in the scientific activities undertaken by the Association, and secondly our belief that Valladolid would provide an ideal venue, given its wealth of history and culture, the communications and facilities it is able to offer to host the Congress, and the institutional support which our proposal has received. We are therefore enclosing the following dossier detailing our bid for *ACEI' 2014 in Valladolid*".

We look forward to hearing from you.

Our best wishes

Luis César Herrero Prieto  
Coordinator of the Research Group in Cultural Economics  
The University of Valladolid



**Grupo de Investigación Reconocida en Economía de la Cultura**  
E. U. Estudios Empresariales • Paseo del Prado de la Magdalena, s/n, 47005 – Valladolid





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## THE CITY: VALLADOLID

### VALLADOLID: CITY OF CULTURE

Valladolid can boast a long and rich history which has led to the city being what it is today. Home to the Court of the king and queen and one-time capital of the Spanish empire in the 17th century, the city has maintained its **rich historical heritage** which comprises churches, palaces, homes and open spaces, together with magnificent museums. Buildings such as the churches of San Pablo, San Miguel, or the Cathedral, Renaissance palaces like Santa Cruz, or Fabio Neli, convents such as Las Brígidas or Las Huelgas Reales, and other areas such as the Campo Grande park or the Pasaje Gutiérrez arcade reflect the way the city has evolved.

Valladolid is also a modern-day city boasting examples of fine **contemporary architecture** such as the new science museum, designed by the architects Rafael Moneo and Enrique de Teresa, or the Miguel Delibes cultural centre, the work of Ricardo Bofill. There are historical buildings which have been restored and which are a national as well as international reference, such as the Patio Herreriano Spanish Contemporary Art Museum, the city's Historical Archive, La Casa de la India ["The House of India"], the Valladolid Laboratory of Arts, and so on.

Valladolid is a **city of museums** housing a wide range of high quality collections, prominent amongst which is the National Sculpture Museum in the former College of San Gregorio (15th century), home to major works that reflect the development of Spanish sculpture over the centuries, particularly Renaissance and Baroque Spanish religious sculpture. After the Reina Sofía Art Centre in Madrid, the Patio Herreriano Museum is considered to hold the second best collection of contemporary Spanish art. The Oriental Museum houses the most important collection of far Eastern art in Spain. The University of Valladolid Museum contains a selection of exhibits of African art felt to be amongst the most important in Europe, thanks to the donation of the Giménez-Arellano Foundation. There are also other well-known fine-arts and archaeological museums as well as the Science Museum, together with a number of "House Museums": Miguel de Cervantes' house, who lived in Valladolid and wrote some of his famous "Novelas Ejemplares"; Christopher Columbus's house, discoverer of the "new world", who died in Valladolid while engaged in a legal dispute with the





King and Queen over what he still thought were the “Indies”; or the house of the famous Valladolid playwright José Zorrilla, author of one of the most well-known versions of Don Juan.

Valladolid is also a key reference in the development of the **Spanish language**. The city has been the birthplace or home to important Spanish writers such as Miguel de Cervantes, José Zorrilla, Miguel Delibes, as well as poets like Rosa Chacel and Jorge Guillén. Today, Valladolid is one of the main centres for learning Spanish and in 2001 hosted the II International Conference on Spanish Language. Many students visit the city each year to take Spanish courses.

The city is also the venue for **major cultural events** such as the Holy Week celebrations, declared to be of international tourist interest. Each October, the Calderón Theatre hosts the Valladolid International Film Festival (the SEMINCI), one of Spain's leading film festivals, which has been graced over the years by such renowned figures as Mira Sorvino, Abbas Kiarostami, María de Medeiros, Julie Christie, Sophia Loren, Ken Loach and Brad Pitt. May sees the Street Theatre Festival (TAC), an internationally prestigious festival in its genre. The city is also home to the Castilla y León Symphony Orchestra, one of the most dynamic and ground-breaking orchestras in Spain, whose conductor is Lionel Bringuier, and which has been graced by guest conductors such as Vasily Petrenko and Alejandro Posada. The recently inaugurated Auditorium at the Miguel Delibes cultural centre is home to the orchestra.

The city can also offer a rich variety of leisure activities including lively and vibrant cinema, music and theatre, bustling shopping areas and top class restaurants to enjoy the **rich local cuisine and famous wines** of the four appellations d'origine to be found in the province: red wines (Ribera del Duero and Toro), white wines (Rueda) and rosés (Cigales). The national “tapas” contest held each November bears witness to the variety and quality of the local cuisine.





# VALLADOLID: UNIVERSITY CITY

Although no documentary evidence remains to provide official proof, the University of Valladolid is probably the most senior of Spanish universities. Its origin is closely linked to the General Studio of Palencia and, like other medieval universities, emerged as a result of urban growth, local council interest, the facilities of the Collegiate chapter, the favour of monarchs and, in particular, the city's unrivalled trade and communications links. What is beyond doubt is that the University of Valladolid was a well organised university from the very outset, since, as early as 1293, King Sancho IV created the General Studio of Alcalá based on the model studio established years earlier in Valladolid.

The University of Valladolid is not merely a historical university. This inalienable and wonderful quality, which lent universality to its area of influence in the past, also encouraged progress and was a model for many eminent Spanish and Latin-American universities, which emulated its style and manner, seeing it as a model of progress and modernity. This quality was maintained with the efforts and research work of so many lecturers, ever young thanks to the memory of their labour, and enhanced through the tenacity of the old masters, able to anticipate the future and, almost eight centuries later, to once again turn the University of Valladolid into an emblematic institution amongst Spanish and European universities.

Around its almost 425,000 square metres of buildings, spread over faculties, university schools, institutes, central services, accommodation and sports facilities, are hidden architectural treasures and other works of art, which have become part of the university's heritage throughout the nine centuries (from the 13th to the 21st) that Valladolid has shared its destiny with the three other cities which form part of the university: Palencia, Soria and Segovia.

Several centuries of continued teaching in the classics coupled with spectacular growth in the last third of the 20th century have given the University of Valladolid a unique and attractive educational profile, combining a general character, inherited from its long history, with that of a specialised university which is at the forefront of scientific-technical education and knowledge. This character is the result of academic innovation and tradition, of a wealth of living monumental heritage, merging peacefully with new urban activities and revitalised and attractive cultural activity. These satisfy the demands of students from both the University of Valladolid district itself as well as from other Spanish





universities which, by honouring us with their choice, recognise the undeniable prestige acquired by our historical university institution.

More than 30,000 students spread over the various campuses provide the profile to the city and have placed our university amongst the ten most favoured by students in Spain. The University of Valladolid can boast renowned research groups and fosters transfer of its research through the University of Valladolid Science Park. The University was awarded a "Campus of International Excellence" special mention in 2011.

Today, the University of Valladolid offers over 100 bachelor degree courses, 80 doctoral degree courses (14 bearing a mention of excellence) and 68 postgraduate degree courses. In addition, it has signed 190 agreements with universities in Europe, the Americas, Asia and Africa as well as 600 bilateral Socrates exchange agreements. It is a member of ten International University Groups and is the leading European university in teacher mobility in the Erasmus-Socrates programme.





