

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



Developing Partnerships and ideas for Cultural  
Tourism for Cultural Routes  
Sibiu, 3<sup>rd</sup> October 2019

Año	Peregrinos	Año	Peregrinos	Año	Peregrinos	Año	Peregrinos
1972	67	1984	423	1996	23.218	2008	125.758
1973	37	1985	690	1997	25.179	2009	147.467
1974	108	1986	1.801	1998	30.126	<b>2010</b>	<b>272.417</b>
1975	74	1987	2.905	<b>1999</b>	<b>154.613</b>	2011	183.378
<b>1976</b>	<b>243</b>	1988	3.501	2000	55.004	2012	192.458
1977	31	1989	5.760	2001	61.418	2013	215.879
1978	13	1990	4.918	2002	68.952	2014	237.882
1979	231	1991	7.274	2003	74.614	2015	262.447
1980	209	1992	9.764	<b>2004</b>	<b>179.891</b>	2016	277.854
1981	299	<b>1993</b>	<b>99.436</b>	2005	93.929	2017	301.036
<b>1982</b>	<b>1.868</b>	1994	15.863	2006	101.189	2018	327.378
1983	146	1995	19.821	2007	114.466	2019	???



# Foreign Markets 2018

(Nº of Compostelas. Pilgrim's Office)



P	COUNTRY	Num. PILGRIMS	WEIGHT (%)
1	Italia	27.009	14,7%
2	Alemaña	25.296	13,8%
3	EE.UU.	18.582	10,1%
4	Portugal	14.413	7,9%
5	Francia	8.775	4,8%
6	Reino Unido	7.624	4,2%
7	Irlanda	7.548	4,1%
8	Corea	5.665	3,1%
9	Brasil	5.601	3,1%
10	Australia	5.220	2,8%
11	Canadá	5.027	2,7%
12	Polonia	4.785	2,6%
13	Países Baixos	3.670	2,0%

