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Way of St James to Santiago

Study Visit Report

16th – 20th April 2018

“*We had the experience but missed the meaning. And approach to the meaning restores the experience in a different form*.” [**T.S. Eliot**](https://www.goodreads.com/author/show/18540.T_S_Eliot)

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*With special thanks*

*Anxo Varela Centelles, Cultura Xacobea, Turismo de Galicia*

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## Key Learning Points of Study Visit – Executive Summary

Pilgrimage is one of the fastest growing elements of the global tourism industry (UNWTO)

The Master and Strategic Plan of the Way of St James in Galicia 2015-2021 is the main document for learning about the Way of St James. Available online here: goo.gl/9eT4kz

Collaboration between Associations, Church, Government, Communities, and Academia etc. is essential to success.

The Camino and the Cathedral have World Heritage Status – this helps with protection and promotion.

Authenticity of story, route and traditions is essential to success

Key Data:

* Galicia budget for Camino to 2021 - €65 million - Expected Return - €650,000
* Total number of pilgrims receiving Compostella 1990 – 4,900
* Total number of pilgrims receiving Compostella expected 2021 – 464,000
* Average spend per pilgrim - €264
* Pilgrim spend worth 2.3 times more to local economy than domestic visitor spend

The ethos of pilgrimage is respected and appreciated by local communities and business owners.

The Camino acts as a holistic brand to promote heritage, culture, food, traditions and wellness

The Camino is the main brand for Spanish national tourism promotion also

Pilgrim Ethos = warm welcome, mutual respect, local traditions and cultural exchange.

## Action Ideas – Executive Summary

Activities for Pilgrims in destination city including cultural, culinary, wellness as well as spiritual offer

Develop the ‘Story’ of Pilgrimage as a promotional tool

Distinctive signage every 0.5km including embedded road signage in urban areas

Wi-Fi Hotspots and water access along routes

Waste management plans

Route biodiversity management and interpretation

Camino Smart App

Alternative routes for bicycles and people with reduced mobility

Pop-up pilgrimage exhibitions

Twinning and International Partnerships for promotion and learning

Pilgrim welcome and service training

School curriculum materials and University Course about the Camino

Language courses on long distance routes

FAM trips for press, magazines, and tour operators. Attend tourism fairs

Dry drop and heritage appropriate toileting facilities

Website Translation

The Pilgrims Way as a Duke of Edinburgh Award

## The Route of Routes - Tuesday 17th April Summary

11 partner and stakeholders attended this optional part of the study visit. The Route of Routes tour was led by the North Downs Way National Trail Officer, Peter Morris. The [Route of Routes](https://www.caminodesantiago.me/wp-content/uploads/Route-of-Routes-Final-Master-June2012.pdf)  circuits Santiago de Compostela and incorporates five of the Caminos entering Santiago de Compostela. This kind of pilgrim tour could be a good best practice idea for other localities.

## The Way of St James Masterplan Conference Day - Wednesday 18th April

Presentations were held at the International Pilgrim Welcome Centre. Green Pilgrimage partners are grateful to the Region of Galicia for their warm welcome and for the quality and variety of presentations which are summarised in note form below. Full presentations will be available on the [Green Pilgrimage Website](https://www.interregeurope.eu/greenpilgrimage/)

### Welcome

Welcomes were made by M Nava Castro Dominguez . Directora Axencia de Turismo de Galicia, and Catherine Bradley, Green Pilgrimage Project Lead, Kent Downs AONB Unit, Kent County Council, UK

### Introduction

*Anxo Varela Centelles, Cultura Xacobea*

#### Pilgrim Profile 2016

278,000 pilgrims

63% on French Way; 90% walk

50/ 50 faith and gender split

Holy Years see biggest peaks – mainly with domestic pilgrims, less so international

May - Sept peak season

Average distance covered is 775km

#### 1991 Xacobea “Friends of the Way” organisation established

They used resurrected shell/ yellow arrow and showed distances to Santiago

Help with conservation of route - paths/ bridges and accommodations

Convert old houses/ buildings into new hostels

Pilgrim rules- no booking, 1 night only

300,000 pilgrim stays per year in public hostels

Hospitalitaros are volunteers who help pilgrims locally - walk/ spiritual/ know the route

Friends of Xacobeo seek funds for restoration of churches and historic buildings and grants for community projects

Ensures Churches are open for Pilgrims

Expert committee do the background research

They organise pilgrims Festivals for local engagement

Promote at trade shows/ fam trips etc.

SMART Camino- use of modern tech. Wifi/ apps/ itineraries/ accomm availability

Now looking at accessibility issues- on the trail and accommodation

Masterplan covers to 2021- next holy year

Regional government support & private partnerships

Church Buildings managed by local authority

All TICs and VICs have passports and exhibits around pilgrimage

### Promoting the Way

*Juan Pensado. Responsable Grupo Camino de Santiago. Axencia de Turismo de Galicia.*

Xacabeo is a public company associated with the Galicia Region to promote the values of Camino. They attend up to 7 religious fairs globally and increasingly in Asia.

The Camino is now the most important tourism resource in Galicia and it also touches many other regions in Spain so there is also national Government support

The Camino brings tourists to other attractions and highlights cultural heritage- food/ drink/ architecture

The Camino has a Global ID; there are many repeat visits - particularly for families

Simple signage- common ID, easy for everyone to understand

“Tour Espana” overseas promotion of Spain- Camino main plank

There is a specific, dedicated team to promote the Camino worldwide

Strong Partnership with University of Santiago including study courses for Camino

There are more than 300 associations/ friends of the way groups which are self-set up and evolved- but are essential resource for maintaining heritage assets and the spirit of camino

Website in 7 languages – accessible

Smart Camino app

Social media captures younger audience

Brochures in 9 languages

Brochure for each Camino (there are 9 Caminos in Galicia)

Increasing interest from Asia (Japan/ Korea)

Scientific journals

Expert Committee

Festivals- music/ food & drink & culture

There are business tax breaks for Holy years!