# VALLADOLID: CITY OF CONGRESSES

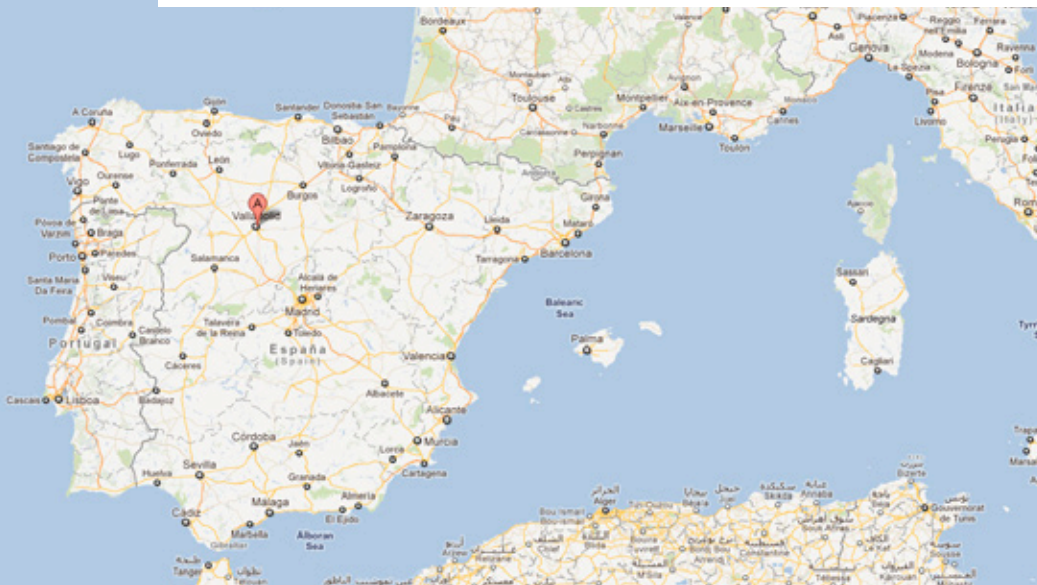
Situated some 200 km north-west of Madrid, Valladolid enjoys an ideal geographical location as well as excellent communications which provide fast and convenient access to the city. Valladolid International Airport (Villanubla) has daily flights to national as well as international destinations, although the city can also easily be reached from virtually anywhere worldwide as it is only 55 minutes away from Madrid by high speed train.

Road and rail and communications are also excellent, as there is a high speed train station and motorways linking Valladolid directly to the country's capital as well as north-east Spain, France and Portugal.

The most up-to-date communication infrastructure, combined with wide-ranging facilities in cuisine and hotels that can offer accommodation to over 7000 guests make Valladolid an open and accessible city, and one of the most attractive venues for hosting fairs and conferences.

With its 350,000 inhabitants, Valladolid's size is also appealing and yet the city can boast the amenities and facilities of a large capital. These make Valladolid one of the main population centres in the north-west of the country, added to which Valladolid is the capital of the autonomous region of Castilla y León. The university campus spreads out from the city centre, and the nearby historical area means that visitors can easily walk to the main places of tourist and cultural interest and reach their place of work on foot.

Valladolid's climate is typically continental, the temperature changing dramatically from summer to winter. Springs are mild and sunny, with temperatures averaging 18°C in June.





The team bidding to host the 18th ACEI Conference is the **Research Group in Cultural Economics at the University of Valladolid (GIEC/UVa)**, which was officially recognised as such by the University Governing Board in July 2006. The group has been a member of the Association for Cultural Economics International since it joined at the 10th Conference of the ACEI held in Barcelona in 1998. Since Rotterdam 2002 the group has regularly attended the various Association conferences, as well as the European Workshop on Applied Cultural Economics

The team has also contributed to and promoted the Spanish Workshop on Cultural Economics and Management, which is becomingly an increasingly important forum for cultural researchers and institutions in the Spanish-speaking world, and in which numerous future scholars particularly from Spanish and Latin-American universities are engaged, together with others from European universities.

**Seville:** [http://grupo.us.es/aEEP/WORKSHOP\\_EGC\\_2009/CARTELWEB\\_I\\_WORKSHOP\\_EGC.html](http://grupo.us.es/aEEP/WORKSHOP_EGC_2009/CARTELWEB_I_WORKSHOP_EGC.html)

**Valencia:** [http://www.uv.es/worksegc/Sitio\\_web/Inicio.html](http://www.uv.es/worksegc/Sitio_web/Inicio.html)

**Gerona:** <http://www.udg.edu/jornades/EGC2011/Inici/tabid/17670/language/ca-ES/Default.aspx>

The main research lines in which the GIEC/UVa is engaged concern the economics and valuation of historical heritage, efficiency analysis of cultural institutions and economic impact analysis of cultural festivals, the group having published in *Journal of Cultural Economics* (2003 and 2009), *Journal of Cultural Heritage* (2004, 2009 and 2011), *European Urban and Regional Studies* (2006), *Journal of Environmental Management and Planning* (2009 and 2012), *Tourism Economics* (2010), *Journal of Applied Economics* (2011), *International Journal of Tourism Research* (2012).

As regards Spanish scientific journals, mention should be made of the coordination of an issue of *Estudios de Economía Aplicada* (2009), which was devoted solely to Cultural Economics, and which set out the state-of-the-art in the field in Spanish academic circles.

*The Spanish group at various  
conferences and workshops on  
cultural economics*



In the area of teaching, since 2010 the GIEC/UVa has been coordinating the **University Master's Degree in Cultural Economics and Cultural Management**, one of the few officially recognised postgraduate courses in Spain in the field to have been awarded accreditation by the National Evaluation Agency for University Degrees for adaptation to the European Higher Education Area. In fact, it is an educational project which has existed for longer, since it originated as a University of Valladolid in-house postgraduate degree, formerly known as the **Máster Universitario en Administración de Industrias Culturales**, which has been in existence since 2005, such that it can be said that over 120 students have been trained in this educational project, making it one of the University of Valladolid's most successful postgraduate courses.

The group has also been involved in organizing various summer courses at Spanish universities, particularly the **Intensive Course on Cultural Economics and International Cooperation** sponsored by the national government's Ministry of Culture, aimed at Latin-American experts involved in the field of cultural management. These courses, held in Valladolid in 2008 and 2010, have led to the creation of an intense network of contacts in Latin-America that may in future come to form part of the activities undertaken by the Association for Cultural Economics International

Finally, as regards experience in hosting and managing academic events, the GIEC/UVa has been involved in organising the International Symposium on Cultural Tourism and Historical Heritage (Valladolid 1999) and in the National Mini-Congress in Applied Economics (Valladolid 2007) and the Mini-Congress in National Economic Policy (1997)

The Research Group in Cultural Economics at the University of Valladolid is made up of seven members, five of whom are professors at the Departments of Applied Economics and Financial Economics and Accounting at the University of Valladolid, and two of whom are professors in the Institute of Statistics at the Universidad Austral de Chile (Southern University of Chile). The team is multidisciplinary, and engages in research in excellence and the development of educational projects in the field of cultural economics, seeking to take part in the activities promoted by the scientific community in this particular domain.

*Students graduating from the Master's Degree in Cultural Economics and intensive courses for Latin-American specialists*





## THE MEMBERS OF THE GIEC/UVA ARE:

**Luis César Herrero Prieto** is associate professor in Applied Economics at the University of Valladolid (Spain). He is currently director of the Research Group in Cultural Economics at the University of Valladolid and Co-ordinator of the University Master's Degree in Cultural Economics and Cultural Management at the same University. His research interests focus on the valuation of cultural heritage, museum economics, and efficiency analysis of cultural institutions. He has supervised several PhDs on cultural economics and has published in the Journal of Cultural Economics, Journal of Cultural Heritage, European Urban and Regional Studies, and Tourism Economics, amongst other indexed journals. In Spain, he has coordinated a special issue of the journal Estudios de Economía Aplicada, devoted to cultural economics.

**Liliana Andrea Báez Montenegro** holds a PhD in Applied Economics from the University of Valladolid and is currently assistant professor at the Institute of Statistics in the Faculty of Economic and Administrative Science at the Universidad Austral de Chile (Southern University of Chile). She has been involved in various projects related to the economic valuation of historical-cultural heritage and impact studies. She has published in indexed journals such as the Journal of Environmental Planning and Management; Journal of Cultural Heritage and Research on Economic Inequality.