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



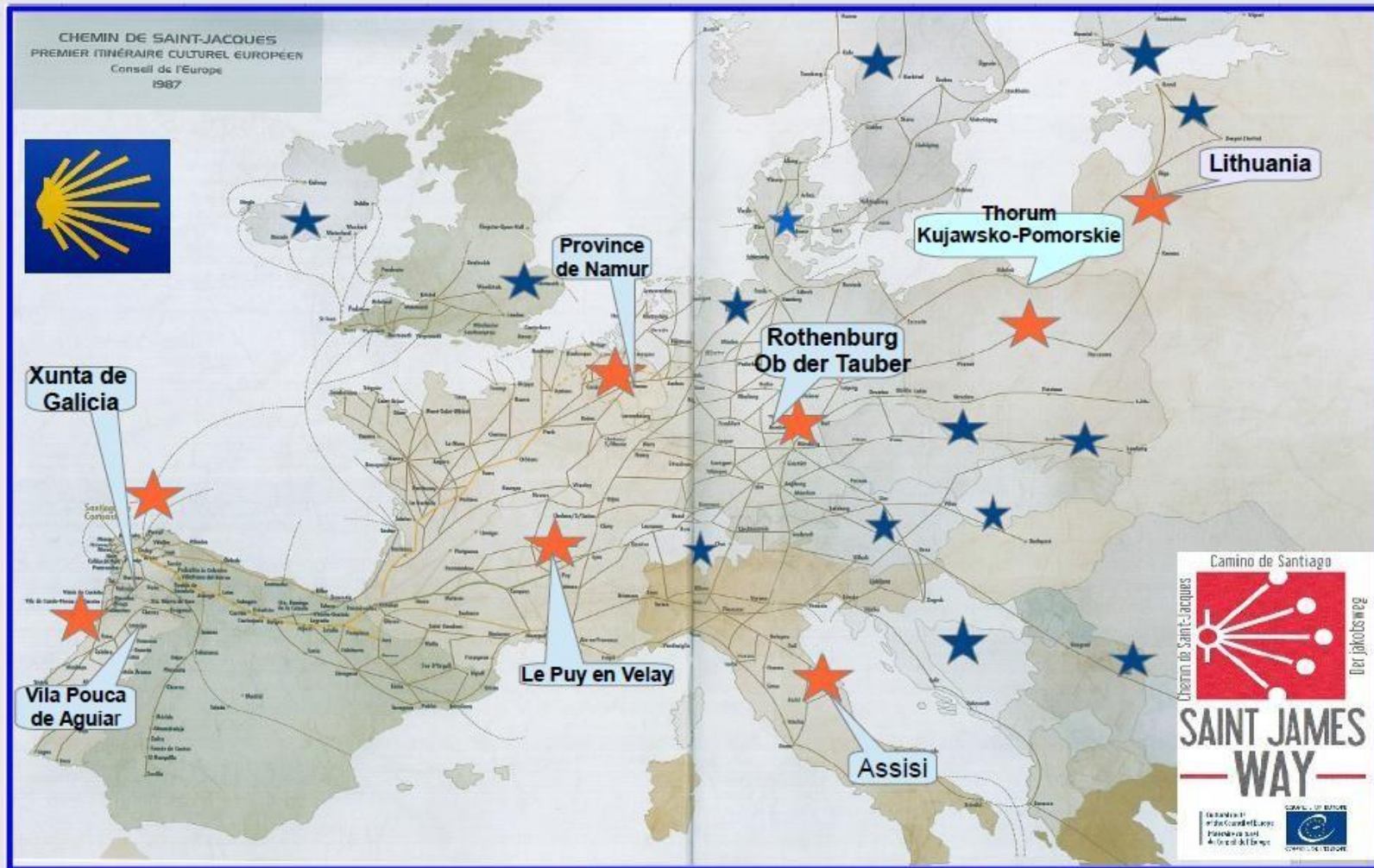
The French Route and the Northern Routes (Primitive Route, Coastal Route, Liébana Route and Basque Country-La Rioja Inland Route) have also been on the World Heritage List since 1993 and July 2015.

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.





# First European Cultural route



# 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.
- **DEMARCATIION, RESTORATION AND SIGNPOSTING** (yellow arrow) of the routes of the Camino as an essential part of the pilgrimage phenomenon.
- **HOSPITALITY INFRASTRUCTURE** 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.





## Xacobeo 1993

- A brand is created, with its own logo and mascot: the Pelegrín.
- Expenditure on Xacobeo 93 activities was around **120 million euros**, mostly allocated to infrastructure, followed by cultural and socio-economic stimulus by the different municipalities along the Camino.

