

GROWTH, SUSTAINABILITY AND SOCIAL RESPONSABILITY: KEY LESSONS FROM MANAGING ST JAMES'S WAY IN LAST 25 YEARS



Santiago de Compostela
GALICIA

Jose Maestro – Tourism of Galicia

This is the route travelled by pilgrims from around the world to reach the city of Santiago de Compostela, where the relics of the apostle St. James the Greater are venerated.

The network of routes of the Way of St. James includes itineraries and locations that make up an asset, a part of our heritage and a symbol which remained alive for centuries.



In the 11th, 12th and 13th centuries, the influx of pilgrims intensifies thanks to:

- Organizational efforts by the monarchs establishing routes in areas where there were previously none, building bridges over rivers, financing the construction of churches and cathedrals, donations to monasteries and the development of new burgs along the route.
- The religious community at Cluny promotes the pilgrimage to Santiago.

Both institutions develop the practice of **hospitality** along the route by building hospitals to attend to the spiritual, material and health needs of pilgrims.



- In the 14th century, the Camino experiences a serious crisis as a result of:
 - The wars of religion in Germany and France, which reduce pilgrim traffic to Santiago.
 - The emergence of Protestantism, with Luther dissuading followers from making the journey to the Apostle's tomb.
 - This results in the closing of Spain's borders during the reign of Philip II.
 - The activities of the Spanish Inquisition.



In the 15th century, jubilee years are declared at Santiago de Compostela whenever the 25th of July falls on a Sunday. This always occurs in intervals of 6, 5, 6 and 11 years. Pilgrims receive a plenary indulgence any day of that year.

- The two Jacobean holy years, 1976 and 1982, are marked by the change in political regime and the building of a decentralized democratic state.
- The high point for the Way of St. James is the visit of Pope John Paul II in 1982.
- The pontiff issues a call for Europe to come together spiritually, citing the Way of St. James as an example.
- In 1989, he returns to Santiago to preside over International Youth Day.
- The two visits are decisive for the definitive promotion of Compostela as an international religious destination.



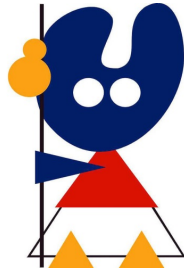
In 1985, Santiago was listed as a UNESCO World Heritage Site.



The French Route and the Northern Routes (Primitive Route, Coastal Route, Liébana Route and Basque Country-La Rioja Inland Route) have also been on the World Heritage List since 1993 and July 2015.

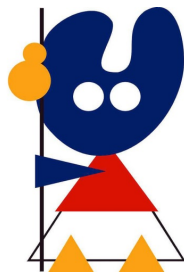
The Council of Europe named the Way of St. James the First European Cultural Route in 1987. And in 2004, it was listed as a Great European Cultural Route.





Xacobeo 1993

- A brand is created, with its own logo and mascot: the Pelegrín.
- Expenditure on Xacobeo 93 activities is some 120 million euros, the largest single portion of which went to infrastructure, followed by cultural and socio-economic stimulus by the different municipalities along the Camino.



Xacobeo is declared an **event of exceptional** public interest for the purpose of obtaining tax benefits.

Aims:

- Environmental improvements: the physical routes of the Camino, scenic areas, repopulation with native species.
- Looking after the cultural heritage of the Camino: monasteries, churches, traditional structures. General improvements to the five Galician cathedrals.
- Promotion of heritage through cultural events of different types: themed exhibitions, scientific meetings, cultural gatherings, etc. Performances of all kinds in different Galician cities. with such performers as **The Rolling Stones, Sting, Mike Oldfield, The Corrs and Eric Clapton.**

Key Features

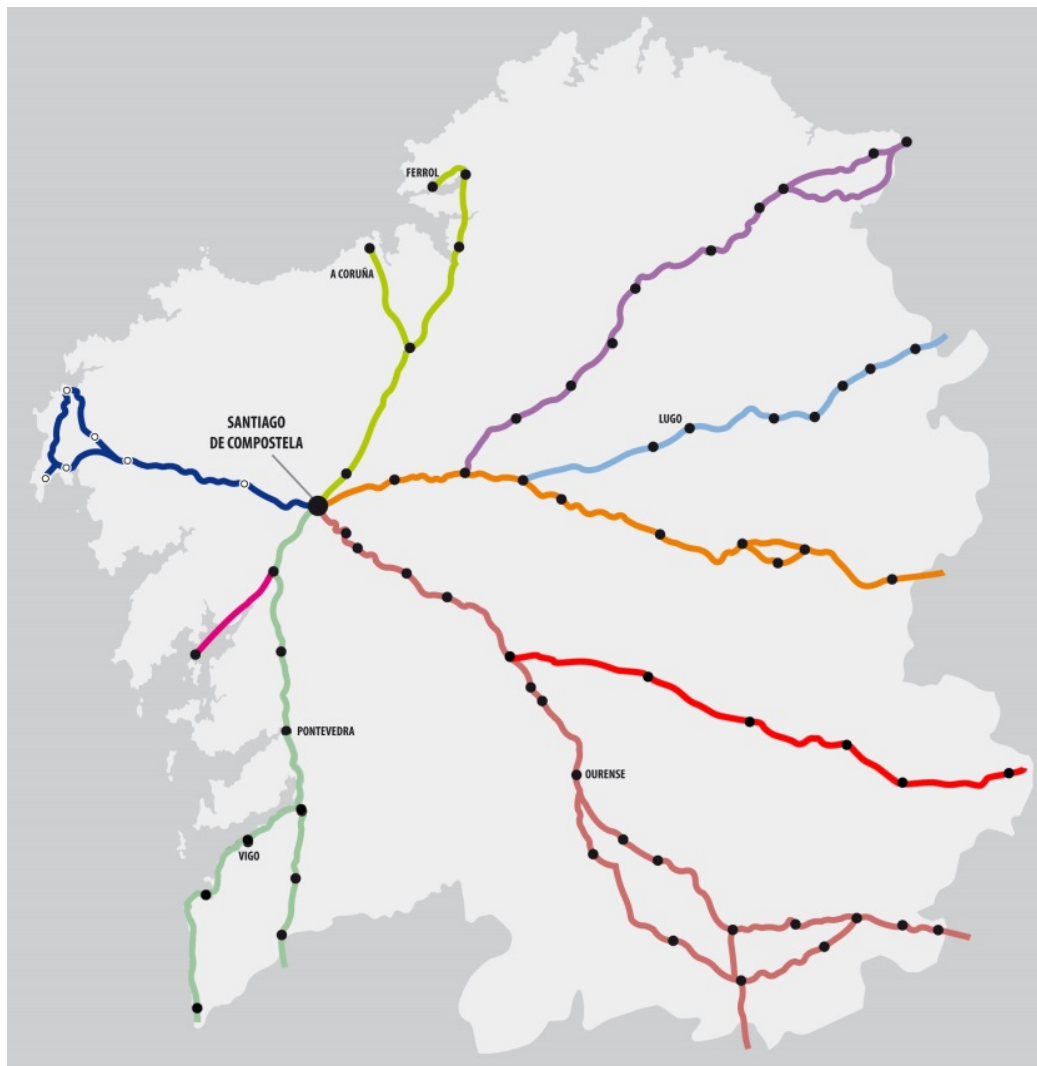
• REGULATION

The Parliament of Galicia passed Law 3/1996, on protection of the routes of the Way of St. James, which establishes specific regulations for the Way of St. James and declares the French Route an asset of interest in the category of historical territory and protects the rest of the routes in Galicia as listed assets.

- Establishing the rules of use for the network of hostels envisaged in the Plan Xacobeo.
- Regulating the procedure for listing certain activities and projects as of interest for the promotion of the Way of St. James.
- Decree 169/1994, creating the International Committee of Experts on the Way of St. James,



Map of Pilgrimage Routes in Europe



- Signposting of routes with:
 - **The yellow arrow:** now one of the most internationally-recognized symbols of the Way of St. James, along with the *vieira* or scallop shell.
 - It was created in 1984 on the initiative of O Cebreiro priest. Today the yellow arrow appears against a blue background on vertical signs, identifying the Camino as a European Cultural Route.





Primitive Route. Ponte Ferreiro. Palas de Rei



English Route

- Demarcation, restoration and signposting of the routes of the Camino as an essential part of the pilgrimage phenomenon. This work began in the late 1990s and early 2000s with the recovery of sections of the Camino and bridge preservation.





MAPA CAMIÑOS DE SANTIAGO E REDE PÚBLICA DE ALBERGUES DE PEREGRINOS (3.290 prazas)

| ALBERGUES CAMIÑO FISTERRA-MUXÍA 142 | | | | |
|-------------------------------------|-----------|----------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 1 | NECIBRA | NECIBRA | 2000 | 22 |
| 2 | DUMBRA | DUMBRA | 2000 | 34 |
| 3 | TO CONCO | DUMBRA | 2010 | 26 |
| 4 | FISTERRA | FISTERRA | 1998 | 28 |
| 5 | MUGA | MUGA | 2006 | 32 |

| ALBERGUES CAMIÑO FRANCÉS 1652 | | | | |
|-------------------------------|---------------------|---------------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 6 | CERBERO | PODASTRA DO C | 1993 | 106 |
| 7 | HOSPITAL DA CONDESA | PODASTRA DO C | 1993 | 22 |
| 8 | TRACASTELA | TRACASTELA | 1993 | 56 |
| 9 | "Casa de Lugo" | SABOIA | 2010 | 60 |
| 10 | CAVOR | SABOIA | 1993 | 22 |
| 11 | SABOIA | SABOIA | 1998 | 36 |
| 12 | SABOIA | SABOIA | 1993 | 18 |
| 13 | FISTERRA | FISTERRA | 1993 | 22 |
| 14 | PORTOMARIN | PORTOMARIN | 1993 | 98 |
| 15 | GONZAR | PORTOMARIN | 1993 | 30 |
| 16 | HOSPITAL DA CRUZ | PORTOMARIN | 1993 | 32 |
| 17 | ESQUELA LUGUESE | MONTEIRO | 2004 | 20 |
| 18 | LUGUESE | MONTEIRO | 1993 | 20 |
| 19 | PAIS DE REI | PAIS DE REI | 1993 | 60 |
| 20 | "Os Chaveiros" | PAIS DE REI | 2004 | 112 |
| 21 | MAR CALANVA | PAIS DE REI | 1993 | 20 |
| 22 | MEIDE | MEIDE | 1993 | 156 |
| 23 | ARZO | ARZO | 1993 | 70 |
| 24 | ARZO | ARZO | 1993 | 50 |
| 25 | SANTA BENE | O PND | 1993 | 36 |
| 26 | ARCA | O PND | 1993 | 126 |
| 27 | MONTEIRO DO C | SANTO DE C | 1993 | 400 |
| 28 | SANTO DE C | SANTO DE C | 2004 | 80 |

| ALBERGUES CAMIÑO INGLÉS 139 | | | | |
|-----------------------------|-----------------|----------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 29 | ORDES | CABALA | 2004 | 30 |
| 30 | MESA | MESA | 2001 | 28 |
| 31 | MESA | MESA | 1999 | 22 |
| 32 | "Casa de Prata" | BELEN | 2002 | 37 |
| 33 | BELEN | MESA | 1999 | 22 |

| ALBERGUES CAMIÑO NORTE 238 | | | | |
|----------------------------|-----------------|------------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 34 | BRANCO | BRANCO | 1998 | 12 |
| 35 | BRANCO | BRANCO | 2004 | 30 |
| 36 | LUGUESE | LUGUESE | 1998 | 20 |
| 37 | MONTEIRO | MONTEIRO | 2003 | 28 |
| 38 | ARZO | ARZO | 2006 | 26 |
| 39 | VILAR | VILAR | 2000 | 48 |
| 40 | BRANCO | BRANCO | 2000 | 94 |
| 41 | SANTO DE C | SANTO DE C | 1997 | 66 |
| 42 | "Casa de Prata" | BRANCO | 2012 | 34 |