Pilgrim stamps and passports only mass produced in the 1980s and were developed by the Church and volunteers initially

Authenticity of route is crucial – competitive sortifs are not allowed.

Bicycles are a problem and alternative routes are being explored for cyclists. Horse riders are being incentivised on the Via Plata.

### Accessibility Tourism Plan

*Pérez Etcheverría, Enrique Salvador. Técnico. Área de Calidad y Proyectos europeos. Axencia de Turismo de Galicia*

The Camino aspire to be a Champion for Disabled Access. They have completed a sectional assessment of each stage of the route and each hostel categorising as accessible, possible, not safe, or inaccessible for a range of disabilities. Access improvements are prioritised for toiles and building entrances. The next four years will see a €2 million investment on accessibility as part of the Strategic Plan of the Way of St James. There are mandatory requirements for DDA but the Camino aspire to exceed these. The landscape and nature of ancient built heritage and sites can be challenging.

Actions include: Physical improvements; Staff awareness & training; and client surveys

### Waste Management

*Almudena Casado Ramos. Subdirección Xeral de Residuos. Dirección Xeral Calidade Ambiental e Cambio Climático. Consellería de Medio Ambiente e Ordenación do Territorio.*

Waste is not considered a huge issue currently but the increasing numbers recognise the need for a sustainable waste management plan. There is a recycling label for hostels with recycling facilities

There is a Pilgrim kit (litter bag, map and bracelet) including litter collection bag to raise awareness

The Region offer grants to friends of the way to implement improvements and management and promotional projects. Grants are also offered to municipalities to pay for litter removal.

Human waste is a similar issue but providing regular toilet facilities would be challenging due to terrain but also might detract from the heritage value of the route.

### Economic Analysis of Impact of Camino de Santiago

*Leirós Alonso de Velasco, Jaime. Jefe de Área. Área de Estudios e Investigación. Axencia de Turismo de Galicia.*

The economic study was collaboration between the University of Santiago and the Galician Region. The study addressed the economic impact of the Camino on the local economy, local communicates and local services along the route corridor. The study also addressed local perceptions of the impact of the Camino.

#### Key Facts

Each pilgrim generates up to 18 % more employment than a national tourist.

Pilgrims account for 2.3% of tourism spending in the community, but individually have an economic impact equivalent to 2.3 that of national tourists, because of the difference between the average stay, average spending and a different multiplier effect.

Each euro of pilgrim spend generates up to 11% more product and up to 18% more employment than a national tourist. In addition, 80% of pilgrims say they would return as a tourist in the future.

Using an average spend of €50 for each pilgrim per day, a total expenditure of €61,015,633 was estimated in 2014.

In 2009, the French Way had 4.26% of the visits in Galicia; in 2017 it was 8.71%. Of the 5,036 beds created between 2009 and 2017 in Galicia, 30% were on the French Way

1.2m pilgrim nights in Galicia

Benefit of 1 pilgrim to local economy = 2.3 that of domestic visitors

#### Major impact at local level

Major satisfaction from local residents - camino is the answer, not a problem

Pilgrims are often considered as 2nd class tourists due to comparatively lower spend however pilgrim economic impact is higher due to the nature of a pilgrim visit.

Pilgrims support local businesses and so the money earned is spent locally

Old, rural populations also agree with young/ urban populations

Limited alternative accommodations in rural locations

Closer to Santiago more overnight stays

Secures jobs closer to Santiago and the camino is a magnet for financial investment

Hospitality along camino is the prevalent industry

Camino contributes to the preservation & restoration of cultural heritage

Also health services and public services in rural areas has improved due to the camino

The Camino is perceived as an opportunity to meet new people & culture

Galician rural populations are in decline up to 35% in the last 10 yrs. but without camino would be worse - so overall camino impact is positive.

Residents pleased to be asked

Longer distance = lower spend because less overnight stays

Majority do shorter sections = higher spend

#### Positive perception

In general, Galicia rural localities have a positive perception of the impact of the Camino. The inhabitants of these municipalities do not perceive "negative impacts" in the economic sphere, as they could be by other kinds of development activities.

The research carried out by the experts of the University of Santiago de Compostela concludes that, although the municipalities studied are still losing population, the impact of the Way helps to retain more people than in other municipalities of rural Galicia. In some, as in Pedrafita, it is perceived as "part of the solution" to fix population and stop the population decline.

This is because a pilgrim stays longer on average in each municipality than an average tourist and can be counted as a 1/365th of a resident. Pilgrims are more likely to require municipal services such as doctors, banks, or pharmacies.

#### Sustainability

Another elements studied is the environmental impact. In none of the cases has a problem been identified. In fact, positive effects are perceived in landscape improvements. Planning regulations around the camino are similar in protection to AONBs and National Parks.

### Private Entreprise on the Camino

*Pepe Formoso, Hostel Owner and Journalist*

The Camino has a spiritual value as well as income generation that is appreciated by visitors, local communities and local business

Local authority saw value of the way and private hostels essential to support the public hostels

Some private hostels are seasonal – only public hostels remain open all year round.