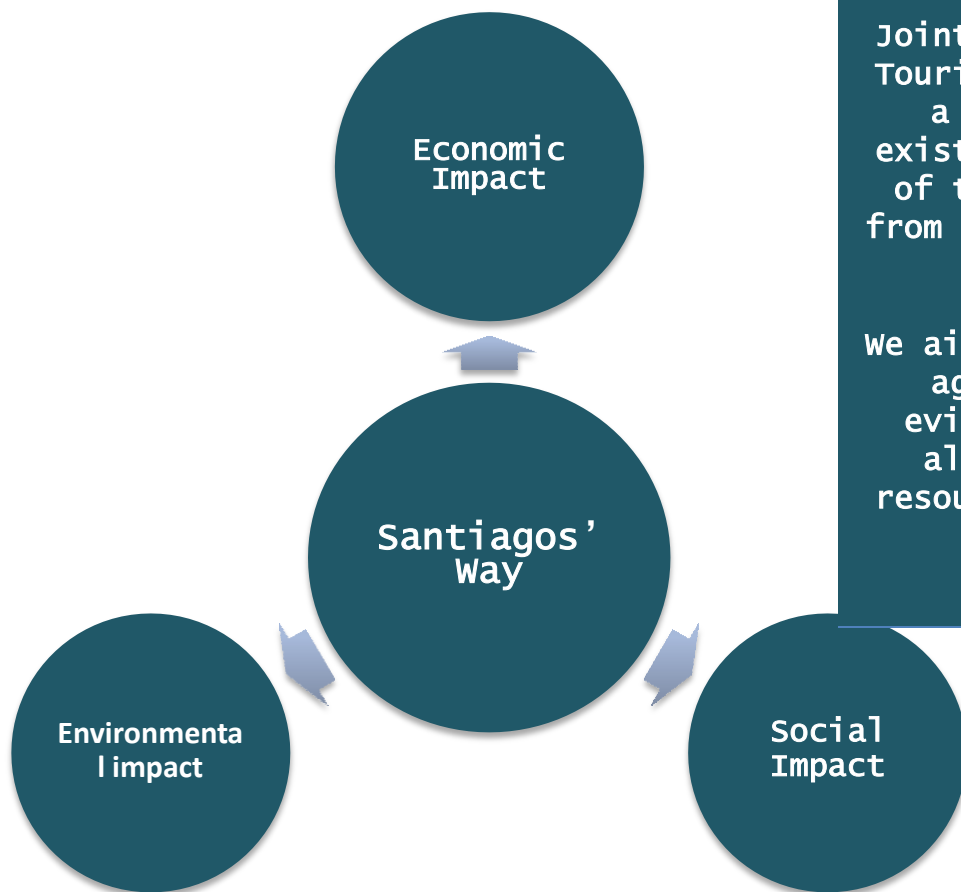
# Xacobeo 2021

- Investment of 247 million euros
- 11.500 new employments
- GBP increase of 0,9%
- More participative, more sustainable and more social





# Socio-economic impact of the Santiago's Way

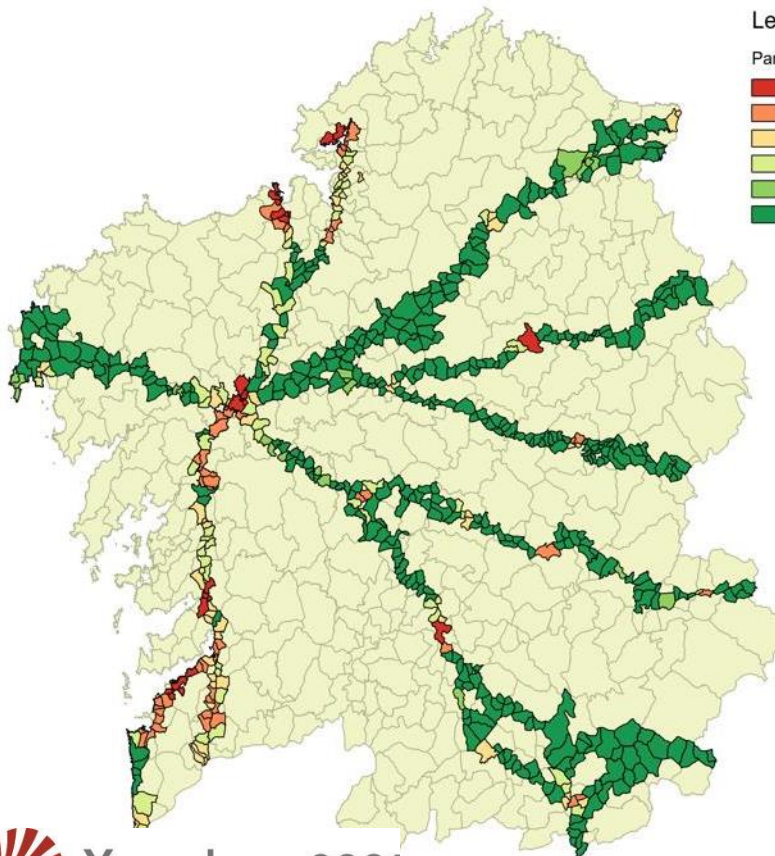


Joint collaboration between the Galician Tourism Agency and the USC responding to a common interest in deepening the existing knowledge as regards the impact of the St. James way at a local scale, from an economic, demographic, social and environmental perspective.