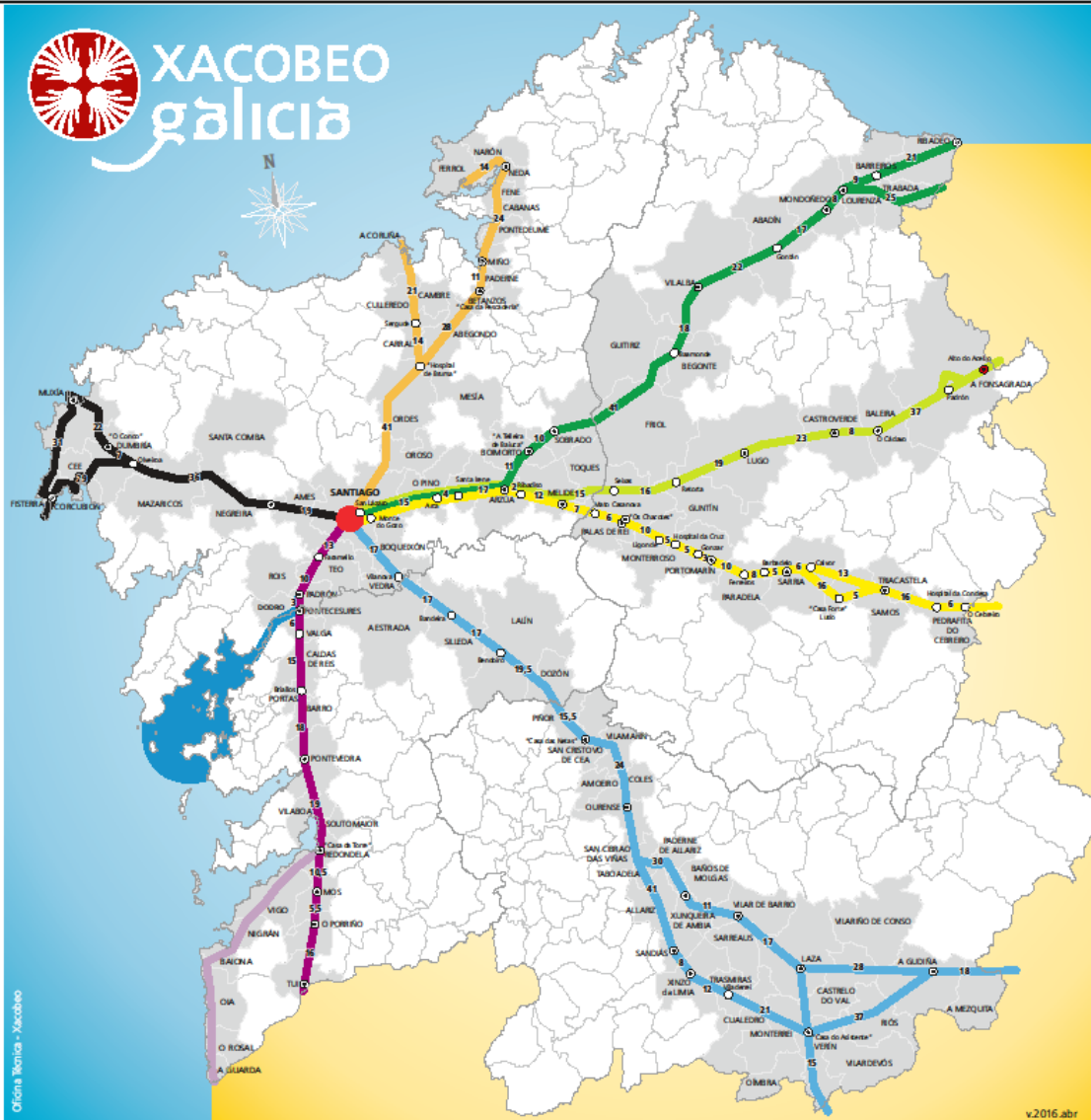
| ALBERGUES CAMIÑO PORTUGUÉS 426 | | | | |
|--------------------------------|-----------------|-------------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 43 | TUI | TUI | 1999 | 40 |
| 44 | POMBAL | POMBAL | 2003 | 52 |
| 45 | MES | MES | 2004 | 16 |
| 46 | "Casa de Prata" | REDONDELA | 1999 | 34 |
| 47 | POMBAL | POMBAL | 1999 | 56 |
| 48 | BRANCO | BRANCO | 2005 | 27 |
| 49 | VILAR | VILAR | 2010 | 78 |
| 50 | MONTEIRO | MONTEIRO | 2012 | 52 |
| 51 | PAIS DE REI | PAIS DE REI | 1998 | 48 |
| 52 | PAIS DE REI | PAIS DE REI | 2000 | 22 |

| ALBERGUES CAMIÑO PRIMITIVO 171 | | | | |
|--------------------------------|-----------------|-----------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 53 | "Casa de Prata" | REDONDELA | 2005 | 24 |
| 54 | REDONDELA | REDONDELA | 2000 | 22 |
| 55 | REDONDELA | REDONDELA | 2012 | 34 |
| 56 | REDONDELA | REDONDELA | 2002 | 44 |
| 57 | REDONDELA | REDONDELA | 2007 | 12 |
| 58 | REDONDELA | REDONDELA | 2010 | 35 |

| ALBERGUES VÍA DA PRATA 403 | | | | |
|----------------------------|-----------------|----------------|------|--------|
| Nº | SITUACIÓN | CONCELLO | Ano | Prazas |
| 59 | A GUARDA | A GUARDA | 1998 | 26 |
| 60 | A GUARDA | A GUARDA | 2000 | 36 |
| 61 | A GUARDA | A GUARDA | 1999 | 38 |
| 62 | "Casa de Prata" | VILAR DE BARRO | 2000 | 24 |
| 63 | VILAR DE BARRO | VILAR DE BARRO | 2012 | 30 |
| 64 | VILAR DE BARRO | VILAR DE BARRO | 2016 | 15 |
| 65 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 66 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 67 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 68 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 69 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 70 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 71 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |
| 72 | VILAR DE BARRO | VILAR DE BARRO | 2000 | 24 |



XACOBEO
galicia



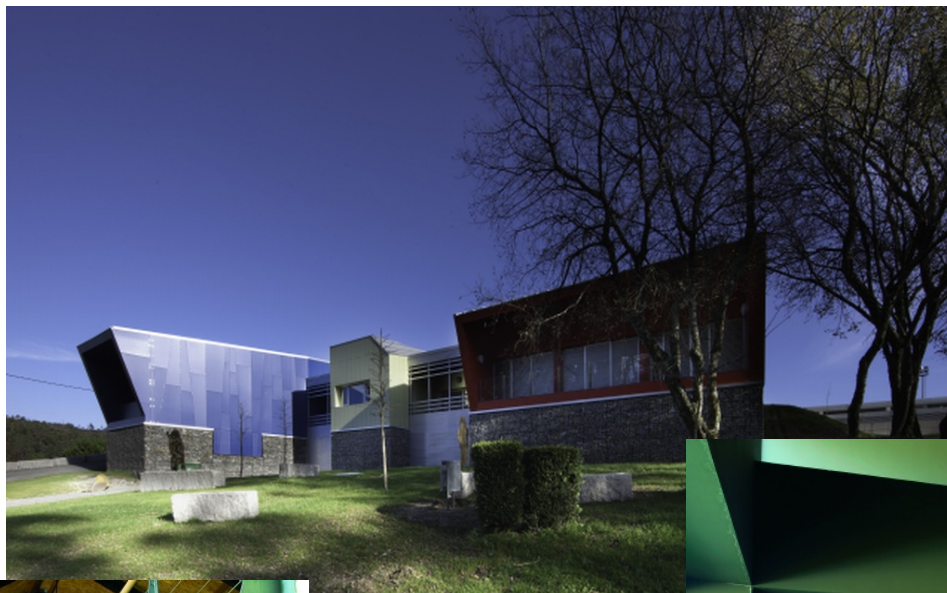
- CFM Camiño Fisterra - Muxía
- CFR Camiño Francés
- CN Camiño Inglés
- CNO Camiño Norte
- CPC Camiño Portugués Costa
- CPO Camiño Portugués
- CVP Camiño Primitivo
- CRM Ruta Marítima

- The practice of hospitality is an essential value of the Way of St. James. Since the Middle Ages, it has been considered a crucial part of the pilgrimage to Santiago.
- One of the most iconic elements is the Royal Hospital built between 1501 and 1511, to lodge, care for and protect pilgrims. This activity continued until the 18th century.
- It was then converted into a luxury hotel, under the name Hostal de los Reyes Católicos, opening its doors on 24 July of the 1954 Holy Year.



- Galicia's hospitality infrastructure has been reinforced with the network of 70 public hostels along the routes in Galicia created by the Xunta de Galicia, with capacity for 3,920 pilgrims.
- They are located in old restored homes, refurbished rural schools and renovated historic buildings, as well as newly-built hostels.







Exhibition: Compostela and Europe. The History of Diego Gelmírez. Paris

THE WAY
ESTRENO EN CINES
EL 19 DE NOVIEMBRE

SINOPSIS GALERÍA EQUIPO ARTÍSTICO & TÉCNICO EL CAMINO

OFFICIAL SELECTION
TORONTO
INTERNATIONAL
FILM FESTIVAL 2010


 SIGNIS ESPAÑA

 XACOBEO 2010
Galicia

 XUNTA
DE GALICIA

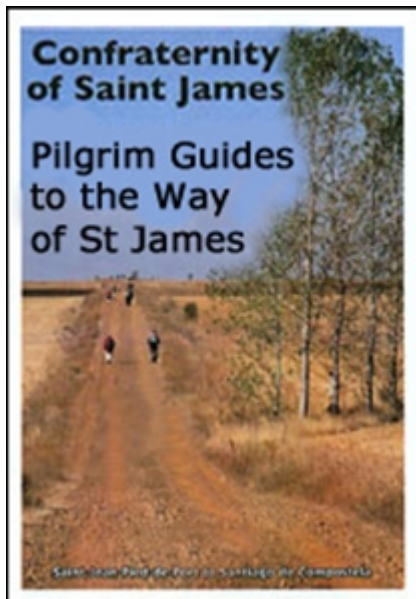
AGADIC  Agencia Gallega das
Industrias Culturais

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A FONSGRADA
PRODUCTIONS         SÍGUENOS EN
facebook  

Transfiriendo datos desde www.theway-themovie.com...

- The first Friends of Santiago de Compostela association was founded in Paris on 25 July 1950.
- The Confraternity of Saint James was set up in England in 1983.

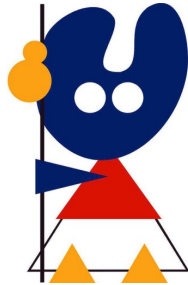


- This sowed the seeds of a phenomenon that would spread throughout Europe and in the 21st century, to the rest of the world.

| | | | | | |
|-------------|----|---------------|-----|----------------|-----|
| Germany | 19 | Spain | 151 | Norway | 1 |
| Argentina | 1 | United States | 1 | Poland | 3 |
| Australia | 1 | Philippines | 1 | Portugal | 11 |
| Austria | 3 | Finland | 1 | Puerto Rico | 1 |
| Belgium | 2 | France | 65 | United Kingdom | 1 |
| Brazil | 28 | Netherlands | 1 | Czech Republic | 1 |
| Canada | 3 | Hungary | 1 | South Africa | 1 |
| South Korea | 2 | Ireland | 1 | Sweden | 1 |
| Croatia | 1 | Italy | 9 | Switzerland | 5 |
| Denmark | 1 | Japan | 1 | Uruguay | 1 |
| Slovakia | 2 | Lithuania | 1 | | |
| Slovenia | 1 | Luxembourg | 1 | TOTAL | 324 |

FUNCTIONS

- **Information** and support for pilgrims, travellers and any other person or entity with an interest in the Way of St. James.
- Creation of the 'hostel **volunteer**' position and organization of training courses for people interested in serving as hostel volunteers.
- **Restoration** of the routes of the Way of St. James and signposting using the symbols of the Camino: yellow arrow, scallop shell, etc.
- Historical and cultural studies, **research** and publications on the Camino and its surrounding area.
- **Promotion** of a wide range of cultural activities, conferences, congresses, trips and pilgrimages in collaboration with the associations.
- The **International Committee of Experts on the Way of St. James**, made up of researchers from Spain, Germany, France, Italy, England and Portugal, with ties to the world of the Camino and the pilgrim associations.