**María José del Barrio Tellado** holds a PhD in Business and Economics and is associate professor of Accounting at the University of Valladolid (Spain). Her research is connected with financial instruments and performance indicators of public cultural institutions. She participates in a PhD Programme on Accountancy and in several post-graduate seminars. She has also taken part in different research projects and has published her work in such journals as the Journal of Cultural Heritage, European Urban and Regional Studies, and International Journal of Tourism Research.

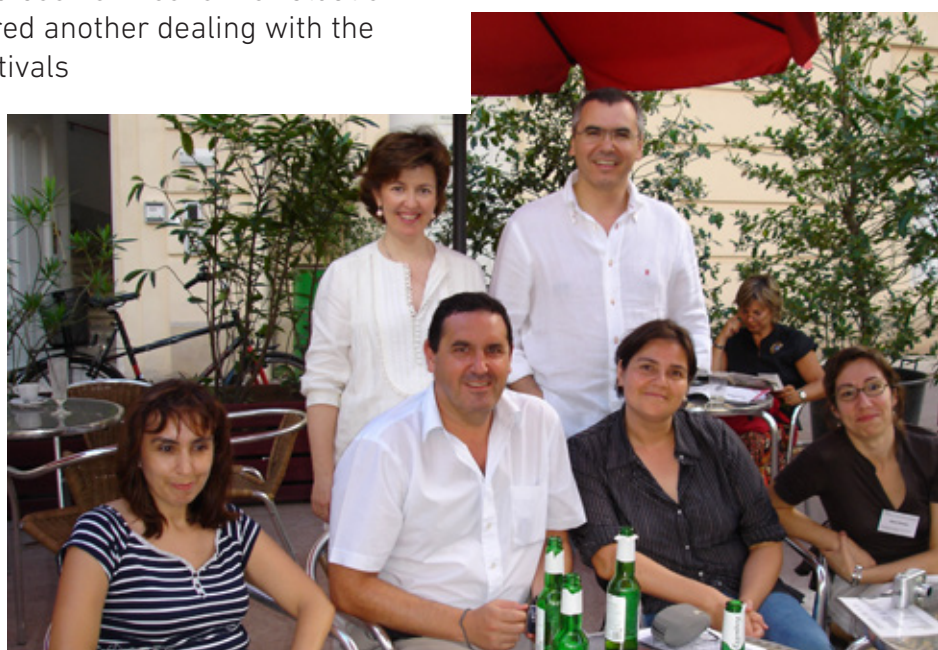
**Ana Bedate Centeno** holds a PhD in Applied Economics and is associate professor of statistics at the University of Valladolid (Spain). Her main research concerns the economic valuation of cultural goods and heritage and economy of museums. She has taken part in different regional and national research projects and she usually participates in several post-graduate courses. Her main publications are in the Journal of Cultural Economics, Journal of Cultural Heritage, Journal of Applied Economics, and Journal of Environmental Planning and Management

**María Devesa Fernández** holds a PhD in economics and is assistant professor in the Department of Applied Economics at the University of Valladolid. Her research interests focus on the economics of cultural festivals, the economic impact of culture, and demand studies. She also works in the field of the economics of tourism, particularly in the area of travel motivation, satisfaction and loyalty. She has published articles in international indexed journals such as *European Urban and Regional Studies*, *Tourism Management*, and *Tourism Economics*.

**Víctor Figueroa Arcila** holds a PhD in Applied Economics and Regional Analysis and is a professor in the Faculty of Economic and Administrative Science at the Universidad Austral de Chile (Southern University of Chile), where he was director of the Master's Programme on Regional Economics and Management and the Graduate School. He is currently director of the Institute of Statistics at the Universidad Austral de Chile and is a member of the Research Group in Cultural Economics at the University of Valladolid. His research interests focus on the field of regional economy, regional economic development, characterising and measuring development, and valuation of cultural goods.

**José Ángel Sanz Lara** holds a PhD in Applied Economics and lectures in statistics at the University of Valladolid (Spain) where he is associate professor. He is Academic Secretary of the Department of Financial Economics and Accounting and he also coordinates the Master's Degree in Cultural Economics and Cultural Management. His principal research concerns economic valuation of cultural goods and heritage, and museum economics. He has taken part in and co-ordinated several research projects, his principal results having been published in the *Journal of Cultural Economics*, *Journal of Cultural Heritage*, *Hacienda Pública Española*, *Tourism Economics*, etc. He has written a book on *Economic Valuation of Cultural Goods* and co-authored another dealing with the economic impact of cultural festivals

*Members of the Research  
Group in Cultural Economics*





## AIM OF THE PROPOSAL

- 1. To contribute towards strengthening the ACEI** by seeking to bolster the number of members and broadening the scope of its impact to other areas of the globe and to a greater number of universities. After the Association's decision to opt for Kyoto (Japan), we feel that it may be time to take advantage of Valladolid (Spain) as a venue with a view to securing the involvement of Latin-American universities, home to a number of young and emerging research groups involved in cultural economics, but whose cultural background in historical heritage, activities and cultural institutions are, however, of the highest order.
- 2. To contribute towards the Congress's success by strengthening some of the academic activities that complement the scientific programme.** In addition to the session devoted to the Young Researcher's Workshop, the possibility is being considered of organising other sessions dealing with: (1) a job market for economists and researchers in cultural economics in order to facilitate contacts between academic candidates and institutions seeking such workers; (2) a poster session addressing University Master's Degrees in Cultural Economics, with a view to comparing experiences, defining shared academic profiles and facilitating scientific exchange amongst universities; (3) providing exhibition space for publishing companies, journals, cultural institutions, and so on.
- 3. To organise a Congress which is sustainable and responsible in financial terms,** and which evidences efficient and positive management of an international scientific event. We hope to obtain funding from a range of (national, regional and local government) public institutions and private sponsors as well as research funds from the University of Valladolid itself in order to secure sufficient support for the Congress's activities. An effort will also be made beforehand to secure special accommodation rates, and partner companies in transport. We will also seek to provide bursaries to cover the expenses of researchers from non-OECD countries.
- 4. To take advantage of the Congress to offer an opportunity to get to know Spanish culture and particularly the culture of the region of Castilla y León.** Valladolid is just one hour away from Madrid and is at the heart of a region steeped in history and rich in art and culture. Running parallel to the Congress, a range of activities will therefore also be organised reflecting regional creativity and culture in its widest sense, since our goal is to achieve a Congress which is productive in scientific terms and interesting as well as entertaining.

# VENUE. THE CONDE ANSUREZ CONFERENCE CENTRE

THE CONDE ANSÚREZ CONFERENCE CENTRE IS AN OLD BUILDING DATING FROM THE 17TH CENTURY. IT WAS ORIGINALLY THE ARCHIVE FOR THE ROYAL CHANCERY AND WAS MADE AVAILABLE TO THE UNIVERSITY OF VALLADOLID IN 1972. IT IS LOCATED IN A LANDSCAPED AREA AND NEXT TO A LARGE CAR PARK. IT HAS THE MOST MODERN FACILITIES FOR ALL KINDS OF EVENTS.