We aim at providing useful information to agents in the sector to facilitate evidence-based decision making, which allows for a better organization of resources around this key infrastructure for the Galician society

# The Way is a diverse reality which goes beyond a mere tourist resource

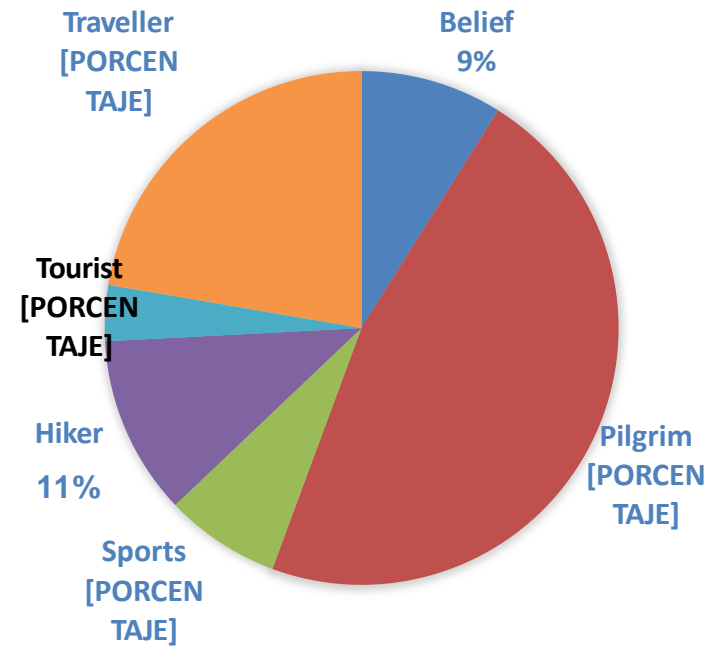
# Pilgrims do not regard themselves as tourists