- In 1991, the Xunta de Galicia creates the public sector firm **S.A. de Xestión do Plan Xacobeo**, on the occasion of the 1993 Compostela Holy Year.
- Its purpose is to promote tourism and culture, provide services for the Way of St. James, manage the network of public hostels, and reclaim the cultural heritage of the routes and architectural and artistic elements. It also develops an extensive cultural promotion programme, which is stepped up to coincide with holy year celebrations.
- The **Xacobeo 93** Plan is drawn up to harmonize the efforts of political, civil and ecclesiastical bodies with the aim of boosting the physical, cultural and economic resurgence of the Way of St. James.

Camino Figures

To obtain the Compostela, pilgrims must:

- Do the pilgrimage for **religious or spiritual reasons**, or at least a desire for inner exploration.
- Complete the last **100 km** on foot or horseback, or the last 200 km by bicycle.
- The **Distance Certificate** issued by the Santiago Cathedral Chapter certifies the number of kilometres travelled, regardless of the starting point for the pilgrimage.

COMPOSTELA



2016

**277.854 pilgrims obtained
Compostela**

Key Foreign Markets 2016

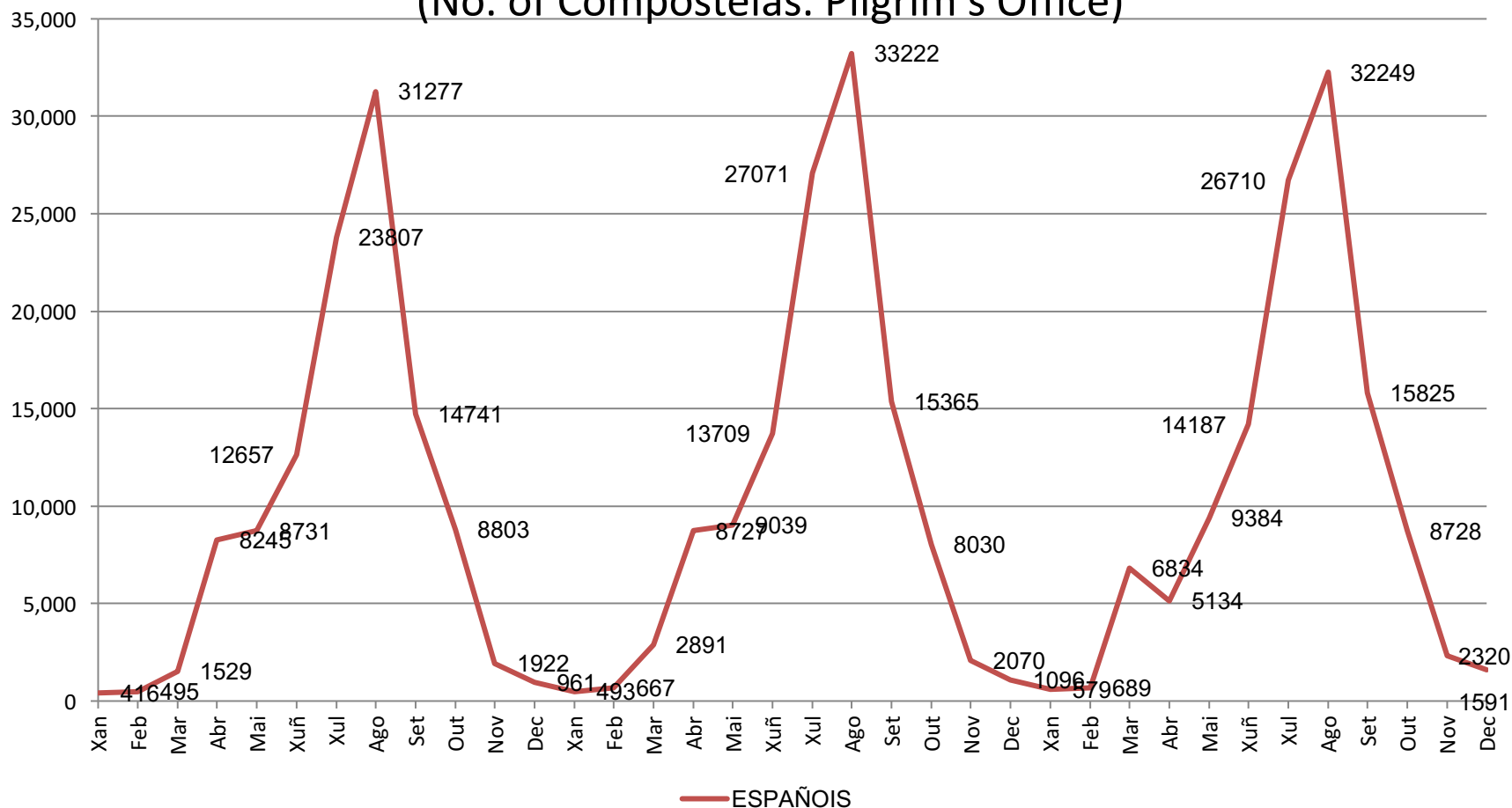
(Nº of Compostelas. Pilgrim's Office)

| P | PAÍS | Nº PEREGRINOS | PESO (%) |
|----|----------------|---------------|----------|
| 1 | Italy | 23.944 | 15,6% |
| 2 | Germany | 21.220 | 13,8% |
| 3 | USA | 15.236 | 9,9% |
| 4 | Portugal | 13.245 | 8,6% |
| 5 | France | 8.868 | 5,8% |
| 6 | Ireland | 6.537 | 4,3% |
| 7 | United Kingdom | 6.050 | 3,9% |
| 8 | Korea | 4.534 | 3,0% |
| 9 | Australia | 4.441 | 2,9% |
| 10 | Brasil | 4.365 | 2,8% |
| 11 | Canada | 4.354 | 2,8% |
| 12 | Poland | 3.919 | 2,6% |
| 13 | Netherlands | 3.656 | 2,4% |

Seasonal Variation SPANISH

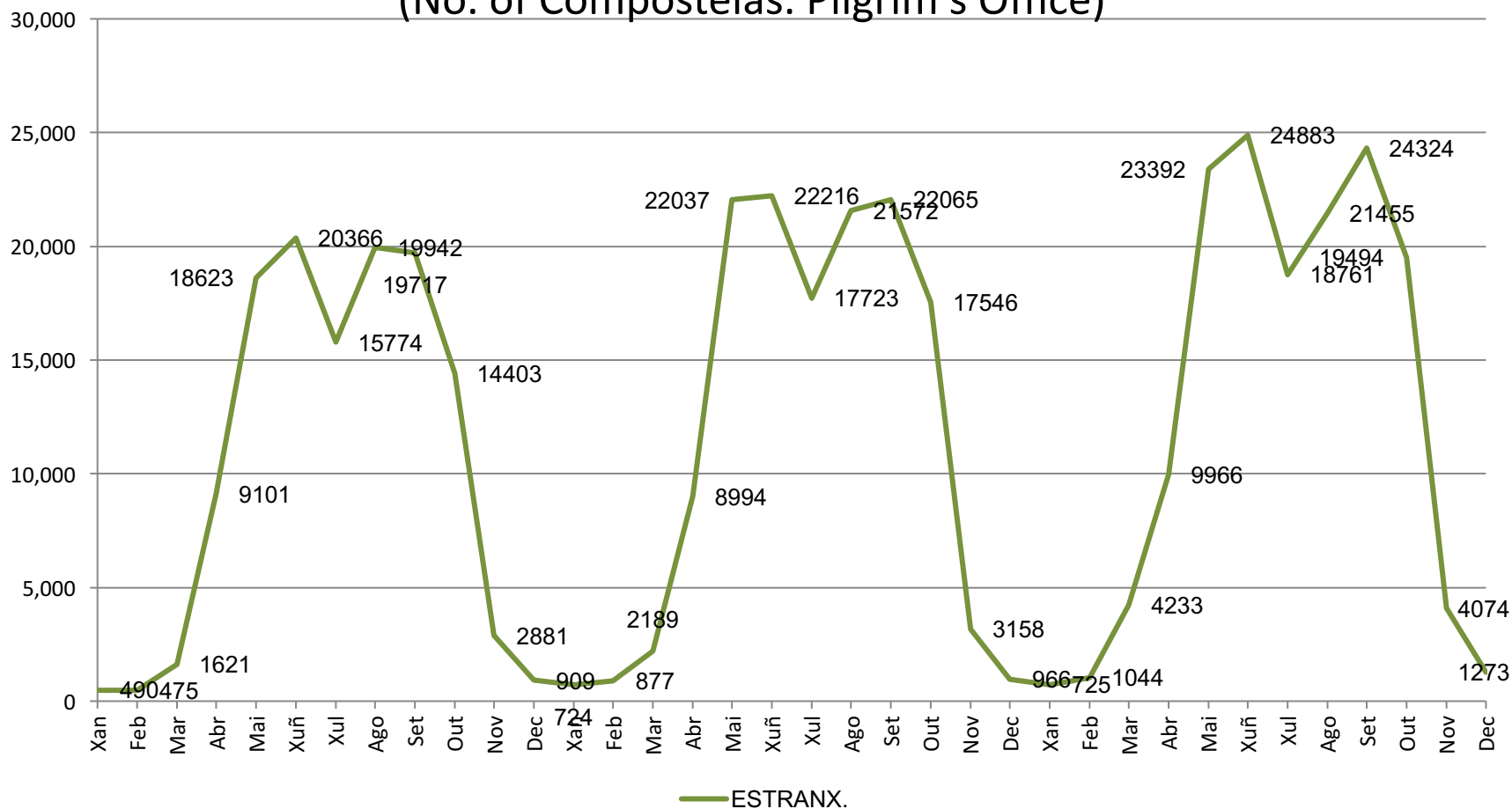
Pilgrims 2014–16

(No. of Compostelas. Pilgrim's Office)



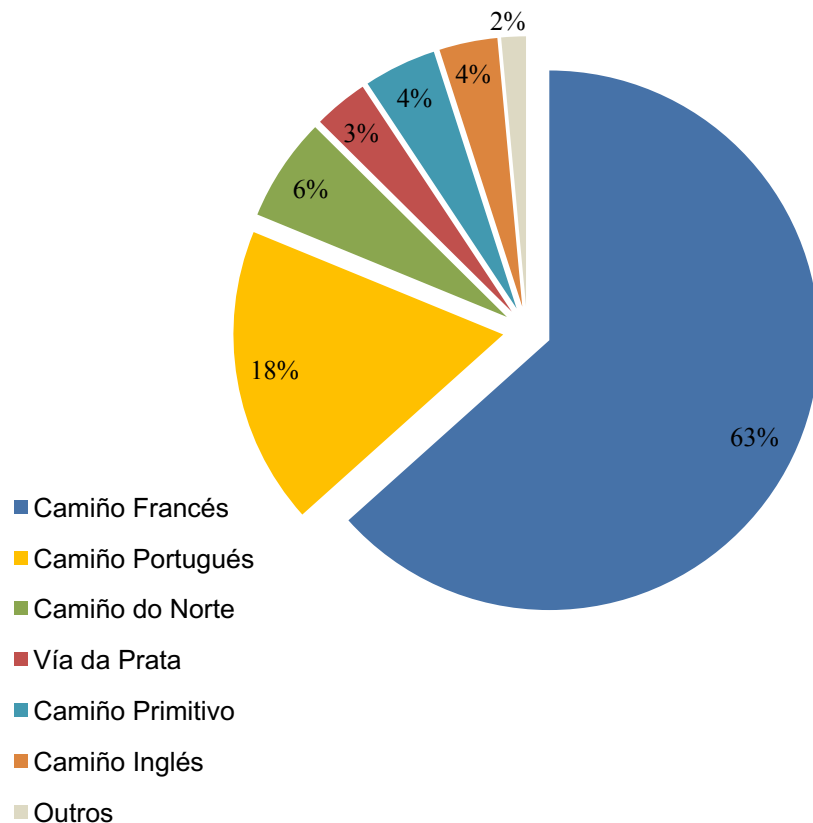
Seasonal Variation FOREIGN Pilgrims 2014–16

(No. of Compostelas. Pilgrim's Office)