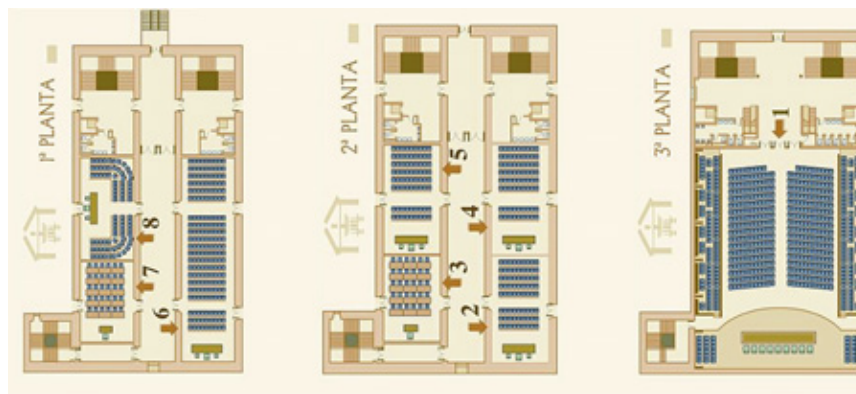
It has modular rooms where the furniture can be adapted, as well as equipment and other requirements for any event. In addition to their specific facilities, all the rooms have Internet connection, photocopying machines, telephone lines and security services. We have rooms with CCTV and simultaneous translation facilities.

The auditorium is an ideal venue for all kinds of business, cultural and musical events, etc., and has a PA system, projectors, overhead projectors, screen, video projectors, hostesses, stationery, catering, guides, floral arrangements, simultaneous translation, and audiovisual equipment.

## AVAILABILITY OF ROOMS

The Conde Ansúrez conference centre has 10 modern rooms, spread over three main floors and a ground floor. Each room has a similar design, offering an openness which is perfect for holding conferences, presentations, exhibitions, meetings, and so on.

The Conde Ansúrez conference centre has access ramps for the disabled and elevators from the ground floor.



*First floor*

6. Cardenal Mendoza room  
7. Rector Calixto Valverde room  
8. Real Chancillería room  
Apart from their specific facilities, all the rooms feature Internet Access, photocopy service, telephone and security.

*Second floor*

2. Claudio Moyano room  
3. José Zorrilla room  
4. Rey Felipe II room  
5. Doctor Luis de Mercado room  
There are halls with close circuit TV and simultaneous translation systems.

*Third floor*

**Paraninfo**  
This Paraninfo also offers the possibility to simultaneously connect the media system to all the rooms in the building.



## SERVICES AVAILABLE

Convention facilities: hostesses, signposting, catering service, guides, flower arrangements, simultaneous translation, audiovisual equipment. Apart from their own specific facilities, all the rooms feature Internet access, a photocopy service, telephone line, and security. We have halls with closed circuit TV.

The conference centre offers different catering facilities and options for coffee breaks and lunch. The conference centre also has coffee and soft drinks machines on the ground floor, which can be used whatever option is finally chosen for organising coffee breaks.

The University of Valladolid also has a specific agreement with Barceló Viajes, a travel agency closely linked to the University whose office is located just two minutes' walk from the Conde Ansúrez conference centre.



## ACCESSIBILITY OF THE CITY

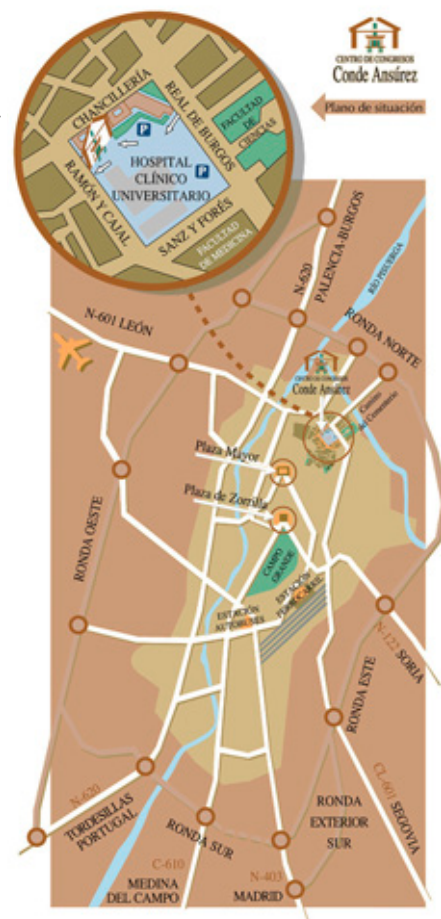
One strategic advantage of Valladolid is that it is a medium-sized city in which you can get to most places on foot. However, it also has a good network of public transport, with modern buses connecting the city centre to all areas and districts.

To get around the city you can:

**WALK:** The Conde Ansúrez conference centre is well located and is quite close to the city centre, so it is less than a 20 minute walk from any of the hotels. The city's Main Square, the historical city centre as well as the main restaurants and tapas bars in the city centre are less than 30 minutes' walk from the conference centre.

**BY TAXI:** There are two taxi stands quite close by and many taxis can be found all over the city centre.

**BY BUS:** There are two bus stops less than 5 minutes' walk from the conference centre. They connect the venue with the city centre in less than 15 minutes.



## ACCOMMODATION

IN VALLADOLID THERE IS A WIDE RANGE OF DIFFERENT TYPES OF ACCOMMODATION ALL OF WHICH OFFER THE HIGHEST QUALITY AND FRIENDLY HOSPITALITY. THE TOURIST ESTABLISHMENTS IN THE CITY AND PROVINCE CAN CATER FOR UP TO 8,000 GUESTS AND ARE EITHER FULLY RESTORED HISTORICAL BUILDINGS OR MODERN HOTELS. THEY ARE PREPARED FOR CONGRESSES, CONVENTIONS, FAMILY GROUPS AND INDIVIDUALS.

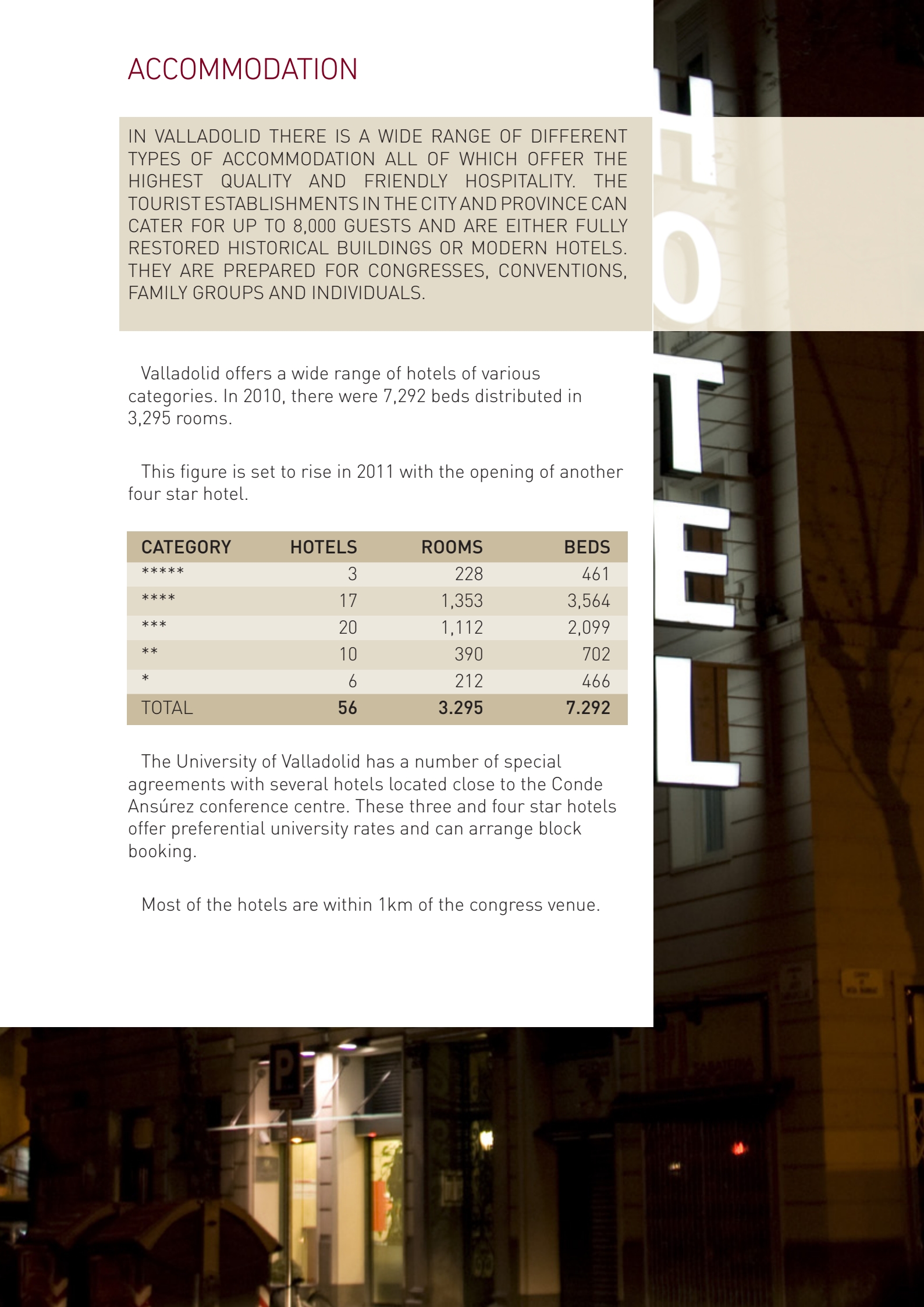
Valladolid offers a wide range of hotels of various categories. In 2010, there were 7,292 beds distributed in 3,295 rooms.