### Legend

Parishes by urbanization degree

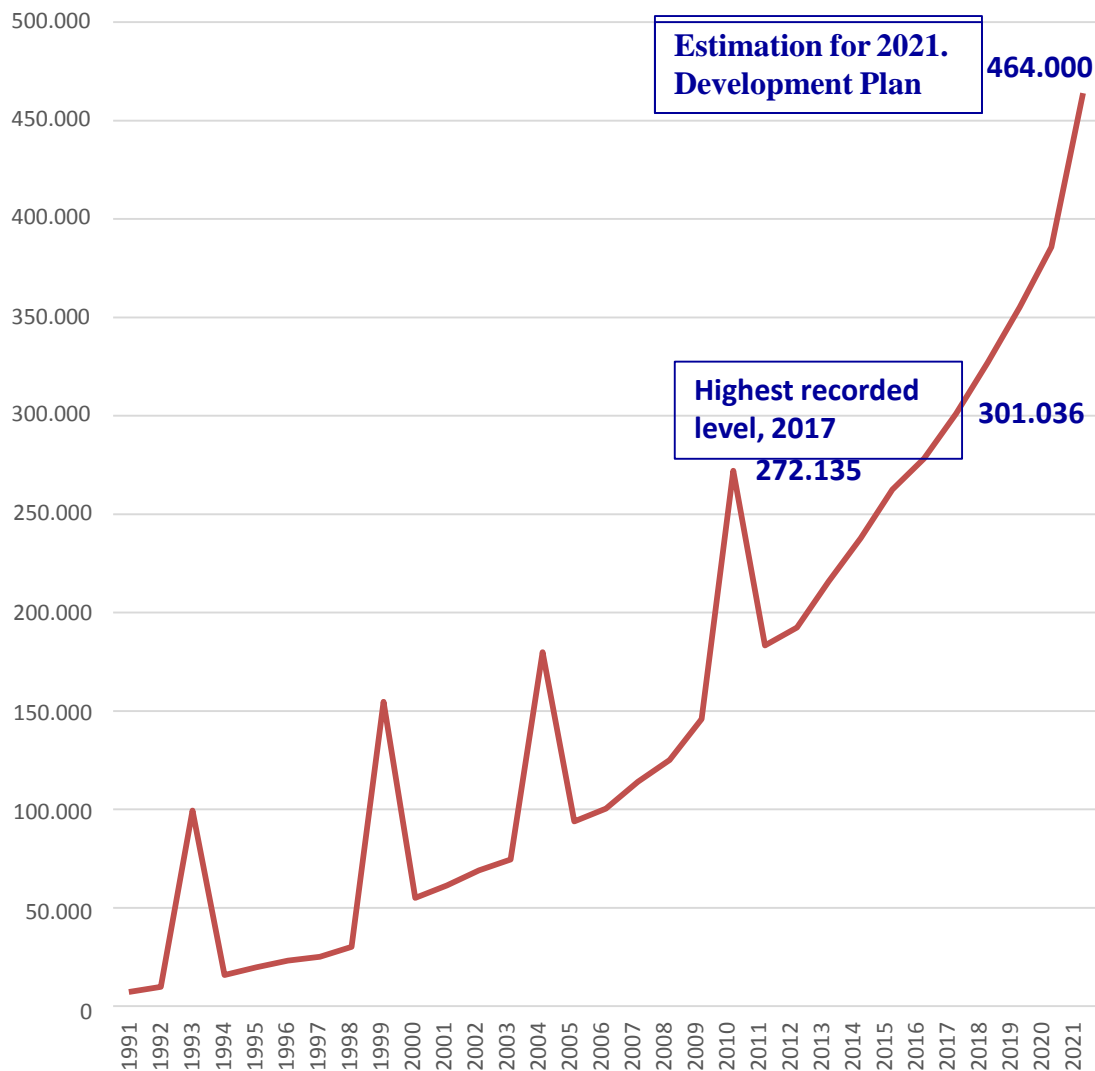
- Densely populated (urban)
- Intermediate density (supra-urban)
- Intermediate density (villages)
- Thinly populated (rural)
- Thinly populated - sparsed settlements
- Thinly populated - very sparsed settlements



# Potential economic impacts

EVOLUTION OF PILGRIMS APPLYING FOR A "COMPOSTELA"

French Way in 2017: **180.737**  
 (60% of total)



Municipality	Population in 2016
O Pino	4.653
Arzúa	6.211
Melide	7.488
Palas de Rei	3.554
Monterroso	3.741
Portomarín	1.528
Paradela	1.887
Sarria	13.337
Samos	1.392
Triacastela	680
Pedrafita do Cebreiro	1.088
<b>TOTAL</b>	<b>45.559</b>

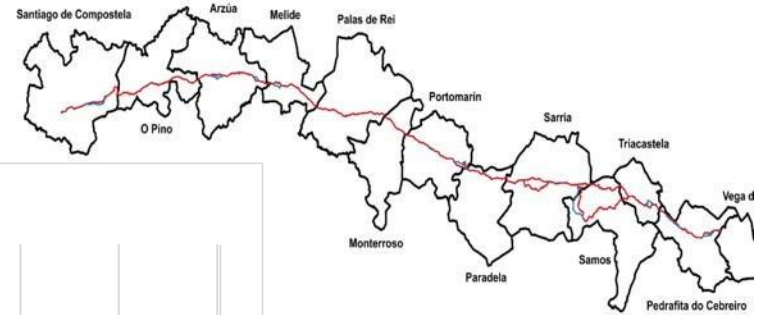
# Impact at a local level. What do residents think?