Weight of different routes to Santiago 2016

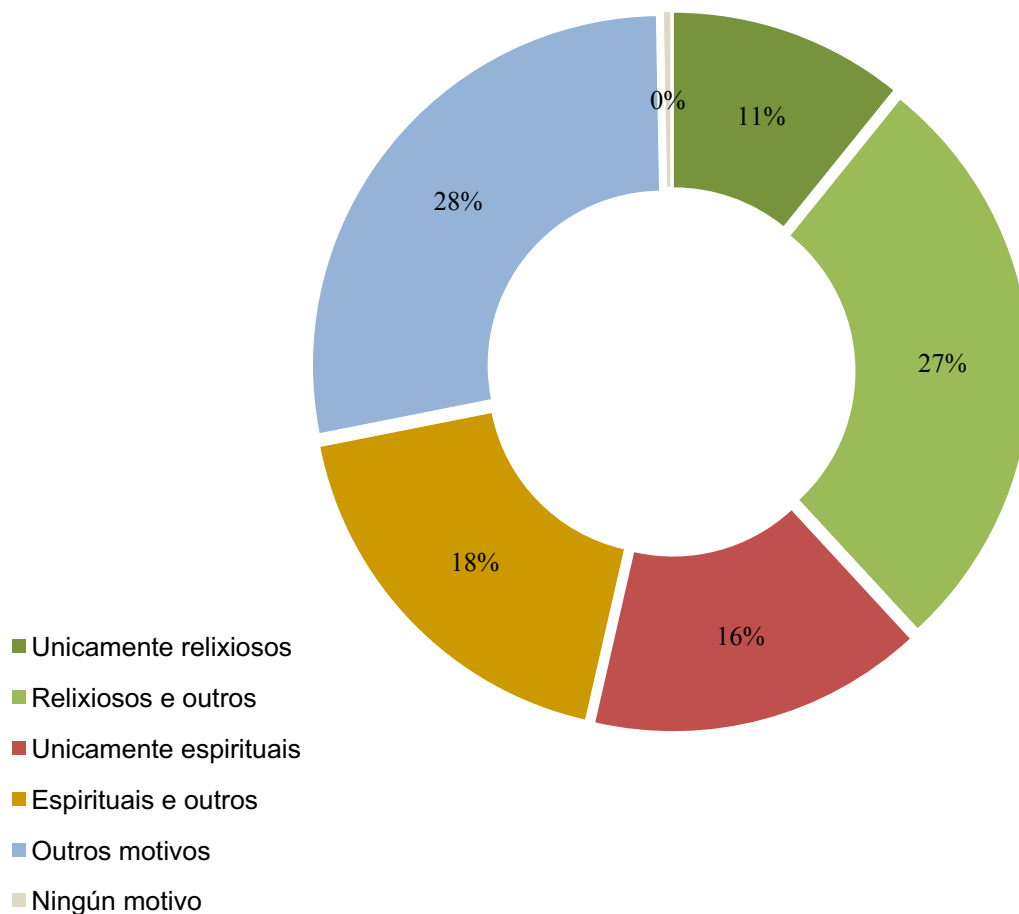
(Nº de Compostelas. Pilgrim's Office)



| RUTA | Nº PEREGRINOS |
|------------------|---------------|
| French Route | 176.075 |
| Portuguese Route | 49.538 |
| Northern Route | 17.289 |
| Primitive Route | 12.089 |
| English Route | 9.703 |
| Vía de la Plata | 9.067 |
| Other routes | 4.093 |

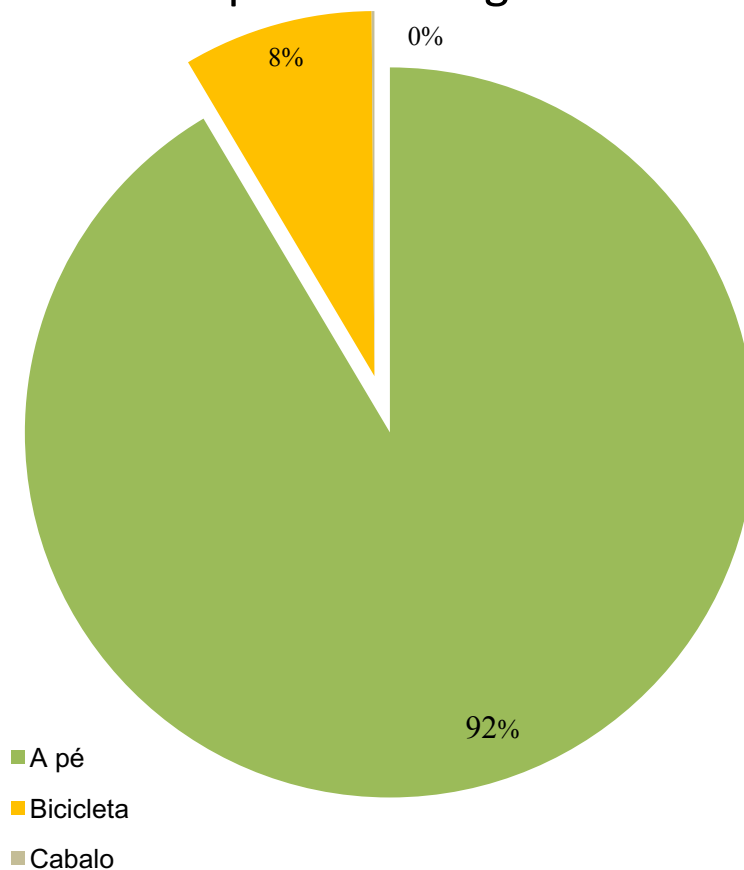
Reasons for Doing the Camino

(Camino Observatory 2007–09)



Mode of Travel on the Camino 2016

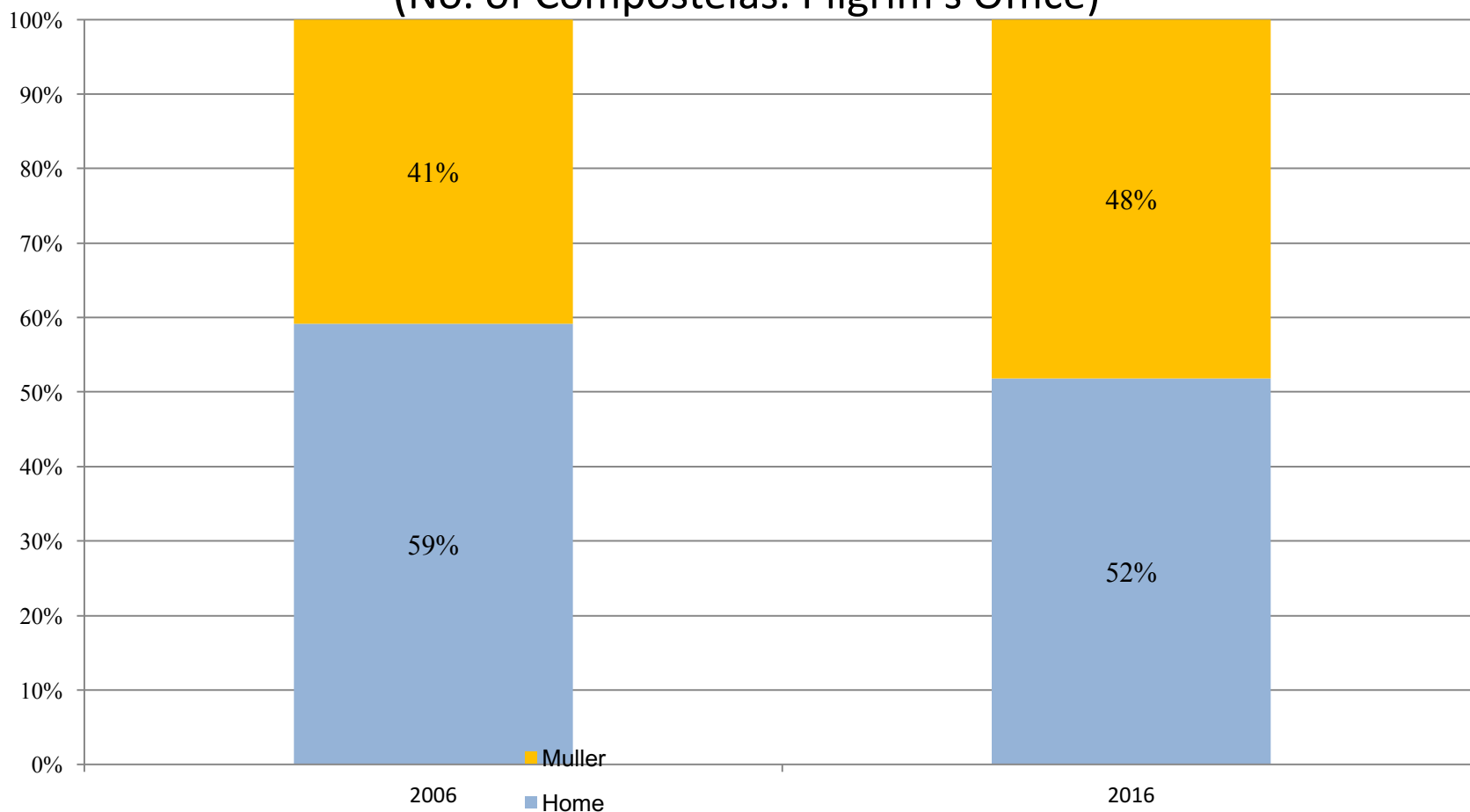
(No. of Compostelas. Pilgrim's Office)



Gender of Pilgrims. Years 2006;2016

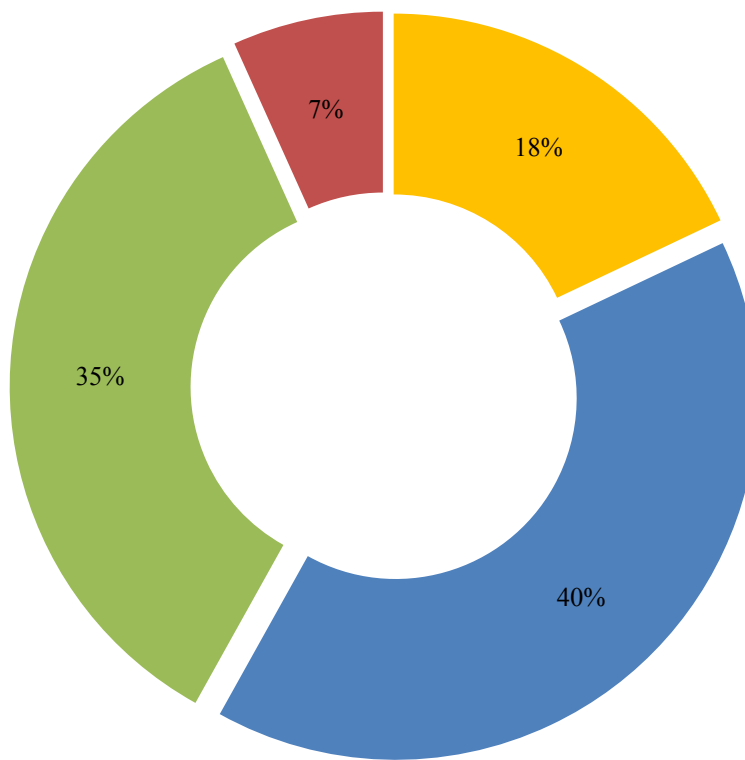
galicia

(No. of Compostelas. Pilgrim's Office)