11,000 annual visits to hostels in Finisterre

Some businesses play tricks on pilgrims by diverting from camino which needs to be eradicated

Success of Camino generates some issues but the route is not over subscribed- the end of the trail to Santiago can get very busy at certain times of the year but only the last 100km

Illegal accommodations drive down good practice and quality and experience

Difficult to control large numbers- the associations are important for self-regulation

Not everyone registers at Santiago - many more than 300k annual pilgrims stated

### Christian Welcome

*D. Segundo L. Pérez López. Dean da SAMI de Santiago de Compostela. Oficina Peregrino.*

Pilgrim masses are offered twice a day at the Pilgrim Welcome Centre. There is also a room of reflection available for pilgrims. Many people finish the Camino and feel overwhelmed with the reasons for their walk which are various from dealing with bereavement, to cancer to rethinking life’s purpose. The Sisters walk the queue and are available for discussion/reflection over a cup of coffee for those who want it. This is offered regardless of faith.

The completion certificate/Compostela is different for those who have completed for faith or not faith reasons.

### Galician Friends of the Way of St James

*Begoña Valdomar Insua. Asociación Galega de Amigos del Camino de Santiago. AGACS.*

There are 320 Associations of the Friends of the Way globally with over 84,000 members.

The Galician Friends was established in 1980s by people who have walked the route

Collaboration is essential due to the different roles and reach of the church, associations and the region. Associations feel a strong attachment to the route and volunteer time to protect route heritage, ensure consistent signage and protect the route from inappropriate development.

Continued Investment in heritage is essential. Associations walk Camino sections once a month to monitor signage, route alterations, and other issues such as littering. Serious issues can be reported to the regional heritage department.

Concern about Volume of pilgrims and environmental impacts

A tradition to burn an offering at Fisterra (most western point of Galicia) is causing an eyesore due to the numbers of people and so this is being discouraged.

Camino Is not owned by anyone as it is public land. Public access is compulsory in Spain and some landowners seek diversions and this is often challenged.

Balance preserving and promoting and original routes

Pilgrim journey starts at home.

Association protects the original itinerary. Defends historic and cultural aspects of the way

If we lose the dust we lose the camino- guard against over engineering

Pilgrims responsible for looking after the camino

Hostels: volunteers supervise the pilgrims & hostel.

### Santiago de Compostela Tourism Office

*Flavia Ramil. Directora Gerente Turismo de Santiago de Compostela. Ayuntamiento de Santiago de Compostela.*

#### Tourism Offer

Santiago has a population of 95,000. The Tourism Offer includes Food & Drink- Cultural events; Camino; Architecture; University; City of culture; Well-connected flights; filming location; carnival, Romaria Festival – food & drink. Sweet Passion!; Festival St John- solstice; November Film Festival & Tapas festival; Xmas lights; 4 TICs –Tourism Office is always seeking new products to spread the Camino load

Accommodation – there are 5,000 hotel rooms available via a booking app with availability updated daily - DispoTur. There are 1000 illegal beds which is a big issue. There are 10,000 beds registered in city.

Promotion via: Trade shows, Fam Trips & Press Trips; new connections to Germany & Switzerland

#### Kumano Kodo- Japanese partnership

1998 agreement sister road

Joint promotion projects at trade expo. Staff exchange and cultural presentations

Shared principles around respect and green pilgrimage

Dual Pilgrim – passport, different colour ink. Both certificates to qualify. Already 1000 people have completed both. Worldwide appeal of dual route; you register completion on the website; Japan, Australia, USA, and Spain are the 4 most popular countries

Directly funded by municipalities but very little capital. Main benefit is shared promotion.

## On the Camino - Thursday 19th April

24 participants drove to the 100km starting point of the Camino and walked 9km to Portomarin. This short walking stretch already showed the diversity of walkers on the Camino. It also showed that fast bicycles were also an issue which was confirmed by the Region on Friday 20th discussions.

In Portomarin we were greeted by the Mayor and several business owners. Participants were able to see the enormous impact of the Camino on local business by the presence of new accommodation facilities at different levels. There were several private hostels, a huge public hostel and many new more luxurious pilgrim accommodations. The demand for higher end accommodations is increasing according to the mayor.

The Mayor and the local business representatives were very insistent on the importance of keeping the ethos of pilgrimage. They are only interested in promoting local business services for pilgrims and do not want to allow large tour operators or chains to be involved. They stressed that the pilgrim ethics of local traditions, warm welcome, mutual respect and cultural exchange are very important for them.

Participants visited a public hostel restored from a traditional rural building at Ribadiso. Disabled accommodation was available here and was exclusively for people with disabilities. Laundry facilities were provided and sponsored by a washing machine manufacturer.

Some participants spent the night in Melide Public hostel at the invitation of the Xunta de Galicia.

## Conclusions and Discussion - Friday 20th April

*Francisco Singul. Jefe de área Cultura Xacobea. S.A. de Xestión do Plan Xacobeo*

*Anxo Varela Centelles, Cultura Xacobea*

*Jose Luis Maestro Castiñeiras, Director de Competitividade, Turismo de Galicia, Xunta de Galicia*

### Q: How does Camino Enhance the landscape?

A: French way UNESCO listed so need to fulfil criteria. World Heritage Status means that everything from 3-4m from the centre line is protected. Not all the route is WHI but the same standards are nonetheless applied throughout.  No new constructions within a certain distance from the definitive line. Everything you see from the way must have special permissions

Includes forest management and landscape etc. benches and shelters

New installations have to be adapted to meet criteria

1300km Camino all has the protection

All applications to town and city councils who sends to xunta cultural dept for review

Similar rules apply in national parks

### Q: Can we get more details about Camino planning regulations?

A: They will circulate. It is linked to World Heritage Status of the Camino. There are often conflicts with infrastructure like motorways and other major developments.  Old way is the best way - so they compromise to ensure motorways can be built without diminishing the Camino, including the visual impact on views which is hard to mitigate. They argue that the Camino has the same protections as the cathedral and churches and other cultural heritage sites.