Melide and Pedrafita do Cebreiro

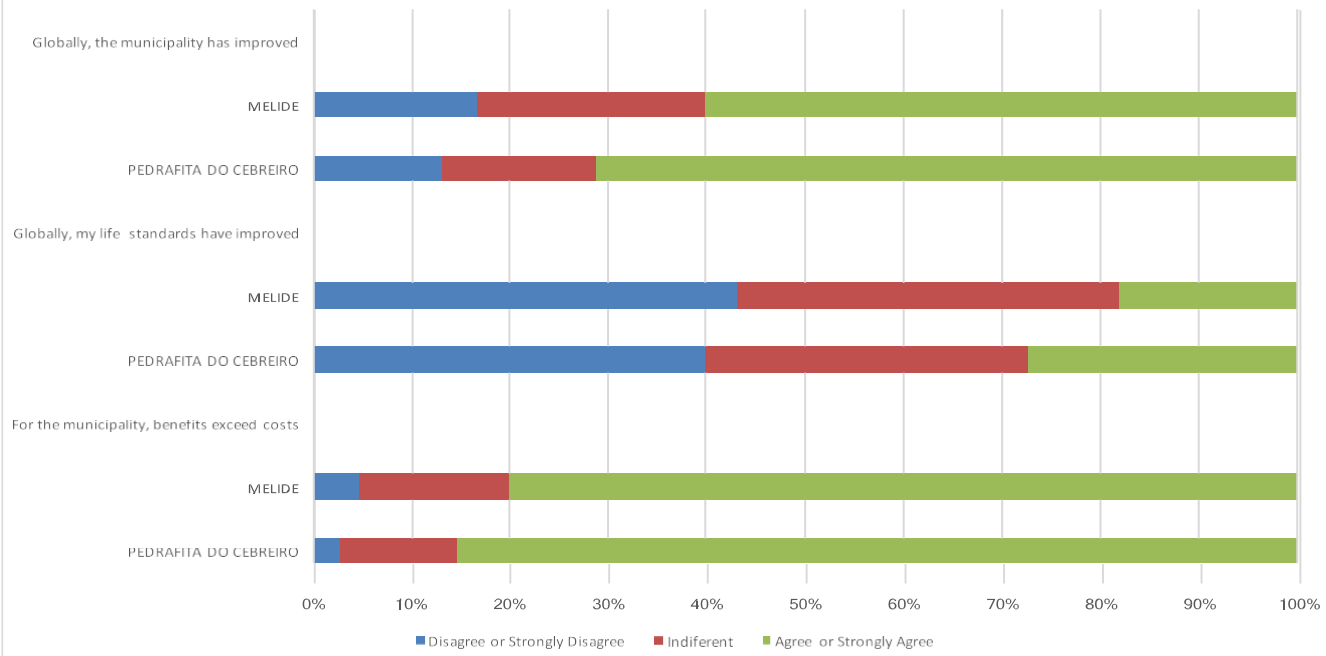
The youngest and oldest municipalities in the Way