Age of Pilgrims

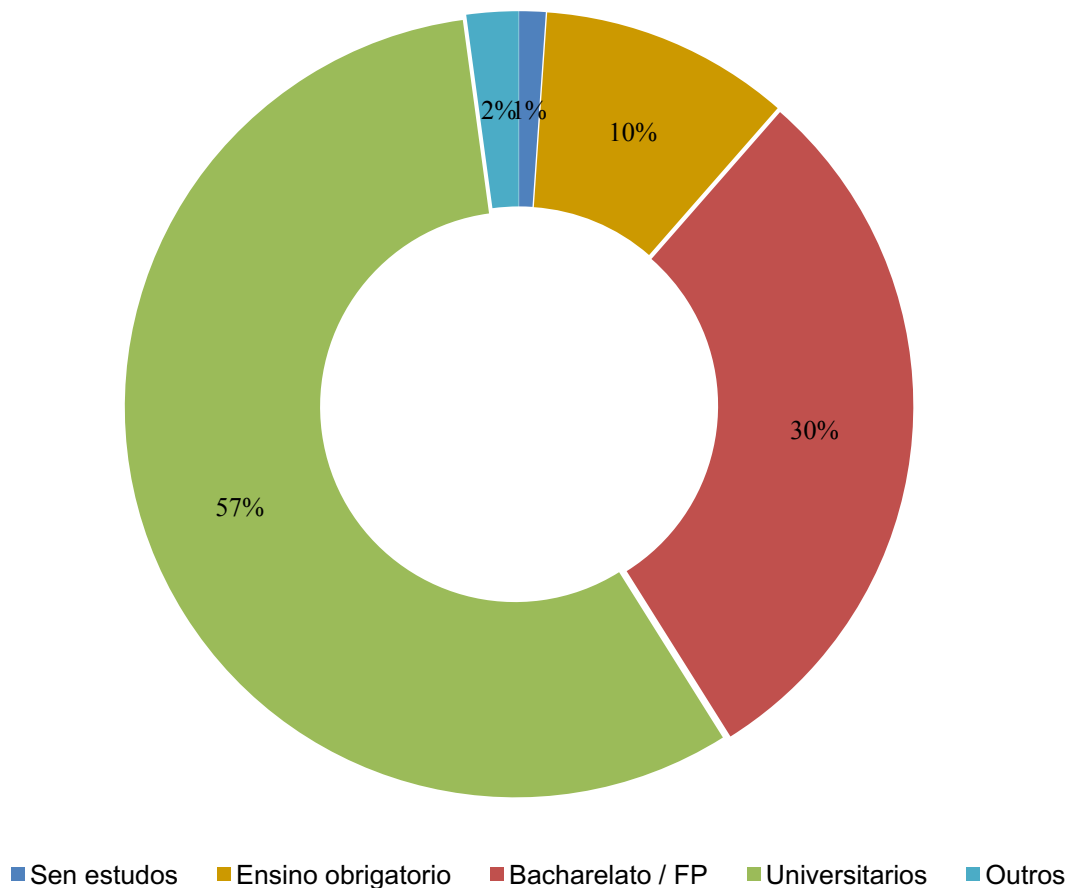
(Camino Observatory 2007–09)



■ Menos de 25 ■ De 25 a 44 ■ De 45 a 64 ■ Más de 64

Level of Education

(Camino Observatory 2007–09)



Assessment of the Camino

(Camino Observatory 2007–09)

84.4%

- Consider the Camino to be unique, appealing and interesting

93.2%

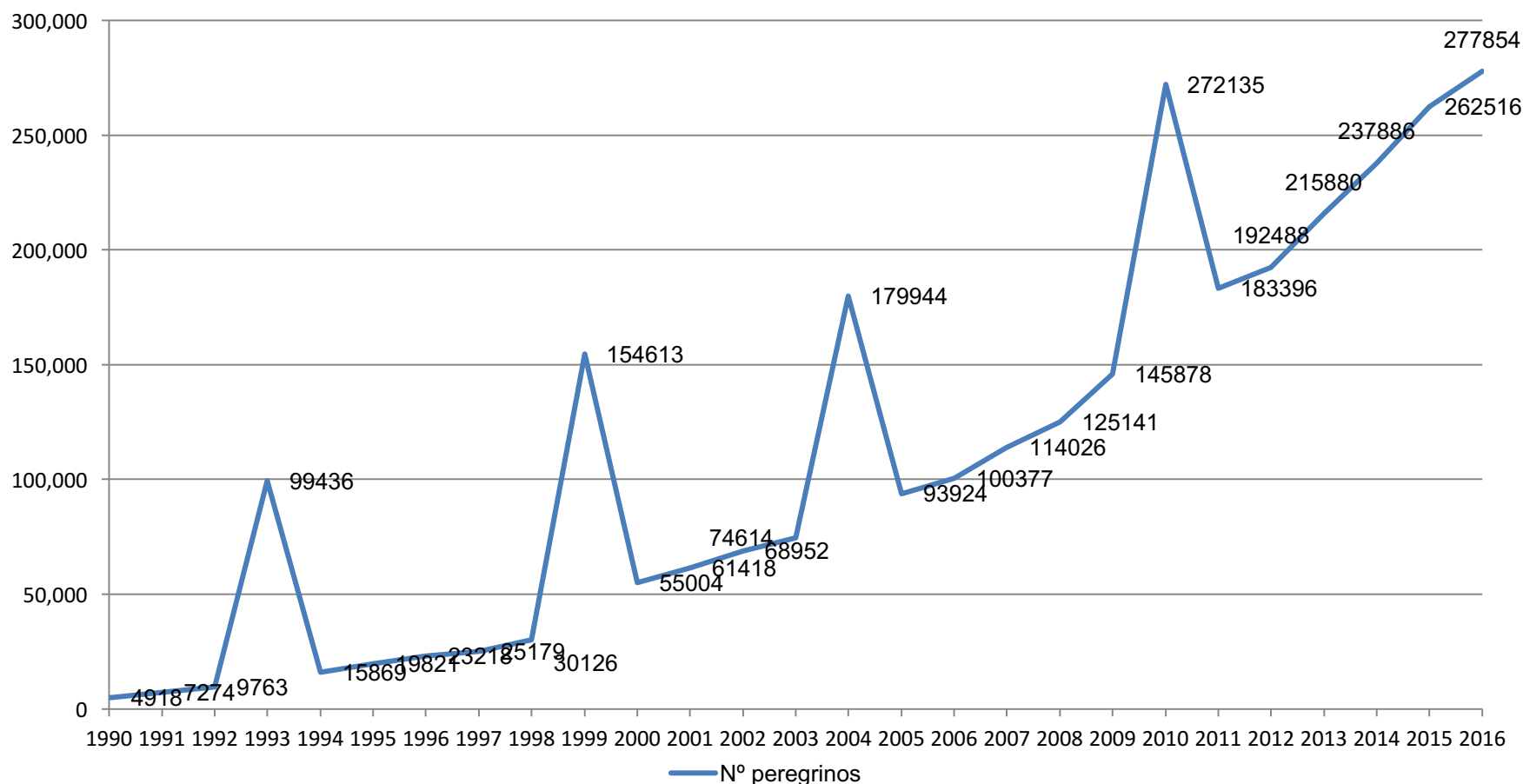
- Would recommend this experience to others

79.8%

- Would repeat the experience

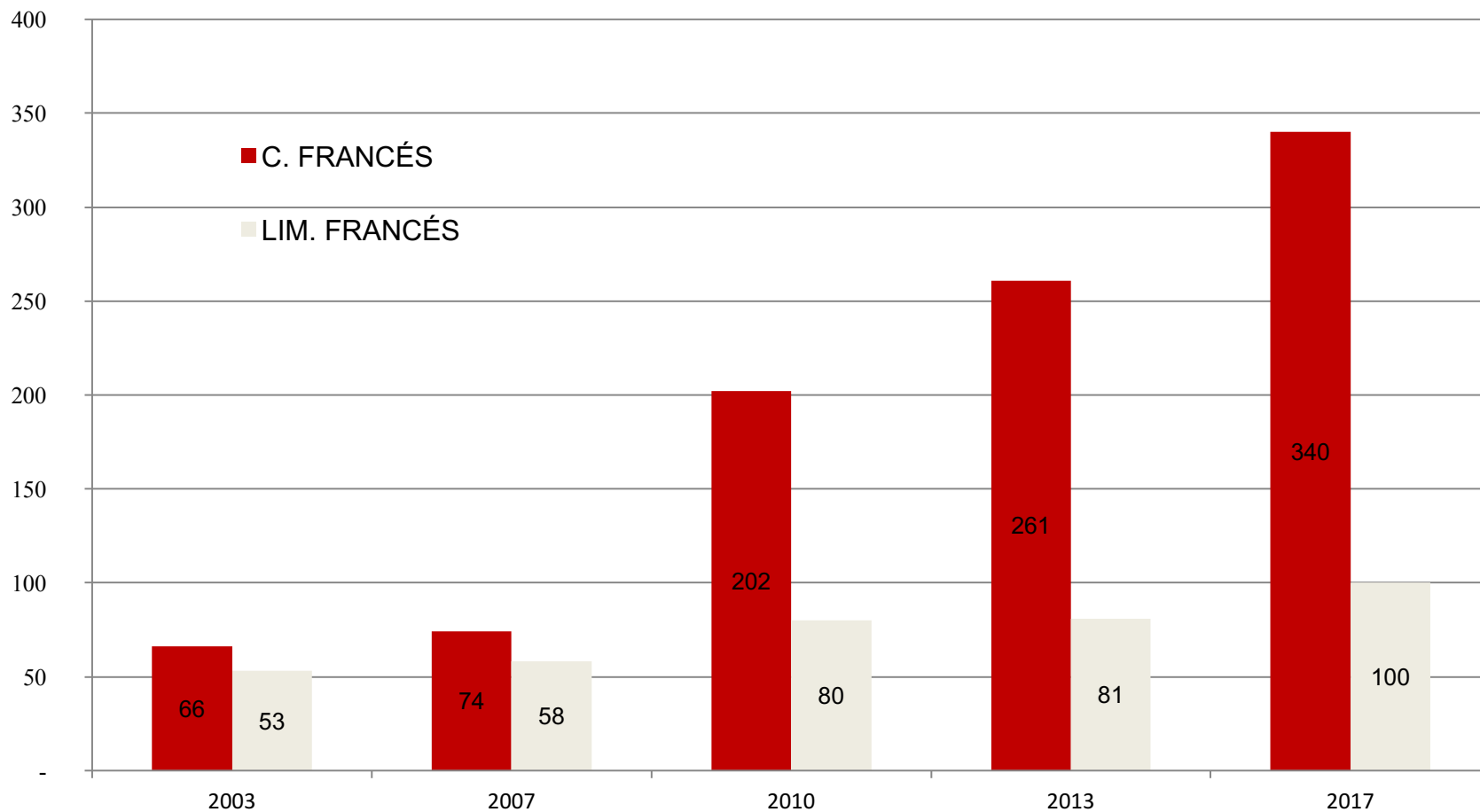
Pilgrims in Galicia 1990–2016

(No. of Compostelas. Pilgrim's Office)