This figure is set to rise in 2011 with the opening of another four star hotel.

CATEGORY	HOTELS	ROOMS	BEDS
*****	3	228	461
****	17	1,353	3,564
***	20	1,112	2,099
**	10	390	702
*	6	212	466
TOTAL	56	3.295	7.292

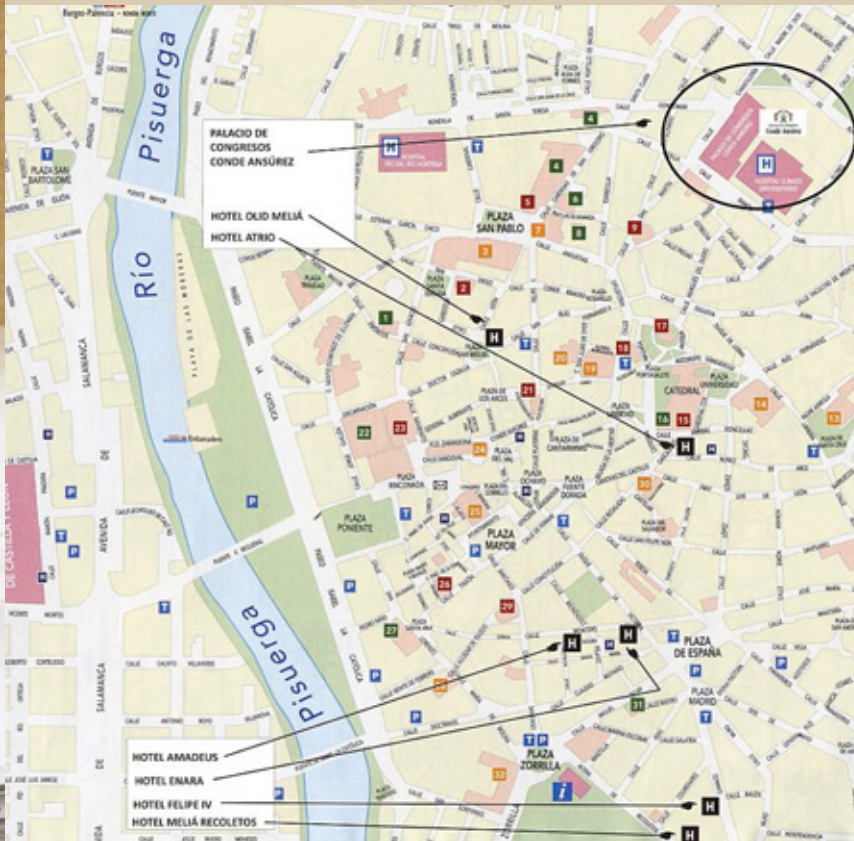
The University of Valladolid has a number of special agreements with several hotels located close to the Conde Ansúrez conference centre. These three and four star hotels offer preferential university rates and can arrange block booking.

Most of the hotels are within 1km of the congress venue.





## FOUR STAR HOTELS CLOSE TO THE VENUE



**HOTEL OLID MELIÁ**  
PLAZA SAN MIGUEL, 10.  
47003 VALLADOLID  
Number of rooms: 211.

**HOTEL ATRIO**  
NÚÑEZ DE ARCE, 5.  
47002 VALLADOLID  
Number of rooms: 39.

**HOTEL ENARA**  
PLAZA DE ESPAÑA, 5.  
47001 VALLADOLID  
Number of rooms: 40.

**HOTEL AMADEUS**  
C/ MONTERO CALVO, 16.  
47001 VALLADOLID  
Number of rooms: 31.

**HOTEL FELIPE IV**  
C/ GAMAZO, 16.  
47004 VALLADOLID  
Number of rooms: 131.

**HOTEL MELIÁ RECOLETOS**  
ACERA RECOLETOS.  
47004 VALLADOLID  
Number of rooms: 80

## THREE STAR HOTELS CLOSE TO THE VENUE



**HOTEL CATEDRAL**  
NÚÑEZ DE ARCE, 11.  
47002 VALLADOLID  
Number of rooms: 39.

**HOTEL EL NOGAL**  
C/ CONDE ANSÚREZ, 10.  
47003 VALLADOLID  
Number of rooms: 24.

**HOTEL IMPERIAL**  
C/ PESO, 4.  
47001 VALLADOLID  
Number of rooms 63.

**HOTEL MOZART**  
C/ MENÉNDEZ PELAYO, 7.  
47001 VALLADOLID  
Number of rooms: 42.



## SERVICES OFFERED BY THE UNIVERSITY



### **HOTEL CATEDRAL (3\*)**

NÚÑEZ DE ARCE, 11.  
47002 VALLADOLID

Single room: 61€ + 8% VAT  
Double room: 78€ + 8% VAT  
Buffet breakfast included.

These net prices include wifi and Internet Access free of charge in every room.

### **HOTEL ATRIO (4\*)**

NÚÑEZ DE ARCE, 5.  
47002 VALLADOLID

Single room: 78€ + 8% VAT  
Double room: 88€ + 8% VAT  
Buffet breakfast included.

These net prices include wifi and Internet Access free of charge in every room.

