

Deliverable 4.1: Ways to Santiago de Compostela – First pilot report

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This document summarizes the motivation, goals and plans of the pilot on the ways to Santiago de Compostela, including a description of the preparations made and the actions conducted in 2021, as well as a breakdown of the actions planned for 2022 and 2023 and estimates for the Key Performance Indicators put forward in Deliverable 2.1 (“Common strategies for pilots”).



rurAllure
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Project acronym	rurAllure
Full title	Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes
Grant agreement number	101004887
Funding scheme	Coordination and Support Action (CSA)
Work programme topic	SOCIOECONOMIC AND CULTURAL TRANSFORMATIONS IN THE CONTEXT OF THE FOURTH INDUSTRIAL REVOLUTION (H2020-SC6-TRANSFORMATIONS-2018-2019-2020)
Project start date	2021-01-01
Project duration	36 months

Work Package	WP4 – Literary heritage on the ways to Santiago de Compostela
Deliverable lead organisation	Fundación Uxío Novoneyra (FUN)
Authors	Lía Pérez Domínguez (FUN), Óscar Penín Iglesias (UVIGO), Rui Maia and Ana Serrão (MVC)
Reviewers	Jacopo Turchetto (UNIPD) and Ole E. Wattne (NTNU)
Version	1.0
Status	For EU review
Dissemination level	Public
Due date	M12 (2021-12-31)
Delivery date	2021-12-31

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1. Summary of pilot goals

The Ways to Santiago de Compostela are probably the most popular pilgrimage routes in the world, a network of paths crossing the Iberian Peninsula to reach the Cathedral of Santiago de Compostela in connection with other routes across Europe and beyond. Since it was rediscovered and boosted as a tourism product in the 1980s the Ways have proved to be a relevant motor of economic development, attracting multiple types of travellers. It is often considered to be **one of Spain's flagship tourism products**.

Because of its popularity the Ways to Santiago are the perfect set to implement the rurAllure methodology, testing how to maximize the drawing power of this pilgrimage phenomena and extend it to neighbouring areas. In order to achieve this, the WP4 pilot has chosen to focus on a niche tourism product, literary tourism. This decision is motivated by the abundant related heritage available in the pilot territories (writer's homes) and the sustainable and innovative nature of this type of tourism. Apart from some isolated initiatives, literary tourism in Galicia (Northwest of Spain) still shows low levels of commercialization and promotion and there is no precedent on products and experiences linked to the Ways. At the same time, the pilot includes the perspectives and experiences of neighbour Portugal, where this form of cultural tourism has been far more developed and studied.

The aim of this pilot is, therefore, **to develop a new type of tourism product for the Ways to Santiago in Galicia and the North of Portugal**. This will include mapping all the agents and assets in the territory linked to literary heritage that are suitable to be transformed into tourist resources. The pilot also foresees exploring innovative strategies and narratives to connect them, producing new routes, itineraries and experiences relevant for the market. This work will be delivered through the rurAllure IT platform.

In order to achieve this, it is essential for the pilot to reinforce connections between heritage institutions and the tourist industry through an operative flexible network involving museums and literary foundations, managing authorities, policy makers, tourist professionals and others. This work will follow the UNWTO recommendations for the inclusive recovery of the tourism industry in a post COVID-19 context¹, in the belief these new products will only be successful if backed by **a participatory governance structure that brings together heritage professionals, local communities, the private sector and destination representatives** working upon a shared vision.

¹ UNWTO Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 2: Cultural Tourism (UNWTO, 2021). Available at <https://www.e-unwto.org/doi/epdf/10.18111/9789284422579>



2. The Ways to Santiago de Compostela: Starting point for the pilot

History

The Ways to Santiago de Compostela, the “Camino”, comprise a network of paths across 1500 km in Spain whose destination is the tomb of the Apostle James the Greater in Santiago de Compostela’s Cathedral, in Galicia (North-western Spain).

The tomb believed to be that of James the Greater was discovered in Galicia in the 9th century under the reign of Alfonso II, King of Asturias, at a moment when most of the Iberian Peninsula was under Muslim domain: the discovery was key for the Christian world and turned Santiago into one of the three main places of Christian pilgrimage, along with Rome and Jerusalem.