### Q: Lessons learned; mistakes and advice?

A: The Master plan is evolving to take into account mistakes and issues, we learn as we go

### Q: Authenticity of route. Who is a pilgrim, who is a tourist?

A: Everyone is both! At the cultural level the warm hospitality is genuine – the Camino is more than just a walking route. There are different levels of accommodations and cultural info, churches and heritage sites

### Q: Fake pilgrims- is this an big issue?

A: There are a small minority.

### Q: Does increasing popularity and tourism aspects of pilgrimage erode authenticity? Is the Compostella just a souvenir?  Is it genuine?

A: There were the same issues 1,000 years ago; behaviours are more important in the modern world. There are 5 values that are important:

Spiritually

Historic identity in the footsteps of pilgrims

Heritage related to buildings

Cultural exchange

Hospitality

Important is the partnership with church, being able to see churches etc. is as important as walking

The spiritual values of the route must be protected and maintained as well as the infrastructure. No competitive events – the essence of the camino is important

### Q: In busy townslike Portamarin- how do local populations work to welcome pilgrims. Is there any conflict?

A: No- Camino provides jobs and opportunity. Accommodation was provided in sports centres in early days and the army helped build temporary camps. Local associations along Camino protect these values. People see the local benefits and value cultural exchange.

### Q: More cyclists - does this raise an ethical issue around values?

A: Yes, but there are Eurovelo routes across Europe and they are developing a separate cycle path to separate walkers from cyclists; Leave horses and walkers on same route. 92% walkers, 8% cyclists and growing, there are less than 1% horses

### Q: Any data on health/ economy?

A: The UK National trails to share data for impact on health wellbeing and economy

### Q: How to fund promotion budget and strategy

A: Flex communications to reflect the values

Linked to Galician - Camino is a strong brand linked to Galicia

The Camino reflects the Galician values and authentic experience

Investment in messaging around the spiritual values over the tourism aspect

Quality of experience, quality of pilgrim

Camino is one of the strengths of the Galicia area

Xacobea transmits the values of the spiritual and cultural aspects

Attend religious tourism trade events globally

Korea Japan is a different way to promote the Camino

There is hospitality welcome training so all pilgrims get the best experience including how to treat the pilgrim, Disability training, Managing staff in restaurants, ICT training, Environmental issues around business and pilgrims

### Q; Is there a wider Impact on the Spanish psyche?

A: Not really. 50% pilgrims are Spanish.

### Q: Are there repeat pilgrims?

A: Yes, over 50% would do it again.

£44 spend day. Average stay of 6 days.

33 days ave. to complete whole Camino with an average £900 total spend

### Q: Is the Camino used as educational tool?

A: Yes at 4 levels. Local kids are taught about the Camino in the curriculum. At the 2nd level via church who talk to young people about pilgrimage on the Camino and the Pastoral care values of pilgrimage.  Also there is a university course on the camino as well as opportunities to learn Spanish through the Camino.

### Q: What are the Green challenges for Camino

A: Waste reduction and recycling

Green energy biomass solar power in hostels led lighting

Food waste

Grants and funds for private sector to make sustainable changes

DDA accessibility issues

### Q: Information about public transport is an issue?

A: Very true. Rural public transport is an issue. Locals know but public information is very difficult for visitors to access. The new App is seeking to address this. The Xunta wish to promote sustainable transport to the Camino. There are deals with train companies for pilgrim discounts and also with planes to buy cheaper flights to your starting point – this unique ticket is not widely available but can be requested via xunta website

## Partner Feedback on Study Visit

### KCC

#### Main Learning Points

Work and support of associations is key to the success of the Camino.

Word of mouth promotion very important

#### Action Ideas

Local exhibitions and public events around pilgrimage, music, circus and theatre, cinema and tapas festivals

Promotion at trade shows, religious tourism fairs

University course about the Camino

Learn Spanish on the Camino

FAM trips for magazines, press and tour operators

Twinning projects

Website in 7 languages

Route App is free

Social media for younger audiences

Accessibility Tourism plan

Pilgrimage Airbnb

Canterbury Tales novel and film

Womenswold action plan

Benches

Pop up pilgrim exhibition

Churches and accommodation Pilot - Two weeks in a year? For pilot pilgrim church bookings e.g theology students.

Speak to Zoe in Canterbury re school groups and the Duke of Edinburgh award for completing NDW Pilgrimage website page with links to other relevant websites Translation to Dutch German French Press release Article for Kent rural rap

### Norway

#### Main Learning Points

Of course I knew the Camino quiet well from several visits and pilgrimage, but it was so interesting to hear how they cope with the growth, the recycling project and of course the "dispute" between "real pilgrimage and tourist pilgrimage". The tension between religious and tourist perspective was also something you could sense. I think this is a challenge for us all.

The amount of money and the amount of effort the authorities put into pilgrimage.

A good thing was also the presentation where you could see that pilgrimage is good for the local and regional community.

Meeting colleagues

I think it was a success mainly because we met people with long experience of administrating the Camino.

This time around, I got to speak with almost everybody and build a stronger network. I regard networking as one of several purposes with these Study Visits.