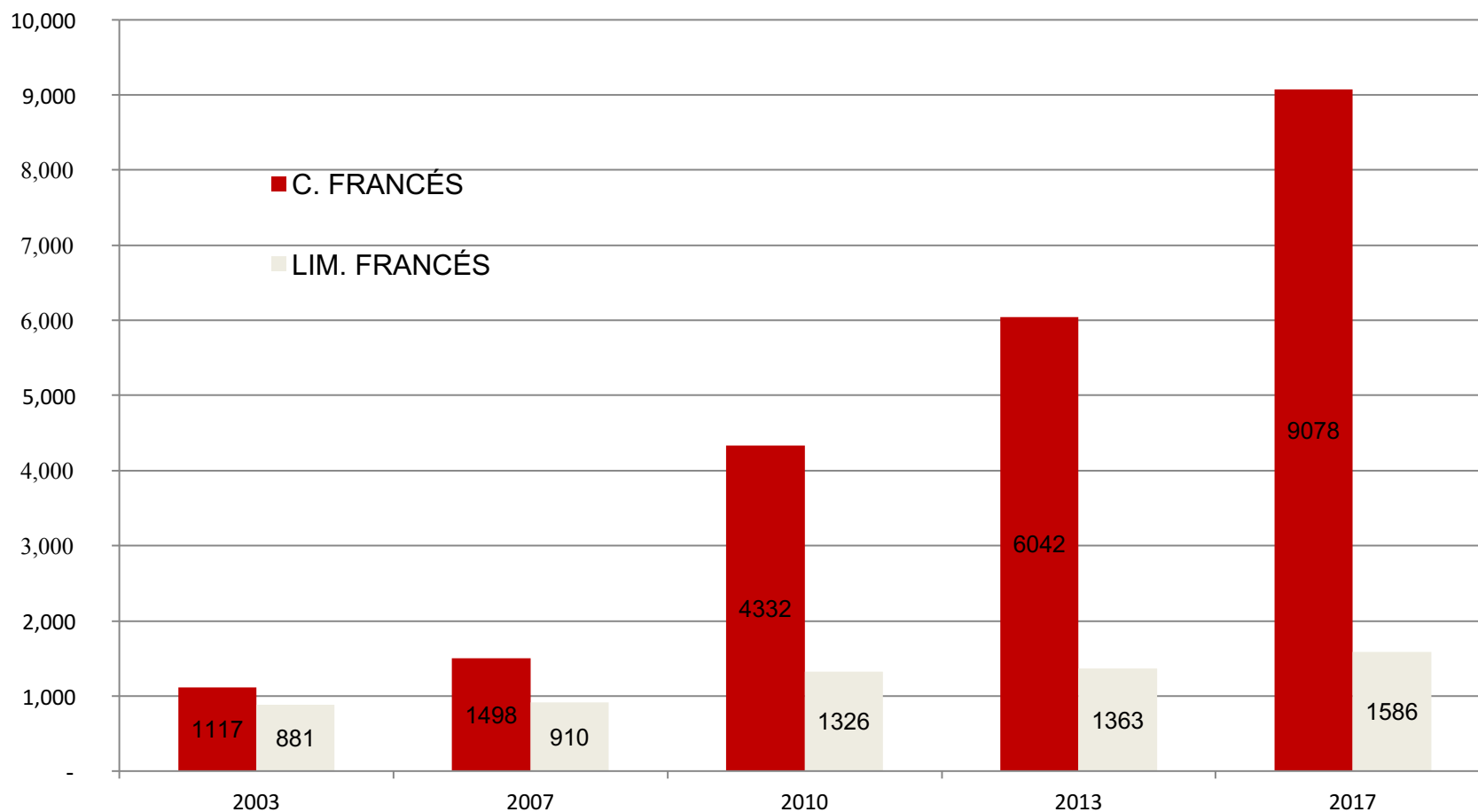
Accommodation 2003-17

(number of establishments)

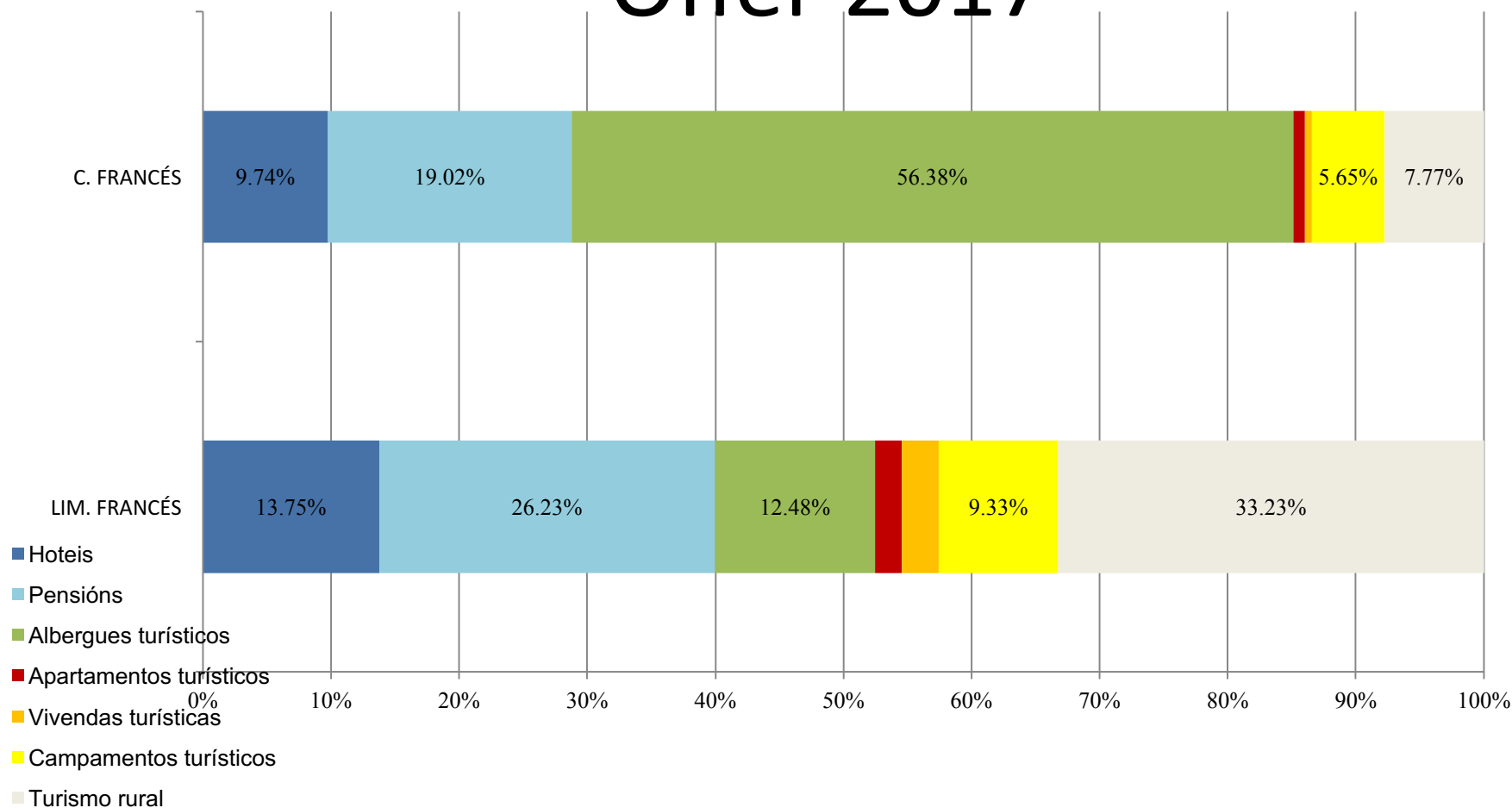


Accommodation 2003-17

(number of beds)



Structure of the Accommodation Offer 2017

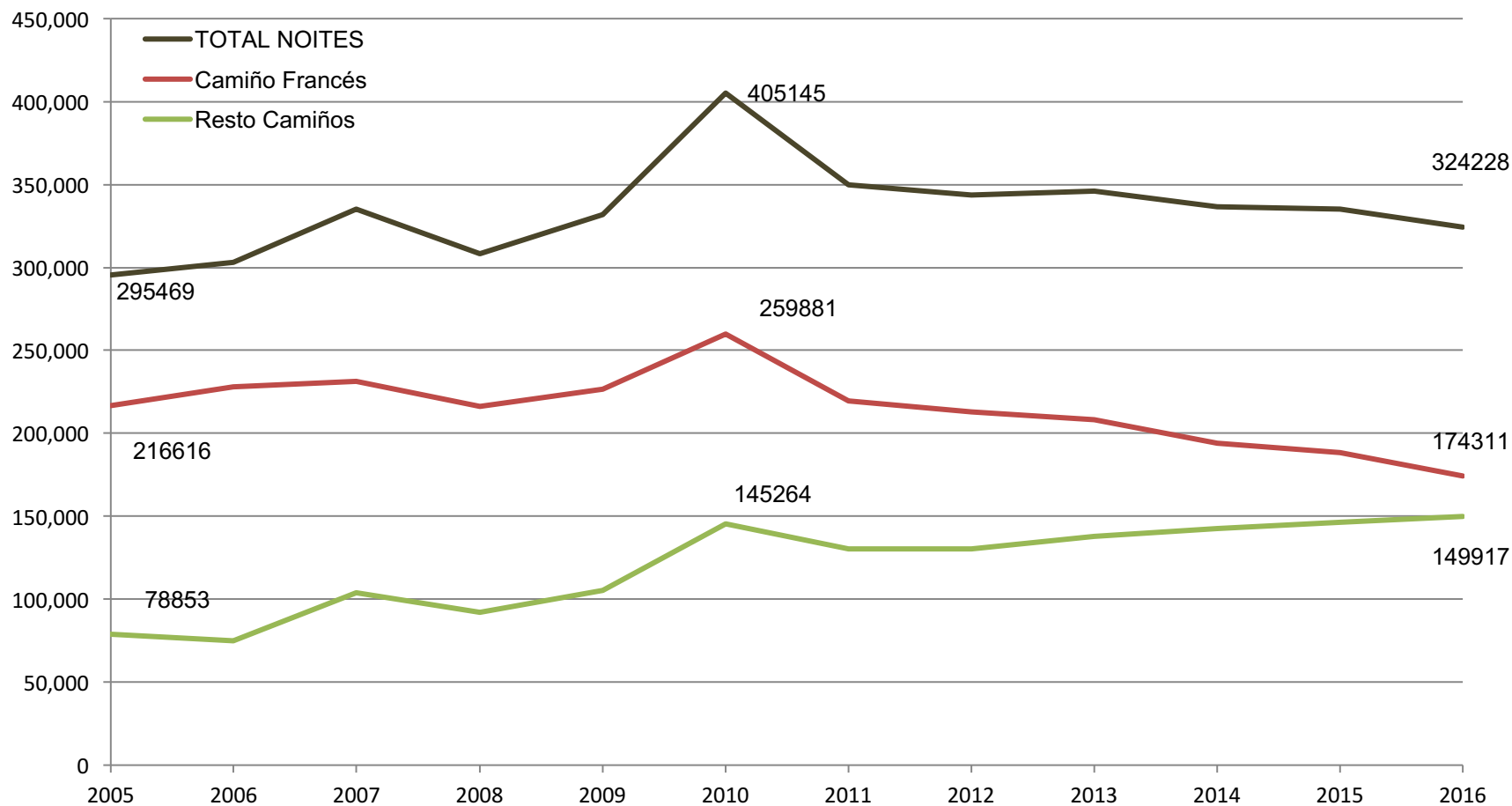


Accommodation on the French Route, 2013–16

(National Statistics Institute)

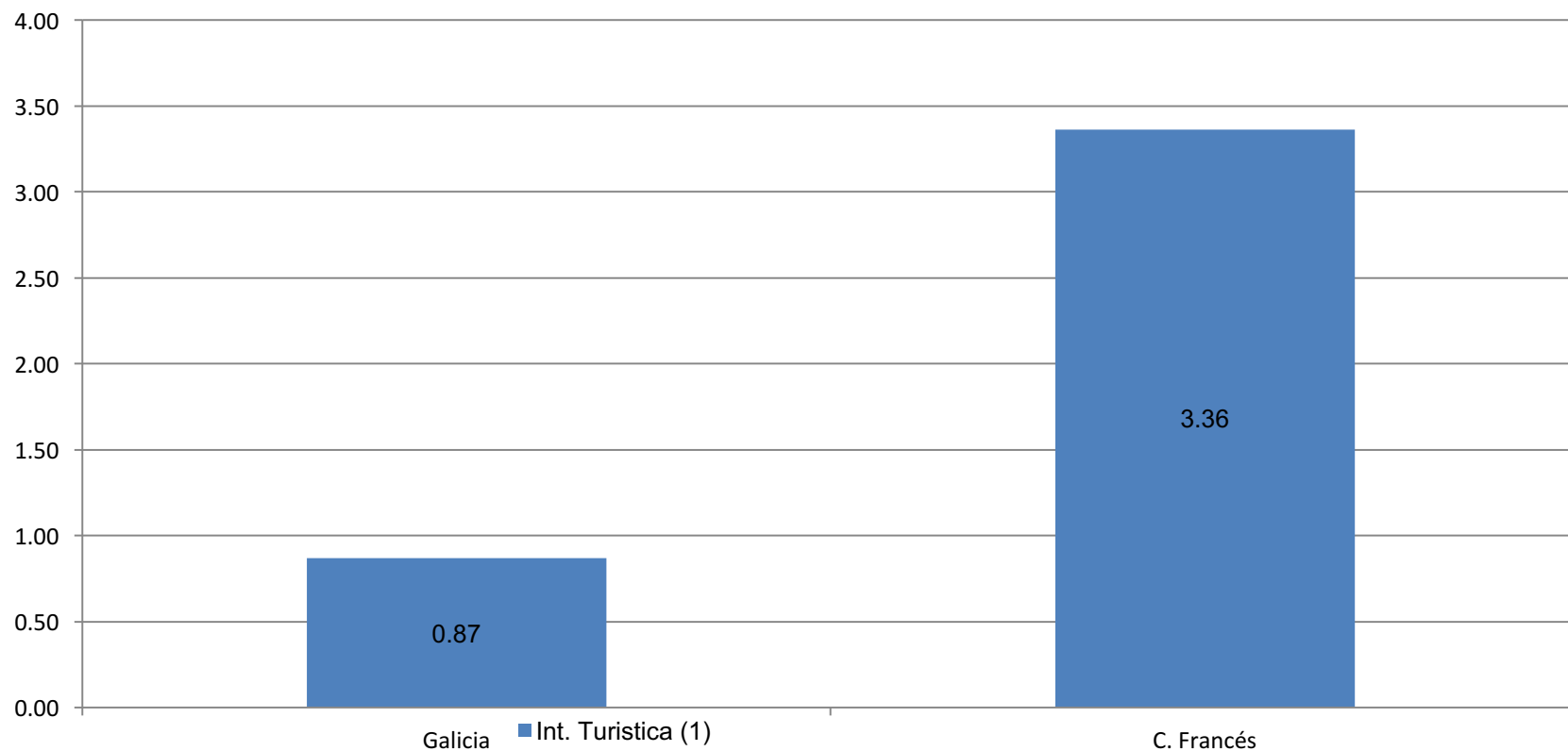
| DEMAND AND OCCUPANCY RATES FOR ACCOMMODATION ON THE FRENCH ROUTE | | | | | |
|--|---------|---------|---------|---------|-------------------|
| | 2013 | 2014 | 2015 | 2016 | Change 2016/15 |
| OVERNIGHT TRAVELLERS | 294.577 | 337.677 | 383.071 | 362.525 | -5,4% |
| SPANISH | 144.386 | 159.538 | 180.986 | 156.448 | -13,6% |
| FOREIGN | 150.192 | 178.139 | 202.086 | 206.077 | 2,0% |
| NIGHTS | 314.060 | 356.581 | 405.458 | 384.677 | -5,1% |
| AVERAGE STAY | 1,07 | 1,06 | 1,06 | 1,06 | 0,3% |
| OCCUPANCY RATE (%) | 32,0% | 32,6% | 36,7% | 36,8% | 0,1 |