The one with greatest population density and the one with the lowest

Leyenda  
 — Trazado complementario  
 ■ Trazado principal



## Global impact perception

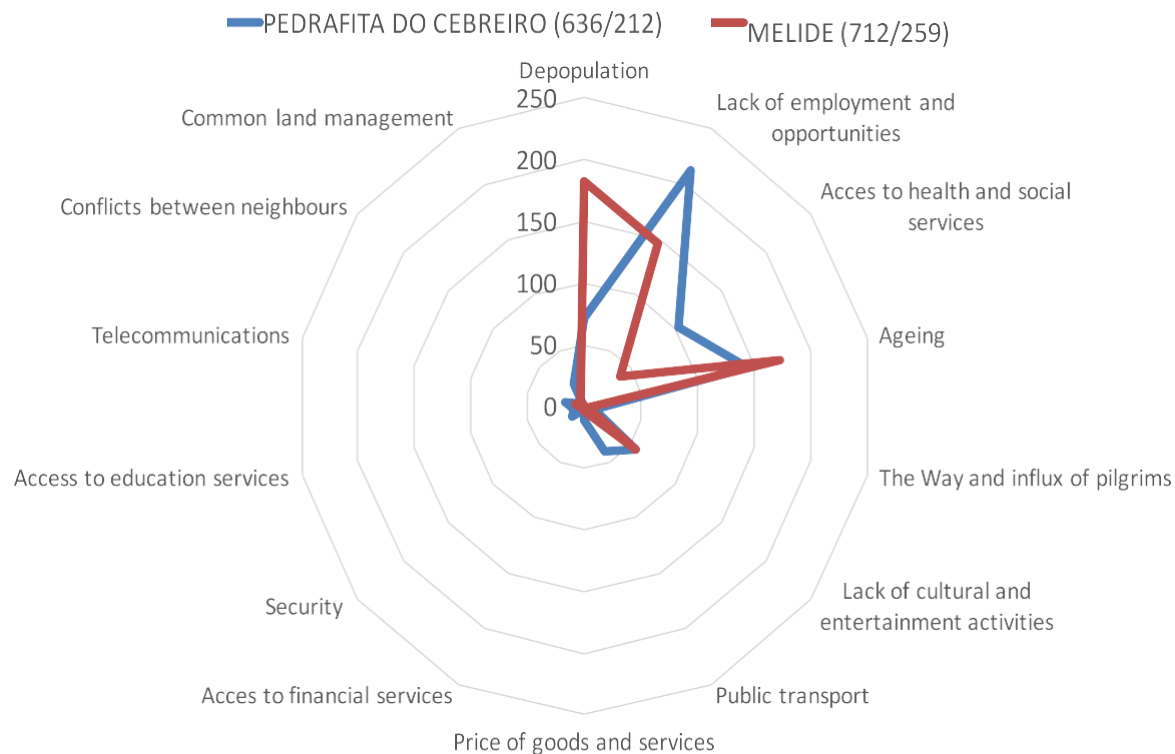


**Overall positive assessment. This perception is more intense at the aggregate level than individually. More than 80% of total population believe that the benefits of the Way for their municipality are greater than the costs**



# The Way and Local Population

## Main problems in the municipality



The main problems suggested by residents are **demographic** and **economic**.