The presentations about the work along the Camino were very interesting. It was a set of presentations that contained interesting perspectives on different matters that are similar, and thereby important, to our work in Norway. I especially enjoyed the socioeconomic researcher who presented a model showing the flow of pilgrim economy. This is of major importance, because investments in pilgrim work pays back in values and increased economic turnover in local communities and not in hard cash for the investor. It is difficult to show the value of investments, but this Spanish researcher had found an excellent way to do so.

Look to Galicia!

Take good care of the path and the culture heritage along the path. Information, waymarks, churches (open), recycle litter and human waste.

Involve all – the church, municipality, province, volunteers, hostels, pilgrims. Make sure that people on the ground and politicians see the benefits.

And wish pilgrims welcome – reception on arrival.

I appreciated the visit to The Pilgrim Reception. At Nidaros Pilgrim Centre we receive pilgrims, even if the number of pilgrims arriving at Nidaros cannot be compared with Santiago, I got new ideas how to improve our reception.

The main learning point was the lack of surprises. The issues they addressed, and the challenges that they face in Santiago de Compostela are the same we face in Norway. In a way, they presented nothing new, though be it they added new perspectives to our knowledge. I found it reassuring to use the experience from the Camino as a checklist on what we are doing in Norway, and I learned that we are on the right track. Literally!

#### Action Ideas

Infrastructure and plan for a sudden growth. Different standards – hostels. Food.

A plan for handling litter and human waste.

Masterplan – long-term planning.

Pilgrimage for people with disability

I got impressed by the collaboration Santiago has with Japan and the twin pilgrim passport for the holy sites. I think we could collaborate with Vadstena – St Birgitta and St Olav, The Path of St Olav and do the same

We need to address accessibility. I also think that we need to engage Norwegian socioeconomic researchers or students, to help us show the true outcome of investments.

That the most important channel for information is the digital one. We are investing a lot in this and it feels good to have this confirmed.

### Norfolk Walsingham

#### Main Learning Points

It is good to meet individuals involved with different aspects of the pilgrimage infrastructure from the local authority down to the local village level, the mayor, hotel owners etc. Very useful to see how things are achieved on the ground.

The correlation with Norfolk, as an agricultural region of a country considered remote, like Galicia. Can we too leap from relative obscurity to attracting world attention?

The growth in numbers in a short time. Because it seems possible to begin from a low base.

That the walking routes include such a high proportion of ‘on road’ walking. This means developing the routes is a little less challenging if some road walking is acceptable.

That it rains a lot in Galicia! Why is this interesting? England has a reputation for being cold and wet, but East Anglia is the UK’s driest and sunniest region - can we build on this to attract walkers?

That on the Camino the concept of ‘pilgrimage’ has become a very broad one - motivations for doing the walk are broad and the welcome and acceptance of this is an interesting area to think about.

The opportunity to encounter a few walkers (and cyclists) making the journey. They were clearly not all Roman Catholic or perhaps even religious, and this provides a source of tension. Can we broaden the appeal of walking to Walsingham, to be inclusive of all but without insulting the established religious heritage? Can we make it purposeful and interesting for all?

The detailed figures that were shared. Hard evidence is always useful.

The amount of public investment! How could we go about raising cash, can we develop projects that will qualify for funding?

Learning about the history and success story of Compostela, particularly maintaining the authenticity of pilgrimage and what that means. I was also impressed by their inclusive approach without losing their authenticity of the Christian story surrounding Compostela and why Pilgrims went there in the first place which encompassed five areas of Cultural exchange, hospitality, spirituality, ecology and ecclesiastical heritage.

You can start small.

Protecting the environment remains a challenge.

Nothing happens by itself - collaboration and cooperation required.

Inclusivity without losing their authenticity.

 How to package and culturally adapt green pilgrimage in the UK

Cultural exchange

The importance of pilgrimage and what it means to each person. Reflections on peoples perspectives towards the church and pilgrimage.

#### Action Ideas

Consider what might be incentives to attract more people to think that to walk to Walsingham would be a good idea.

To begin small by proposing a short amount of walking - over one or two days, spending one or two nights or even half a day.

To consider whether there could be demand for hostel/dormitory style accommodation. If so, would this also attract younger people to visit Walsingham and provide a use for old buildings in the village.

To engage the existing religious shrines with the idea that this development of walking could be a great ‘route’ to engaging with younger and different kinds of people, who would be interested in the walk for wide ranging reasons just as people undertake the Camino.

Although Walsingham is very well known within Norfolk, internationally

It is not very well known at all, even within the UK. Much more promotion could be done.

At the Basilica of Our Lady of Walsingham in the first week we have had major discussions about Green pilgrimage and have completed a first draft of a Green Pilgrimage Strategy. The importance of connectivity for partners across the UK and how to develop that.norw

### Norfolk County Council

#### Main Learning Points

I was struck by the level of buy-in and support from the local communities. Everything we saw seemed to support this, from the economic study which through surveys found that there was little or no perception of negative economic impacts from the Camino, to the town mayor of Portomarin who explained that the town will go to great lengths during busy times to make sure that every pilgrim has a bed for the night. This also extended to the level of welcome received along the Camino and in Santiago which I felt seemed very genuine and must add to the experience for many visitors.

A route is important! This has become especially clear for us here in Norfolk where we have a pilgrimage destination with many visitors (>300,000 annually) but only a very small proportion walk there and there are no official walking routes. Also other infrastructure for pilgrims is very important, ensuring that there are sufficient places to stay is vital. There seemed to be a good system and a lot of goodwill in the communities along the route; there was a sense of ‘looking after’ visitors which I think would be very attractive to those embarking on a journey, perhaps alone. The level of investment and the timing of it in terms of state-sponsored hostels was interesting and provoked thought as to how we can provide facilities but via a different method.