Overnights in public hostels 2005-16



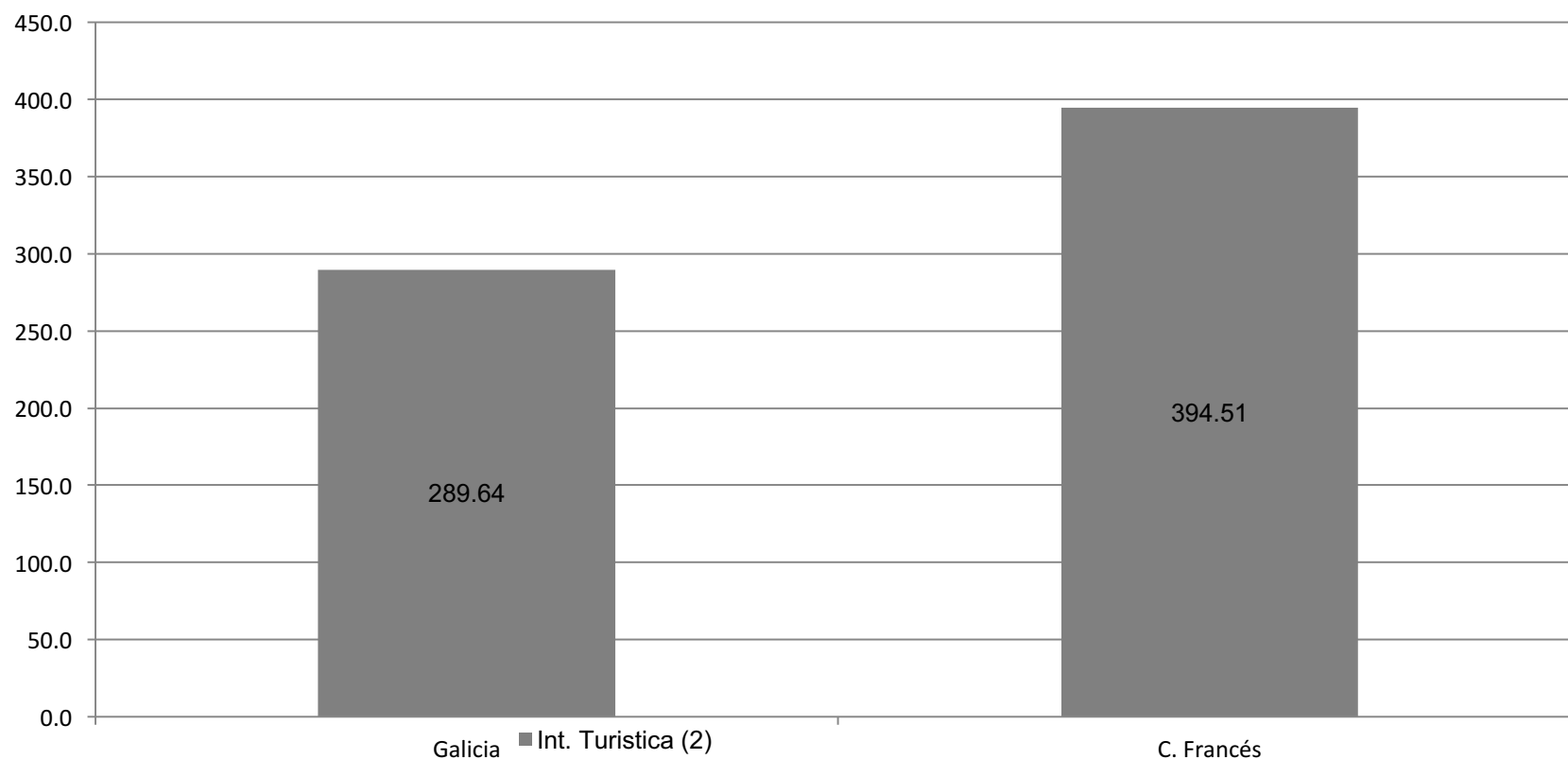
Tourist intensity

(tourist overnights divided between residents)



Tourist intensity

(tourist overnights divided between municipality surface)



MASTER AND STRATEGIC PLAN OF THE WAY OF ST. JAMES IN GALICIA 2015-2021



MASTER AND STRATEGIC PLAN
OF THE WAY OF ST. JAMES
IN GALICIA 2015-2021



*The Master and Strategic Plan of the Way of St. James 2015-2021 is a **roadmap** that will establish the guidelines to promote restoration and protection of the Way in our Region, coordinating every public and private actor concerned. It becomes a **management tool** for the Galician Government and it will contribute to the strengthening of Galicia's tourism brand.*

STRATEGIC LINE 1

ADMINISTRATIVE COORDINATION AND ORGANISATION

ACTION PLAN

SPECIFIC ACTIONS

1

PROMOTION OF
INTER-ADMINISTRATIVE
COOPERATION

1.1. Establishment of a inter-departamental Comission of the **Way of St. James.**

1.2. Encouragement, by the provincial governments, of the establishment of coordination bodies, in order to make easier the dialogue among the Councils (Roundtables of The Way).

1.3. Promotion of the **cooperation between the Galician Administration and the competent bodies of the Spanish Administration through the establishment of collaboration** agreements on cuestions that affect the way and strengthening of the Council of St. James as the coordination body among the Regional Governments related to the Way of St. James.

ACTION PLAN

SPECIFIC ACTIONS

2

**PROMOTION OF
INTERNATIONAL
RELATIONSHIPS**

2.1. Outline of **programs and projects regarding the international cooperation** on training, education, researching, employment, volunteering, etc. focusing on the collaboration with other cultural routes and with the key countries of the jacobean culture: France, Portugal, Italy, Germany, Poland, United Kingdom, etc.

2.2. **Promotion of the European Federation of the Way of Saint James.**

3

**COLLABORATION
ASSOCIATIONS OF FRIENDS
OF THE WAY OF SAINT JAMES**

3.1. Establishment of a **Collaboration Plan with Associations of Friends of the Way of Saint James**, defining communication channels between the Associations of Friends of the Way of Saint James and the Galician Government and creating a documentation center.

3.2. **Establishment of the Day of the Way of Saint James.**

4

**STRENGTHENING OF THE
INTERNATIONAL COMITEE
OF EXPERTS OF THE WAY OF
SAINT JAMES**

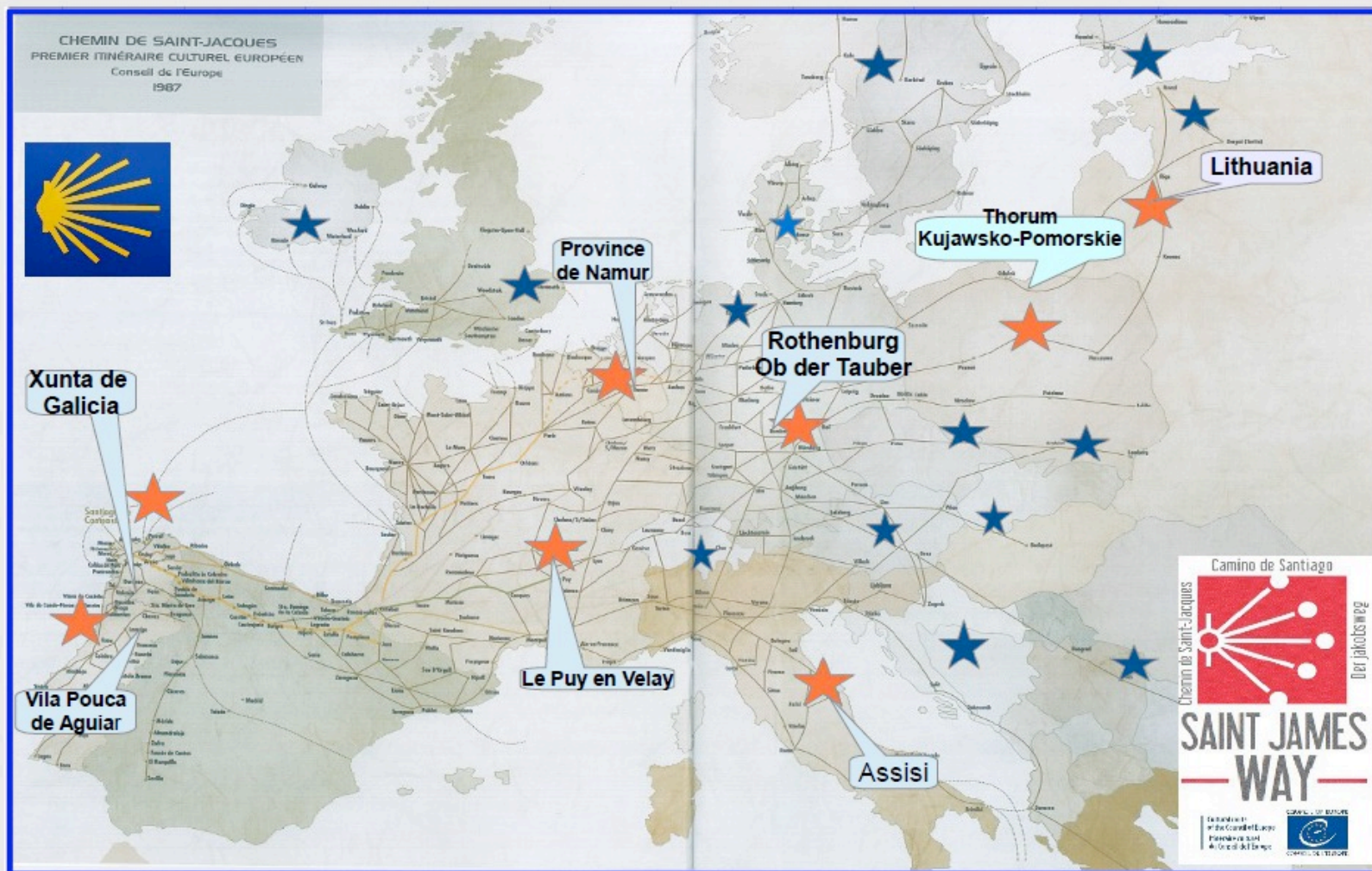
4.1. Strengthening of the International Comitee of Experts of the Way of Saint James to increase the research on the jacobean phenomenon, support to the "Ad Limina" revue and collaboration with other centres of jacobean studies.