### **HOTEL OLID MELIÁ (4\*)**

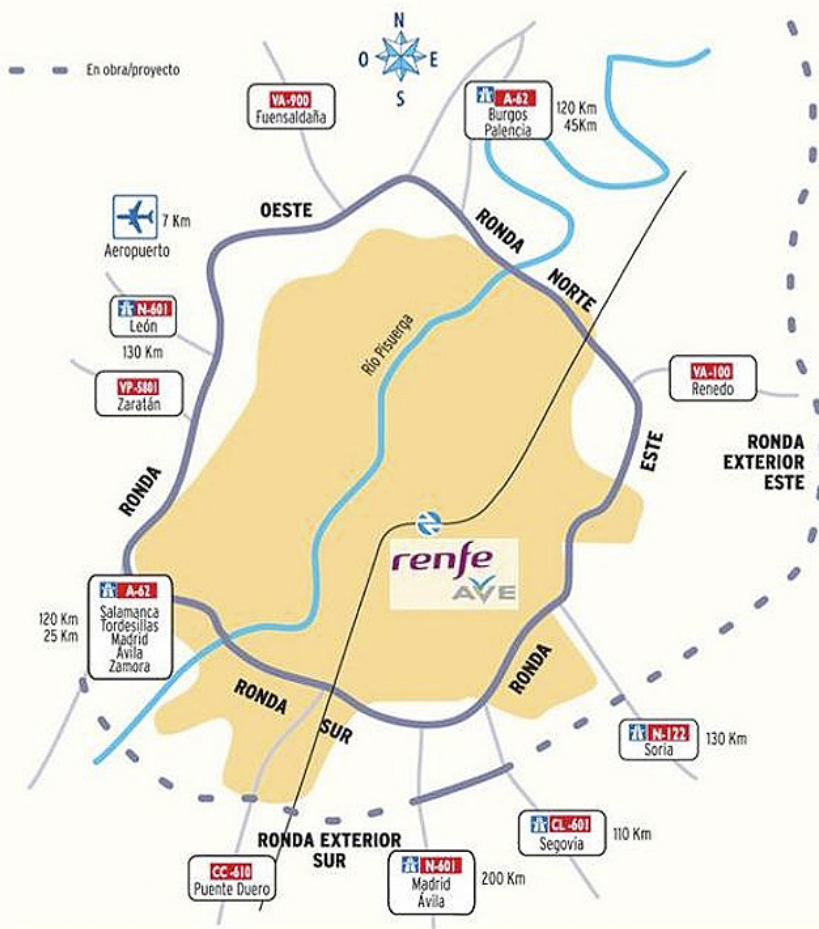
PLAZA SAN MIGUEL, 10. 47003  
VALLADOLID

Number of rooms: 211.

Single room: 78€ + 8% VAT  
Double room: 88€ + 8% VAT  
Buffet breakfast included.



## GETTING TO THE CITY



## INTERNATIONAL ACCESSIBILITY OF THE CITY

Valladolid is quite an easy city to get to, as it is perfectly connected with Madrid by fast trains (16 trains every day in both directions) and also has an international airport with daily flights that connect the city with Brussels, Düsseldorf, London, Milan, and Paris as well as 10 national destinations

## ARRIVING FROM MADRID:

### BY CAR

The motorway connection between Madrid and Valladolid is very good. It takes approx. 2 hours to reach Valladolid.

### BY HIGH SPEED TRAIN: 55 MINUTES

16 high speed trains every day (Madrid-Valladolid) from 06:35h. till 20:15h.

16 high speed trains every day (Valladolid-Madrid) from 08:04h.

## VALLADOLID INTERNATIONAL AIRPORT

It is located in Villanubla, a village 12 km from Valladolid. It has 16 regular destinations: 10 national (Alicante, Barcelona, Ibiza, Las Palmas, Malaga, Menorca, Palma de Mallorca, Santa Cruz de Tenerife, Seville and Valencia) and 5 international (Brussels, Düsseldorf, London, Milan and Paris).

No flights operate between Madrid and Valladolid, as AVE high speed trains link Valladolid to Madrid in just 55 minutes

# SOCIAL AND CULTURAL PROGRAMME

Valladolid is an ideal place to truly enjoy your free time. The offer is very wide ranging and includes practically all kinds of artistic and cultural expression paying special attention to music, both classical and modern, cinema, theatre, and art. Added to this is an historic city centre which is easy to get to and provides opportunities to stroll in a variety of parks and gardens where you can relax for a while or play sport. The fine choice of restaurants completes the available options for leisure activities.

Below we describe six of the available options for leisure and tourism. Further information concerning different alternatives and tourist attractions can be found at:

**1. VALLADOLID: WALK AND ENJOY.** Valladolid was the former capital of the court and a monastery destination, so it is full of churches and convents in which one can admire sculptures, paintings as well as 15th to 18th century religious architecture. Recent decades have witnessed constant urban growth, which has turned Valladolid into a modern city with an important monumental and artistic heritage that visitors can see on five different routes:

- Historical Valladolid
- Bourgeois Valladolid and Campo Grande
- Valladolid, Capital of the Royal Court 1601-1606
- The Columbus Route
- Valladolid, Ruta del Hereje (Route of the Heretic)

Further information:

<http://info.valladolid.es/web/culturayturismo/rutasporlaciudad>

The Valladolid Card is a tourist card which offers holders free access to the Tourist Bus and to all the museums taking part in the scheme. You can use the bus throughout the day and as often as you want.





**2. VALLADOLID, CITY OF MUSEUMS** The city of Valladolid has a varied selection of museums whose collections are exhibited in magnificent buildings of great artistic value or in emotional places such as house-museums which recall the atmosphere of the period in which the character lived. There is a wide variety of themes and the museums which hold artistic treasures from past centuries are joined by the Herrerian Patio Museum of Contemporary Spanish Art, the Science Museum and the National Sculpture Museum.

**“Patio Herreriano”, Museum of Contemporary Art.**

**Oriental Museum**

**Provincial Wine Museum**

**Museum of the Monastery of San Joaquin y Santa Ana**

**Cavalry Academy Museum**

**National Sculpture Museum**

**Science Museum**

**Cervantes’ House-Museum**

**Christopher Columbus’ House-Museum**

Plus a further 30 other museums.

THE VALLADOLID CITY CARD PROVIDES FREE ACCESS TO MOST OF THESE MUSEUMS.

Further information:

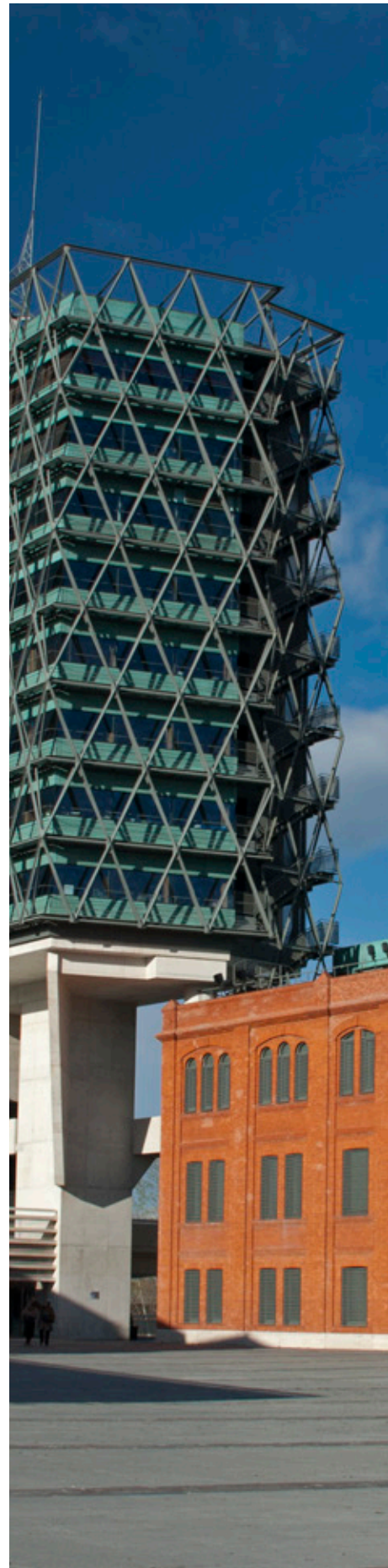
<http://info.valladolid.es/web/culturayturismo/museos>

**3. VALLADOLID, CITY OF “TAPAS” AND GOOD WINE** Valladolid offers its visitors an outstanding combination of first class products, catering to every need. From the best offer in wines and ‘tapas’ (bar snacks) to cosy restaurants that makes the most of leisure time activities.

As its cuisine is one of the Region’s main attractions, the city can boast numerous restaurants where dinner for smaller groups can be arranged.