The economic study was really useful and we look forward to seeing more details of that and any other research which has been undertaken so that we can determine whether we can use some of their methods here in Norfolk.

#### Action Ideas

Mainly how we can help to provide the infrastructure for safe walking to Walsingham. Also how we can ensure that all stakeholders work together to ensure that the offer for pilgrims is joined up and welcoming to everyone.

### Romania

#### Main Learning Points

The existing relationship between lay and religious, respectively between the public authority (Xacabeo Galicia, Axencia de Turismo Galicia) and the church – perhaps the most interesting aspect for Romania of the Camino de Santiago development.

How the public authority understood that this pilgrimage route is the identity / image of the region, the engine of the whole region, and has decided to get involved in planning, financing, restoring, preserving, promoting the route and cultural heritage.

Emphasis on the sustainable development of the route (garbage reduction, accessibility for all, improvement of the experience, etc.).

The emphasis on research when making decisions.

The ingenious way to enter to the Asian market through the joint program Dual Pilgrim Santiago - Kumano.

Octavian said that he understood that if the state wants to make investments in accommodation establishments it does it without hesitation. He also said that he knew there was this possibility in India, but he did not think it exists in Europe (it is the public hospitality network).

For us there were certain learning points, everything was very interesting and we had something to learn from each presentation.

The way in which the religious motivation determines in the first place the development of the cultural tourism and secondly of the tourism activity in general.

#### Action Ideas

In the second half of May we plan a meeting with the Romanian stakeholders in the project. During this meeting, we will present them the experience gained during the study visit in Galicia, and along with them we will identify what might be introduced in the action plan.

Octavian is committed to create a national / regional pilgrimage route and the answers to these questions will help.

### Sweden

#### Main Learning Points

Too get a glimpse of a such an important pilgrim trail and heritage and the impressive work of maintaining and developing both it and the experience/culture.

Also to experience problems and solutions for the trail when it gets crowded.

The international contacts especially with Japan.

The work with local organisations and the general thought of pilgrim hospitality.

To use pilgrimage as a mean for economic growth in region with young people moving out.

The use of statistics.

The difference in our governmental organisations and economic support/ funding. But also how far ahead Galicia are in many ways, but not all (it sounds like public transport, recycling, etc. is more mature in Sweden).

How they struggle to keep the soul of pilgrimage even when there is perhaps too many pilgirms at the same time.

I was also inspired by the Galician marketing and cooperation with Japan. Perhaps we can do something similar with England and Norway, who are close and with whom we seem to have much in common.

The most important learning point is that you have to make up your mind and really work for success and work according to a masterplan.

I learned that there are many nice people in this project. I also appreciated a few days with my local companions as we don’t meet that often at home.

Never walk the Camino in august.

And that I very well can see myself making a pilgrim walk some day

To welcome an invasion you have to start somewhere, for example with painting yellow arrows.

#### Action Ideas

To create a masterplan and set the goals for the coming 15 years.

To mark the trail better and enforce the storytelling of the pilgrims in the marketing of Vadstena.

To offer support in business development to entrepreneurs and services along the trails

The need to define different proposal for pilgrims, while preserving the spiritual aspect of historic pilgrimage, and proposing the others as walking routes.

### Italy

#### Main Learning Points

General organisation and coordination of each element of pilgrimage

Perception analysis for pilgrims and local communities

Development of international networks and projects (i.e. the project dual pilgrim with Kumano way)

Training activities for staff involved in the pilgrims hospitality

The project "camino de reciclaxe" and related environmental studies

Strong coordination of stakeholders and different aspects of pilgrimage

model used to create the action plan

educational initiatives

#### Action Ideas

Need to define different offers for pilgrims, preserving the spiritual aspect of historic pilgrimage and proposing others as walking routes

Need of reinforce the regional coordination to discuss with all the strategic stakeholders

accomplish also legal initiatives of support to create hostels and other hospitality services

### Italy University of Bari

#### Main Learning Points

Was interesting to bring together around the same technical table all the representatives from different countries who had the possibility to express and share their own scientific experiences and methodologies and at the same time I could appreciate the debate about different models and approaches to the research.

From the road to Santiago I have learned a model of road which is important because of:

* The capacity for coordination between private and public institutions present on the territory.
* The capacity for involvement of local community
* The capacity for involvement of international community
* A long-term planning ability
* Twinning design capability with other Countries Roads (for example the twinning arrangement with Japan- via Kumano) Setting up of an alternative road suitable for people with disabilities Setting up of cycle paths
* The ability to involve and train a group of volunteers
* Development of innovative hosting and guidance services
* The ability to host the pilgrims according to different needs: hostels or hotels in order to allow each person to feel comfortable (also economically) during his journey.
* The possibility to schedule all the stops of the road thanks to regular updating of the Institutional web site
* The assistence to the pilgrim by an high quality signing and by the presence of a Wi-Fi connection through the road
* The presence of smart pathways (with the implementation of new technologies)
* The vehicles of promotion of the Road to Santiago: seminars, conferences, scientific publications, relationships with other countries.
* The adaption of cultural systems to the pilgrims needs
* The presence of training initiatives for school students (for example the description of the Road to Santiago in their schoolbooks)
* The valorisation and the inclusion of natural resources
* The way to preserve the road by a regular maintenance
* The presence of financial instruments useful for the economic, touristic and rural management of the place
* The ability to foresight approaches spread in time, just like the recycling of waste or other forms o involvement
* The involvement of both secular and religious structures: the opening of those structures in order to share with pilgrims the works of art and precious artefacts present in them
* The implementation and the development of local branches and local products, both foodstuffs and craft products
* The ability to use new technologies applied to cultural potential of *cammini*, creating an advanced system for development and mass media communication, following innovative procedures: virtual reproduction of cultural contexts; optimization of advanced ICT methods for knowledge and sustainable tourism (virtual tours, advanced reality, 3D reconstructions, swipes stories, apps for mobile devices); traditional marketing dynamics reformulation: from monuments to cultural contexts fruition, with driving effect for sub territorial economy
* Enhancement of Cultural Heritage, across experimental use of computer technology as an innovative scientific method of study and research.
* Upgrading of cultural and religious tourism in order to strengthen connections between research activities and market demands, and to reinforce cooperation among public and private entities developing an excellent network between universities and various economical sectors.
* Contribution for public spread of scientific activities and results in order to attract as many people as possible to cultural heritage, including all categories, regardless of age and scientific background.
* Ensure a good management through the organization of periodic meetings on risk factors analysis and enabling a multidisciplinary synergy inside a propitious framework of activities.
* Target users diversification: scholars, followers, families, millenials, and differently-able people.