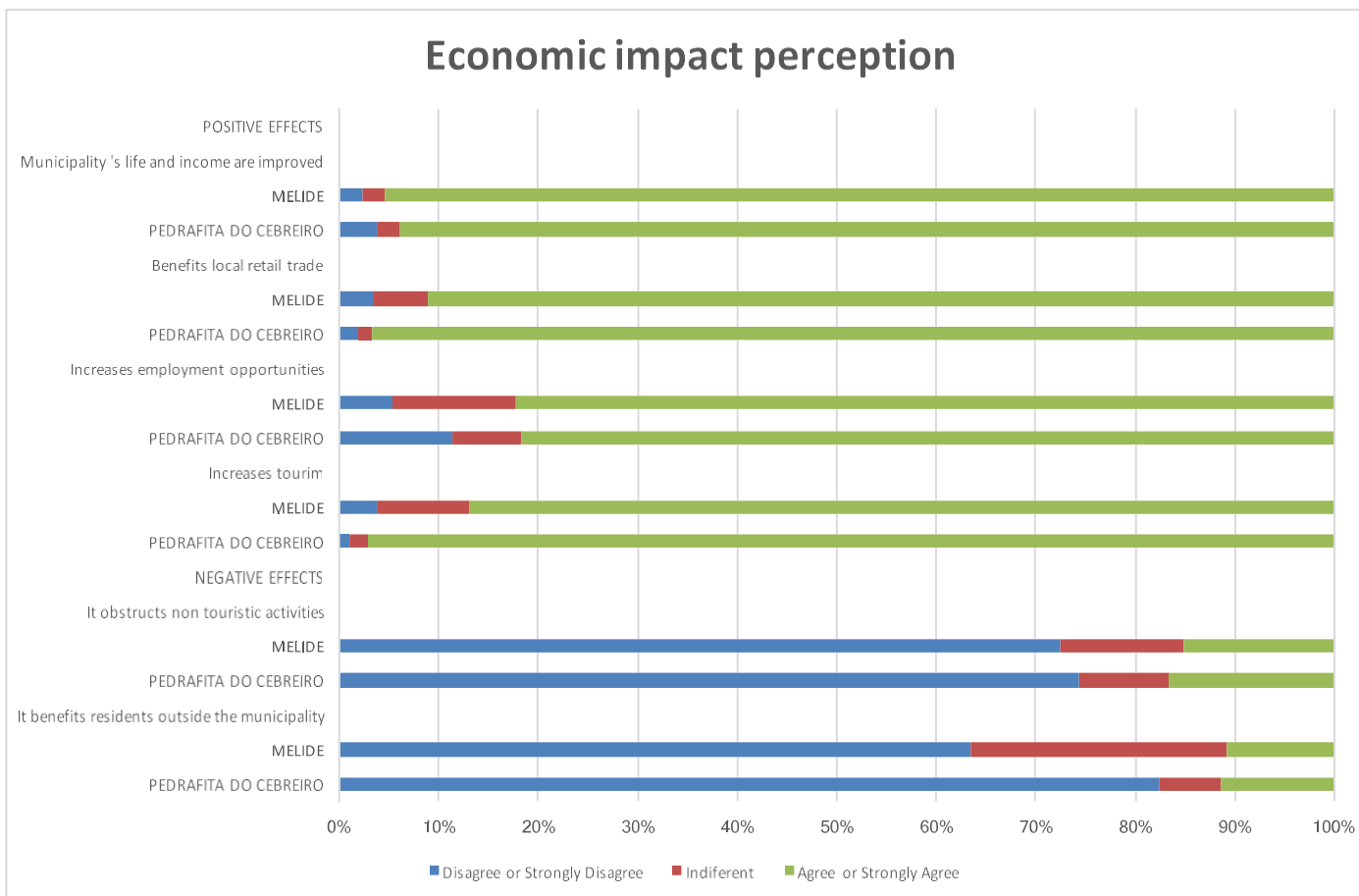
**Pedrafita:** depopulation, ageing and lack of employment and opportunities

**Melide:** lack of employment and opportunities, ageing and access to health and social services

**The Way and the influx of pilgrims are not seen as problems for residents**

**These results suggest that the Way is seen as a part of the solution, rather than as a problem, especially in Pedrafita**

## Impact at local level: residents' perception



**Positive perceived economic impact: more than 90% of residents in both municipalities perceive positive economic impacts of the Way (for earnings, local retail, employment, tourism), and do not perceive negative economic impacts (the Way does not negatively affect other activities, and its benefits go to residents)**

# Residents attitudes towards pilgrims

Agree or Strongly Agree

Majority

I do like the  
presence of pilgrims

75% in Pedrafita do Cebreiro  
76% in Melide

YES

During some  
months there are  
many pilgrims

14% in Pedrafita do Cebreiro  
32% in Melide

NO

During the whole  
year, there are  
many pilgrims

3.7% in Pedrafita do Cebreiro  
2.7% in Melide

NO

# How can cultural heritage be shared by both residents and visitors?

- The Way is a success in the present
- Visitors and residents have different views on what the heritage is
- Visitors are mainly concerned on the Way itself and on reaching Santiago
- Residents are concerned on their own local cultural heritage, which has been restored and improved due to the presence of visitors
- Pilgrims are not seen as a potential harm. Rather, they are regarded as beneficial to preserve the local cultural heritage, as well as social infrastructures
- Important to avoid perception of saturation: management of the carrying capacity



## BARCELONA DECLARATION

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THANK YOU!

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Xacobeo 2021



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