XUNTA
DE GALICIA

First European Cultural route

galicia



5

COLLABORATION BETWEEN THE GALICIAN GOVERNMENT AND THE CHURCH AUTHORITIES

5.1. Collaboration **between the Galician Government and the Galician Church Authorities**, specially the Cathedral of Santiago de Compostela, for, among other subjects, the pilgrim reception and the highlighting of the heritage.

6

MONITORING SYSTEM OF THE SOCIO-ECONOMIC IMPACT OF THE WAY IN GALICIA

6.1. Implementation of a **Statistic Plan of the Way of Saint James**.

6.2. Elaboration of the annual directory “The Way in Figures”.

STRATEGIC LINE 2

PROTECTION AND PROMOTION OF THE HERITAGE VALUES OF THE WAY OF SAINT JAMES

ACTION PLAN

SPECIFIC ACTIONS

1

FOSTERING OF THE
DELIMITATION OF THE SAINT
JAMES PATH

1.2. Opening the procedures to delimit the Portuguese Way, Fisterra-Muxía Way, Southeast-Vía de la Plata Way and **development of the necessary technical studies for the legal protection of the Mar de Arousa-Río Ulla Path.**

2

STRENGTHENING OF THE
MECHANISMS OF
PROTECTION AND CONTROL
OF THE WAY AS WELL AS
VALUING HERITAGE

2.1. Impulse of the **restoration of public and private heritage in the built-up areas through programmes as ARIS of the Way.**

2.2. Coordination between Tourism of Galicia and the Agency of Urban Legality Protection on the urban situation.

2.3. Establishment of a **Priority Intervention Program on heritage resources setting-up priority actions**, specially for the classified cultural heritage (BIC).

2.4. Publication of the “**Protection Guide of the Way and Criteria for the Restoration and Building in the Way of Saint James**”.

2.5. Development of the rules on Cultural Heritage and protection of the Way, on pilgrim hostels, etc.

STRATEGIC LINE 3

CONSERVATION AND MAINTENANCE OF THE WAY OF SAINT JAMES

ACTION PLAN

SPECIFIC ACTIONS

1

ROAD MAINTENANCE, ROAD SIGNS AND SAFETY IN THE WAY OF SAINT JAMES

1.1. Continuation of the Annual Plan of clearing and integral maintenance of the Way of Saint James.

1.2. Impetus to the construction of rest areas in every stage of the Way or utilization of existent areas to that effect.

1.3. Implementation of way marks along the Way of Saint James. Technical study about the problems of the Way marking problems and elaboration of a Signposting Plan of the Way of Saint James taking into account accessibility criteria.

1.4. About road safety, among other actions, design of pedestrian crossings or other passageways and formalisation of an intervention model for the road traffic incidents in the Way.

2

ACCESSIBLE WAY OF SAINT JAMES

2.1. Continuity of the accessibility programmes in the different paths of the Way of Saint James.

2.2. Accessibility in the routes of the Way, providing access, if necessary, to alternative paths for bicycles and people with reduced mobility, accessibility to the heritage, improvement of the accessibility in the public hostel network, accessibility of the signposts and accessibility to the information for the pilgrim.

STRATEGIC LINE 4

ENVIRONMENTALLY SUSTAINABLE WAY OF SAINT JAMES

ACTION PLAN

SPECIFIC ACTIONS

1

**DEVELOPEMENT OF AN
INTEGRATED PLAN FOR
ENVIRONMENTAL
MANAGEMENT**

- 1.1.** Identification and cataloguing of the Natural Heritage and the Biodiversity of the Way, as well as identification of the categories of environmental protection (Rede Natura 2000, ZEPA, LIC and ZEC) and implementation of an Environmental Impact Assessment.
- 1.2.** Plan on waste management for all the Way and pilgrim awareness.
- 1.3.** Action plan on water resources, promoting, among other actions, the drinking quality and healthiness of the sources along the Way of Saint James.
- 1.4.** Energy efficiency Plan taking into account light, electricity and thermal energy.

STRATEGIC LINE 5

STRENGTHENING OF THE CITY OF SANTIAGO DE COMPOSTELA AS THE GOAL OF THE JACOBEAN ROUTE

| ACTION PLAN | SPECIFIC ACTIONS |
|--|---|
| <p>1</p> <p>IMPROVEMENT OF THE WAY AND ITS HERITAGE IN THE SANTIAGO DE COMPOSTELA COUNCIL</p> | <p>1.1. Improvement of the accesses of the Way to the city of Santiago de Compostela.</p> |
| <p>2</p> <p>INFRASTRUCTURES OPTIMISATION AND PILGRIM SERVICES IMPROVEMENT IN THE CITY</p> | <p>2.1. Optimisation of the Monte do Gozo Complex opening its management and use to the pilgrims, to the city and to Galicia.</p> <p>2.2. Boost to the International Reception Centre for pilgrims.</p> <p>2.3. Creation of the Pilgrim Card, packaging services for the pilgrims in the city of Santiago.</p> |
| <p>3</p> <p>CREATION OF SPECIFIC PRODUCTS OF CULTURAL AND TOURISTIC CONTENT RELATED TO THE WAY</p> | <p>3.1. Creation of experiences in the city for the pilgrims, specially the creation of a route of the jacobean places.</p> <p>3.2. Increase culinary, cultural, wellness offer, as well as spiritual offer to the pilgrims in Santiago de Compostela.</p> |

STRATEGIC LINE 6

ENHANCEMENT OF EVERY PATH OF PILGRIMAGE TO SANTIAGO DE COMPOSTELA

ACTION PLAN

SPECIFIC ACTIONS

1

STIMULATION OF
DIFFERENT ROUTES TO
SANTIAGO

1.1. Activity schedule at the local level for the dissemination of the specific values of the Way of Saint James.

1.2. Setting-up of a **Yearly Calendar of Events** related to the jacobean culture, through the research or the study of milestones of pilgrimage and history.

2

DISSEMINATION OF THE
VALUES AND PECULIARITIES
OF EVERY ROUTE OF
PILGRIMAGE TO SANTIAGO

2.1. Boost and putting on road travelling exhibitions and other activities about every route with for a general audience.

2.2. Dissemination of every route in the International Reception Center of Santiago and in the main points of the Way of St. James.

STRATEGIC LINE 7

SPECIALISATION AND QUALITY IN PILGRIM SERVICE

| ACTION PLAN | SPECIFIC ACTIONS |
|--|---|
| <p>1</p> <p>INTEGRATED MANAGEMENT FOR PUBLIC HOSTELLING NETWORK AND IMPROVEMENT OF ITS INFRASTRUCTURES</p> | <p>1.1. Drafting of a specific regulation to legislate by decree on pilgrim hostels.</p> <p>1.2. Promotion for updating and improving hostels image, equipement and services.</p> <p>1.3. Impulse to the construction of new hostels in areas where there isn't public accomodation and limited private accomodation.</p> |
| <p>2</p> <p>PROMOTING VOLUNTEERING IN THE WAY</p> | <p>2.1. Impulse of volunteering programmes for training as jacobean hosts, for promoting and disseminating the Way, heritage as well as programmes aimed at university students of health sciences degrees, among others, to support health institution during the months of highest influx of pilgrims.</p> |
| <p>3</p> <p>ENCOURAGEMENT OF TRAINING FOR SPECIALISATION AND EXCELLENCE IN PILGRIM SERVICES</p> | <p>3.1. Programme “Innovation in the Way”, aimed at businesses.</p> <p>3.2. Programme “Know and promote the Way”, for staff of companies with activity in the Way of Saint James.</p> <p>3.3. Programme “Professionalisation in the Way”, to improve pilgrim service.</p> <p>3.4. Establishment of a Network of Tourist Services related to the Way of Saint James, through the implementation of a Product Manual Way of Saint James.</p> <p>3.5. Establishment of the quality trademark “Excellence in the Way” and an accession plan for the companies.</p> |

STRATEGIC LINE 7 (Continued)

| SPECIALISATION AND QUALITY IN PILGRIM SERVICE | |
|--|---|
| ACTION PLAN | SPECIFIC ACTIONS |
| <p>4</p> <p>BOOST ENTREPRENEURSHIP AND CREATION OF NEW SPECIALISED PILGRIM SERVICES AND PRODUCTS</p> | <p>4.1. Establishment of the programme “Beyond The Way” that offer experiences to know Galicia once The Way of Saint James is completed.</p> <p>4.2. Stimulation of commerce by promoting the consumption of Galician products among the pilgrims, support to the opening of stores of Artesanía de Galicia, etc.</p> <p>4.3. Support for business initiatives through an “Advice Office Start a Business in The Way”.</p> <p>4.4. Implementation of the Tourism Living Lab with demonstration space for start ups and entrepreneurs.</p> |
| <p>5</p> <p>GUARANTEE OF CONTINUOUS SECURITY SERVICE AND EMERGENCY AND HEALTH PLANS IN THE WAY</p> | <p>5.1. Establishment of a Healthcare Action Plan for the pilgrims of The Way of Saint James.</p> <p>5.2. Reinforcement of the coordination among state, regional and local security bodies in order to guarantee the security in the Way through the implementation of the Security Service in The Way of Saint James for the the periods of highest influx of pilgrims.</p> <p>5.3. Publication of the “Guide for pilgrims” in case of emergency.</p> |
| <p>6</p> <p>INTERPRETATION CENTRES OF THE WAY OF SAINT JAMES</p> | <p>6.1. Definition and execution of new educational strategies for the interpretation of The Way of Saint James and related heritage, as well as for the signalling and interpretation of the resources.</p> <p>6.2. Definition of new roles for the interpretation centres of The Way of Saint James.</p> |

STRATEGIC LINE 8

RESEARCHING, COMMUNICATION AND DISSEMINATION OF THE WAY AND THE JACOBAN CULTURE

ACTION PLAN

SPECIFIC ACTIONS

1

PROMOTION OF RESEARCH AND DISSEMINATION OF THE WAY OF SAINT JAMES AND THE JACOBAN CULTURE

1.1. Impetus to the presence of jacobean culture in higher education.

1.2. Development of a catalogue of tangible and intangible heritage of The Way of Saint James.

1.3. Eduction of a digital Jacobean Bibliography online compiling research and scientific publications about The Way of Saint James.

2

THE WAY OF SAINT JAMES IN THE GALICIAN EDUCATION SYSTEM

2.1. Production of adapted contents to the compulsory primary and secondary school curricula about The Way of Saint James.

2.2. Production of educational supplementary material.

3

AWARENESS RISING AMONG GALICIAN SOCIETY ABOUT THE WAY OF SAINT JAMES

3.1. Design and implementation of awareness campaigns targeted at population of the municipalities in The Way of Saint James.

3.2. Training programme for the agents of local development of the municipalities in The Way of Saint James.

4

DESIGN OF A POSITIONING AND PROMOTIONAL PLAN OF GALICIA THROUGH THE WAY OF SAINT JAMES

4.1. Design and implementation of a Promotional Plan and a media campaign about The Way of Saint James in order to contribute to the international positioning of Galicia through The Way of Saint James.

4.2. Promotional Plan of the Jubilee Year 2021.

4.3. Impulse of The Way Ambassadors Programme and promotion of the prizes related to The Way of Saint James.

4.4. Recovery of sea pilgrimage routes.

5

IMPULSE TO THE SMART WAY

5.1. Impulse to the development of The Smart Way, among other actions, through the implementation of the digital platform The Smart Way and the connectivity of the Network Public Hostels and special locations.

5.2. Innovative public purchase in the area of The Way of Saint James.

BUDGET

BUDGET UNTIL 2021

Budget total: 56.119.805€

Budget estimate for pilgrim: 70,66€

Estimate of revenue for pilgrims: 655 millions €

GLOBAL PLANNED DATA:

Total estimate of pilgrims in 2021: **464.000**

Total estimate of pilgrims 2015-2021: **2.482.000**

Average expenditure per pilgrim: **44€/day**

Average number of days travelling the Way of St. James in Galicia: **6**

Average expenditure per pilgrim /1 week: **264€**

**Not including trips beyond the Way*

galicia

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