#### Action Ideas

The model of Santiago offers the real chance to integrate inside a multidisciplinary framework the power of technology together with the special archaeological and historical characterisation of our places, located along the ancient *Via Francigena* of South of Italy and *Via Micaelica*, in a single integrated system created to support advanced services for data communication in order to enlarge their notoriety and to enhance the fruition of local heritage.

This opportunity can be realized through the innovation of fundamental processes:

* Permanent actions for heritage advancement and contextualization, having as reference particular cases of study considerable for cultural and economical value.
* Development and optimization of advanced methods and procedures for automatic analysis of textual and multimedia contents producing direct benefits for communication and tourism.
* Valorisation of Apulia places will drive a collective memory and commons appropriation beneficial for policy in Cultural Heritage protection, fruition, and enhancement. It will also generate a fruitful interaction among the perception of the external landscapes and the individual, internal mindscapes.
* Organization of periodic meetings, the identification of problems which may arise and their best solutions, the development of the most appropriate strategies to achieve the objectives set out.
* A web-site to promote and to disseminate the results will be developed. The number of accesses to this website (hit counter) will give us a quantitative impact of success of the initiative.
* It will be also important to monitories the number and the frequency of visitors in the single sites.
* To better understand the central role of cultural heritage and the key role of pilgrimage, road-connection and sacred sites in shaping the European sense of identity.
* To stimulate young people to develop a sense of proud and a cultural interest for their
* A common European identity.
* To experiment the socio-territorial organization model of the *Bioregion*, intended as a local ecosystem which allows a more efficient care of the cultural and environmental heritage, greener and more competitive economy as a key part of smart, inclusive and sustainable growth. The bioregion is based on the enhancement of cultural heritage (tangible and intangible) linked to its historical routes, current in the areas of replication. So, will be promotes a *Bioregion on the routes*, whose self-governance tools are an Eco-museum and an Agricultural Park; in each of them, a network of historical and naturalistic paths will be the connecting system, conceived as a sustainable use of the territory and an asset for their multifunctional enhancement, oriented to activate local economic systems. The whole process is based on the Living Labs approach, where research and innovation are applied to real life communities and settings. This fosters co-creation and the adoption of a challenge-driven, solutions-oriented local development through the direct and simultaneous involvement of economic and research actors, public authorities and civil society. Local stakeholders are engaged from the planning and decision making phase, until the implementation, so as the whole development process is built by local community.
* To promote integrated regeneration plan of the rural territory, are the real application of the bioregion on the routes, with its eco-museum and agricultural park, the living lab, as collective actor of innovation and co-creation and finally, some companies (community cooperatives and benefit corporations), as an actor of local economics.
* Consolidation of current trends related to the involvement of local communities increasingly displayed among local development models. Bottom-up processes, new forms of membership, new types of social enterprises, and new regional pacts are very often included in development models. It will incorporate them into the Bioregion model, where stakeholders and communities will be actively involved in collective work to enhance the well-being of residents in the replicators’ areas.
* Identification of potential regulatory, economic and technical barriers and proposal of concrete ways to optimize policy and regulatory and administrative frameworks. For instance, the eco-tourism related to the routes in the European context have different characteristics than other form of tourism. Thus, it twill to identify services that are compatible with these specific types of initiatives and to prepare a related plan of investment and development.
* Testing innovative entrepreneurial networks such as community co-operatives and/or benefits corporations as actors related to investment potentials in cultural and environmental heritage, eco-tourism, sustainable agriculture, crafts, and innovative technologies applied to the enjoyment of landscapes and paths. In doing so, cultural systems will be also adapted to the needs of walkers by means of introducing innovative forms of hospitality, welcoming and orientation.
* Disseminating experiences already carried out in European countries in different sectors to promote integrated and holistic good practice. Successful heritage-led regeneration models will be mapped, studied and documented, linking cultural and natural heritage. This stage will assist 'Replicators' in their mission of serving as ‘role models’ by providing expertise, advice and capacity building. They will thus be able to share their heritage-led regeneration plans, including appropriate business and management models, financing mechanisms, governance structures, planning tools and legal frameworks.
* To develop operational tools for different target groups. It will encompass: a) a repertoire of good practices to implement regeneration processes by leveraging tangible and intangible local cultural heritage; b) a European Interactive Platform for securing effective communication, public consultation, exchange of practices and sharing of experiences by continuously building up of the 'knowledge portfolio' of future activities of heritage-led regeneration processes.
* At a local level the aim is to allow local residents to know about their environment and their history and to suggest future actions (accommodation, meals, visits, gatherings…).
* Do, thanks to updated systems, the signposting of the trail
* The development of accommodation for walkers
* Organizing cultural events (walks, visits, conferences)
* Publicity and promotion, especially at a European level
* To reach a larger public the aim is to translate the association’s web site into several languages (at least into English, Italian, Spanish and possibly German) along with a new, livelier and more interactive structure.
* Organization of a mobile photographic exhibition on the Trails of Saint Michael through time and place
* Organization of an annual photographic competition on the Trails of Saint Michael on a different theme each year sharing the experiences of walkers (prizes, exhibition space and on-line gallery)