Wine production is a growing sector that offers the visitor new ways to find out about tradition and the world of wine production. Visits to wineries in Valladolid can be arranged in collaboration with The Wine Tourism Office. Some possible options:

- One day or weekend trips along “wine routes” for each of the “appellations d’origine”. The wines of the region of Castile and Leon, Cigales, Rueda, Toro, Ribera de Duero, and the Tierras de León. A new way to travel and discover, combining the best cuisine with the most impressive places where wine is produced.





A circular route which includes all five wine producing areas and a weekly programme for the most passionate lovers of top quality wines. Quality tourism in all its facets which offers guaranteed guided tours, in different languages, wine tasting and the sale of products from each area, presentation videos and talks on the world of wine.

A wine tasting experience can also be organized if there are a minimum number of participants. During the week, one dinner could be organized in a typical winery. Wine tasting, dinner, a coach to the winery and insurance could be arranged for as little as 35€.

**4. VALLADOLID, PROVINCE OF CASTLES** The province of Valladolid has the largest number of castles in Spain. These fortresses are dotted around the horizon of the plateau, showing their power and dominion. Their towers watch over hundreds of kilometres and their battlements have witnessed many a desperate battle. On the crest or in the bottom of the valleys, the person in possession of the castle always held the rod of power. Today, they are a perfect excuse for an unforgettable journey through time and space. Routes to different castles can be organized including tour guides and dinner in typical restaurants.

Simancas Archives

Fuensaldaña Castle

La Mota Castle.

Peñafiel Castle

Portillo Castle.

Iscar Castle.

Torrelobatón Castle.

Tiedra Castle.

Montealegre Castle.

Villalba de los Alcores Castle.

Trigueros del Valle Castle.

Villafuerte de Esgueva Castle.

Encinas de Esgueva Castle.

Urueña Castle and "Villa del Libro"





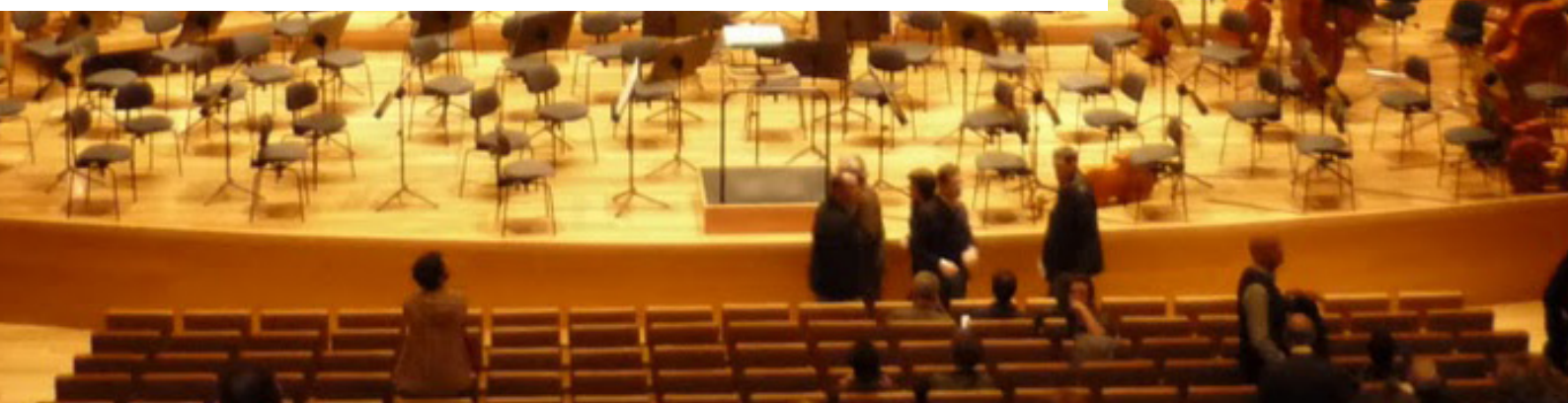
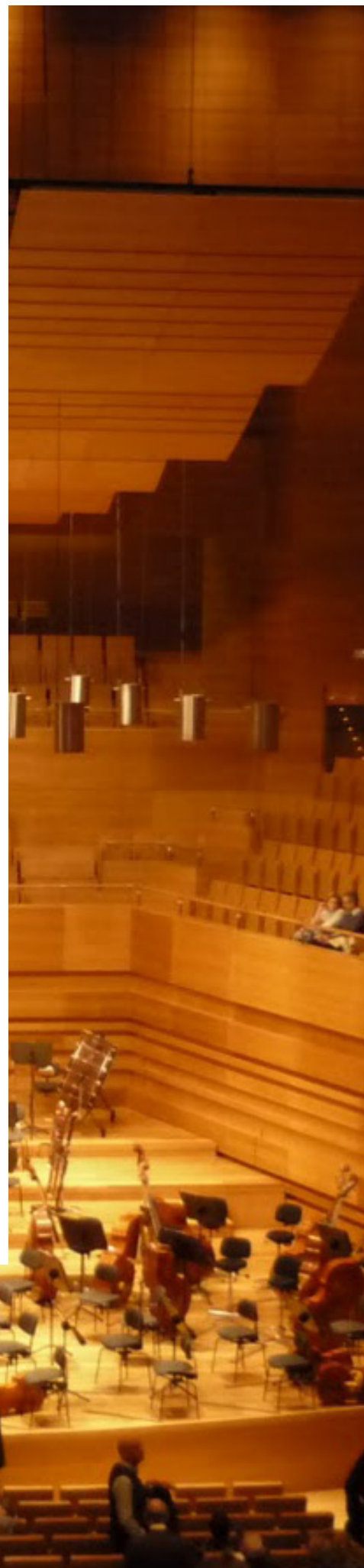
**5. VALLADOLID, CITY OF ARTS** Diversity, variety and quality are the words that best describe a range of cultural facilities which knows no bounds. From theatre plays and music performances to the screening of films throughout the year, all combine to make Valladolid a city in which culture is alive and vibrant.

The Calderón Theatre which offers all-year round performances in theatre, opera and dance; the Zorrilla Theatre, which can also offer performing arts including the attraction of being able to attend the best national productions; the Arts Laboratory which stages more avant-garde productions. The Titirimundi and TAC festivals held in spring are recognised internationally in the field of street theatre and performing arts.

For music lovers, from the moment you set foot inside the Miguel Delibes Cultural Centre everything around you is spectacular. Music and entertainment have a new space where they can delight audiences. The Miguel Delibes Cultural Centre, a building designed by Ricardo Bofill, is already an international reference. The spectacular exterior merges with light and majesty when entering the building. It boasts a large Auditorium for 1,700 people and a Music Chamber that can hold an audience of some 500. In addition to excellent natural acoustics, these two theatres use state-of-the-art sound systems and equipment. The Miguel Delibes Cultural Centre is also home to the Castilla y León Symphony Orchestra, one of the most dynamic and ground-breaking orchestras in Spain.

The Valladolid International Film Festival (SEMINCI) is one of the longest running and most renowned in Europe. Its quality is its hallmark. Held in October, the SEMINCI seeks to promote an awareness and understanding of world cinema. Now over fifty years old, throughout its long history it has become one of the most important film festivals in Spain and is acclaimed by critics and film-goers alike.

The Valladolid Arts Laboratory -LAVA- has been designed to help cultural production and research in the arts and seeks to provide support for creators and artists by making facilities and activities available that can adapt to the production requirements to emerge from the world of creation. It is open to projects of a professional nature related to the performing arts, plastic arts, music, fashion, literature, photography, architecture, audiovisual production or design.