The *Centro di Studi Micaelici e Garganici,* a part of the *Dipartimento di Studi Umanistici* of the University of Bari (Apulia) aims to carry out research in historical, hagiographical, and documentary fields. The main focus will be an investigation of the following sacred sites in Gargano (Apulia, Italy): Saint Michael sanctuary, Saint Matthew sanctuary, and various hermitages in Gargano (with a special focus on St. Nicholas hermitage). The investigation will take into account literary sources, as well as documentary ones, with the main objective of bringing new perspectives to questions of European identity linked to pilgrimage itineraries and sanctuaries. In fact, from Late Antiquity to Modern Age, pilgrims played a crucial role in shaping European cultural identity, not only from a religious but also from a historical point of view. A secondary objective of the *centro di Studi Micaelici e Garganici* partner is to reach a wide public awareness of the Cultural Heritage of historical interest in Gargano, bridging the gap existing between university research and public at large.

## Further Questions from Partners – this section will be updated as we receive the replies from Galicia.

### Norway

1. The Invitation refers to some statistics for growth and key numbers for the St James Way to Santiago de Compostela, we suppose these come from the Galician Regional Authorities, who are organizing the program, can you ask if there exists any reports, statistic or other information and how we can access it?
2. Any insights into the policies and management strategies that has led to the impressive growth?
3. Any information regarding the St James Way Masterplan – benchmark & best practice learning?
4. How does Galicia measure environmental impact & mitigation?  How does Galicia deal with litter/ condition of trail/ safety of pilgrims?
5. What has Galicia learned in general and what would they do differently?
6. How does Galicia ensure that incoming economy stays local and benefits communities?
7. Transportation of luggage and other services, how do they solve it? Are there several companies? Any non-regional companies involved?
8. Learning about cross-regional collaboration in general is very relevant. Do the regions collaborate? If so, how?
9. How does Galicia promote sustainable and green practices with users and businesses?
10. Any numbers in that exist for the entire path, not just for the Galician Region?
11. Contact info of the following presenters:
12. Mª Nava Castro Domínguez. Directora Axencia de Turismo de Galicia.
13. Juan Pensado. Responsable Grupo Camino de Santiago. Axencia de Turismo de Galicia.
14. Flavia Ramil. Directora Gerente Turismo de Santiago de Compostela. Ayuntamiento de Santiago de Compostela.
15. Access to this economic study,
16. Contact details of: ***Axencia de Turismo de Galicia - USC. Economic Study of the Camino de Santiago.*** Leirós Alonso de Velasco, Jaime. Jefe de Área. Área de Estudios e Investigación. Axencia de Turismo de Galicia.

### UK

1. Does Galicia know the total number of visitors to Santiago and Galicia – to gauge number of walkers who don’t’ register at the pilgrim centre? Pepe Formoso said the associations had different numbers form the 300,000 number finishing the last 100km.
2. Is there local/regional/international debate about the authenticity of the physical location of the route?
3. How and when did the collaboration between church and region for the renovation of the pilgrim welcome centre happen?
4. How is security in open churches managed?
5. Is there a strategy for dealing with human waste on the route?
6. Who is funding the Galicia Eurovelo route development?

### Romania

#### Legislation

1. What is the legislation governing the functioning of "Jacob's Trail" Association. The level of the legislation and the members of the Association?
2. What is the specific legislation related to bicycle routes / the manner in which "Jacob's Trail" could also be accessed by bicycles.
3. Is there specific legislation on hostels at regional or national level? If so, could you send us a summary of its main provisions?

#### Investments

1. Of the hostels that we visited which were: a)      Built by Galicia Region, b) Built by private companies, c) Built by private companies and have contracts with the Galicia Region in relation with "Jacob's Trail"?
2. If the answer is ~c~ we have the following questions:
	1. which were the criteria that lead to the choice of a structure,
	2. which is the way of making the payments,
	3. how is supported the cost difference between the cost of accommodation corresponding to one bed (6 Euros) and the actual cost?

#### Budget

1. How is the budget needed for El Camino (Jacob’s trail) set?
2. Who ensures the budget (is it ensured at a provincial / national / private level?)
3. What is the structure of the budget - %ages (broken down by promotion activities / investments / salaries etc?)

#### Trail Marking

1. Who proposes exactly the trail and the localities that it crosses through?
2. Who approves the proposal?
3. Who sets up the trail marking and what is the specific legislation in this respect?
4. Who performs the marking?
5. Is there a regional / national legislation in this respect?

#### Statistical Data

1. Is there an average duration of stay on Camino?
2. Have any motivational researches been carried out: is the route perceived as a form of cultural tourism / pilgrimage / leisure, etc?
3. How is the statistical reporting made in the light of the above aspects?

#### Coordination

1. How is ensured the coordination with the other regions that the trail crosses, respectively at national level?