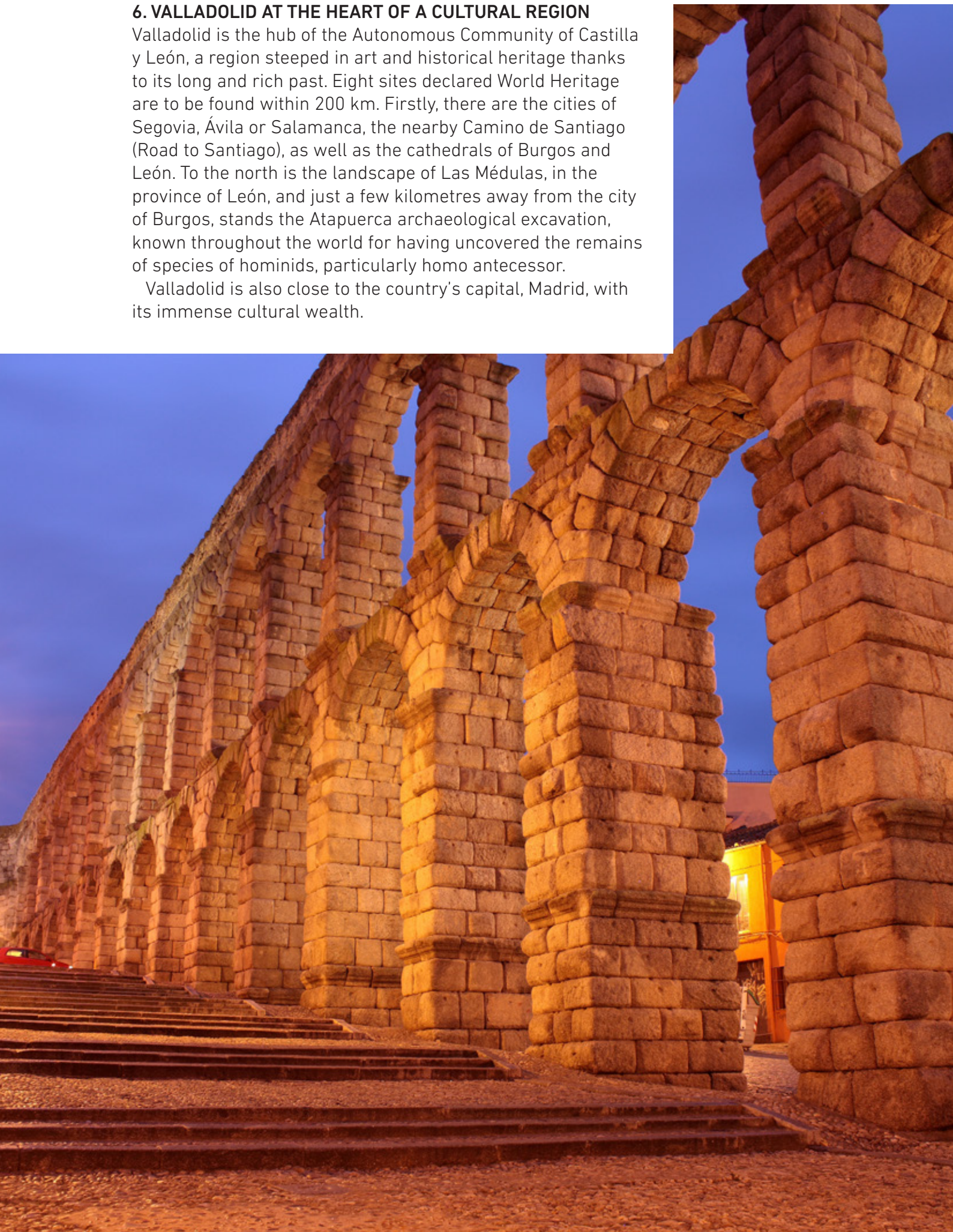




## 6. VALLADOLID AT THE HEART OF A CULTURAL REGION

Valladolid is the hub of the Autonomous Community of Castilla y León, a region steeped in art and historical heritage thanks to its long and rich past. Eight sites declared World Heritage are to be found within 200 km. Firstly, there are the cities of Segovia, Ávila or Salamanca, the nearby Camino de Santiago (Road to Santiago), as well as the cathedrals of Burgos and León. To the north is the landscape of Las Médulas, in the province of León, and just a few kilometres away from the city of Burgos, stands the Atapuerca archaeological excavation, known throughout the world for having uncovered the remains of species of hominids, particularly homo antecessor.

Valladolid is also close to the country's capital, Madrid, with its immense cultural wealth.





# LETTERS OF SUPPORT



**Universidad de Valladolid**

**Rectorado**

*As Rector of the University of Valladolid it gives me the deepest pleasure to lend my support to our bid to organise the 18<sup>th</sup> Congress of the Association for Cultural Economics International to be held in 2014. The proposal is being put forward by an enthusiastic group of professors, the Research Group in Cultural Economics which has evidenced an enormous capacity to work and organisational skills, both in teaching as well as in research. As Rector, I undertake to make all the facilities at the disposal of the University of Valladolid available to ensure that the Congress is held under the best possible conditions and to ensure that it also proves a success in scientific terms.*

*As an institution with a history that stretches back over eight hundred years, and which is so deeply committed to the advancement and spread of knowledge and culture, it gives the University of Valladolid tremendous pride to be considered as the possible venue to welcome professionals and researchers engaged in such a challenging field in the 21<sup>st</sup> century as Cultural Economics.*

*Valladolid, 15 December 2011*

A blue ink signature of Dr. Marcos Sacristán Represa, written over a circular blue stamp that matches the University of Valladolid seal.

*Dr. Marcos Sacristán Represa*

*Rector of the University of Valladolid*

*Ayuntamiento de Valladolid*  
*El Alcalde*

*Fco. Javier León de la Riva*

14 diciembre 2011

Dr. Roberto Zanola

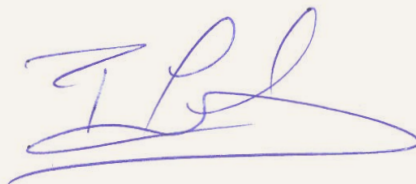
President of the Association for Cultural Economics International

Dear Professor Zanola,

On behalf of the city of Valladolid, I wish to convey to you our full support for the University of Valladolid's proposal to organise the 18<sup>th</sup> Congress of the Association for Cultural Economics International. It is always an honour and a source of great pride for our city to host events of this nature which help towards sharing ideas and experiences. It is of even greater interest and pride to us that we are being considered as the possible venue for the Congress, since our city has always made culture a symbol of its identity and a driving force behind its growth and development.

We hope that the wealth of our historical heritage, our modern cultural activities, together with the excellent range of tourist facilities available and our superb cuisine, but above all the hospitality of the citizens, help to make this meeting truly memorable. Should the city be chosen, both Valladolid City Council as well as the Valladolid Convention Bureau will make every effort to ensure that the Congress is planned and organised to the highest standards.

We therefore hope that Valladolid may be considered and chosen as the venue for the 18<sup>th</sup> Congress of the ACEI in 2014







## Universidad de Valladolid

**Departamento de  
Economía Aplicada**

Dr. Roberto Zanola  
President of the Association for Cultural Economics International

Valladolid, 15 December 2011

Dear Professor Zanola,

With regard to the proposal put forward by the Research Group in Cultural Economics to host the 18<sup>th</sup> Congress of the Association for Cultural Economics International planned for 2014, the Department of Applied Economics at the University of Valladolid wishes to express its full support for the proposal and to make available all the academic facilities required for its successful organisation, working with the team in the search for relevant material means. The Department also wishes to bear witness to the proven ability of the professors involved to organise such endeavours. It would therefore give us tremendous pleasure to host this scientific congress, which we feel sure would be an enormous success in organisational and academic terms if held here.

Yours sincerely,

José Luis Rojo García  
Director of the Department of Applied Economics