Kings and monks were the very first pilgrims to Santiago, quickly consolidating Santiago as an international destination between the 11th and the 12th centuries. The route remained buzzing with activity through the 14th and 15th, contributing to the trading dynamics in the European Atlantic. The Middle Ages were indeed the golden era for these routes, which played a key role in religious and cultural exchange, dialogue and development. They entered into decline in the Modern Age, although pilgrims never abandoned the Way to Santiago.

In the 1980s, the Council of Europe acknowledged it as the first European Cultural Route inaugurating a new flourishing era for the pilgrimage route, now reinvented into a powerful tool for cultural and spiritual tourism able to attract a growing number of modern-day pilgrims. Since then, the Way has proved to be a motor of economic development in the areas crossed by it, but a major impact in wide areas can still be achieved while promoting a better territory knowledge and experience among pilgrims.

Key stakeholders

The Ways to Santiago are a complex reality where culture, history and spirituality meet the tourism industry, a global phenomenon built upon a wide and diverse network of stakeholders.

For the purpose of this pilot, we need to consider firstly the agents behind literary heritage on the Ways and their neighbouring territories. Both Galicia and the North of Portugal boast an important number of active institutions, both public and private, managing literary heritage assets of great interest. These agents – literary foundations, cultural organizations or even municipalities – will nurture the pilot by opening their writer’s homes and museums and sharing their knowledge about the connections between the authors and the territory. The pilot coordinator, Fundación Uxío Novoneyra, and the municipality of Vila do Conde, fall into this first category.

Secondly, entities managing the network are key stakeholders to consider. In the case of Galicia, where the network is focused and densely deployed, the Ways are the most important and international tourism product. It is managed by the **Galician regional government** (Xunta de Galicia) through its Culture and Tourism Department and a private-public agency, the Xacobeo SA. In addition, municipalities and local councils play a key role in the promotion and provision of the routes passing through their territories.

The scheme above replicates somehow across Spain, where the regions (“Autonomous Communities”) through which the routes pass have each defined the protection, conservation and promotion of the Way, while councils are involved at lower local levels.



At a national level, the Way is coordinated and managed by the **Jacobean Council** (Consejo Jacobeo), a cooperation entity between the central government of Spain and the regional governments involved, charged with network's protection and preservation. This happens in accordance to the *Spanish Historical Heritage Act, Law 16/1985 of 25 June 1985* and the inscription of the Way as a Historical Complex as a Property of Cultural Interest (“Bien de Interés Cultural”), the highest level of cultural heritage protection in Spain and thus, part of the country's public heritage.

A similar system –although less complex and with slight differences– can be found in Portugal, where municipalities actually have a greater degree of direct responsibility in the promotion and conservation of the routes in the absence of strong regional authorities. National legislation on the Way refers to the *Decree Law 51/2019 of April 17th for the Enhancement and Promotion of the Camino de Santiago* through the certification of itineraries, revised and updated by *Decree-Law no. 17/2021 of March 3rd*, which extends the competences of the Certification Commission of the Camino de Santiago. According to them, the Portuguese government is officially responsible for the protection of the cultural heritage in the Way through its **General Directorate for Cultural Heritage** (Direção-Geral do Património Cultural, DGPC) while the promotion of activities are assured by **Turismo de Portugal**, the National Tourism Board.

Along with to public bodies, **grassroot civic and religious associations** have been key players for the modern development of the Routes to Santiago, namely the so-called “**Friends of the Way associations**”. These independent not-for-profit organizations have played an essential role in terms of promotion (organizing pilgrimages, promoting international exchanges, being “qualified” route ambassadors) and conservation (cleaning trails, looking after signposting, exploring and opening alternative paths...) They are spread all over the world, especially in Spain, France and Portugal (a detailed list can be found at <https://www.caminodesantiago.gal>).

Other relevant associations in Portugal include:

- [Cultural Heritage Itineraries of Porto Metropolitan Area](#)
- [Portuguese Coastal Way](#)
- [Cultural and Tourist Enhancement of the Caminho de Santiago - Caminho de Torres](#)
- [Comunidade Intermunicipal do Alto Minho CIM: Noticias Caminho de Torres](#)
- [Caminho de Santiago](#)

Last but not least, since the Routes to Santiago are a relevant world-known tourism product (especially in the region of Galicia, but also in the rest of the Peninsula) **professional tourism agents** (tour operators, tour guides, etc.) are powerful, professional stakeholders that will contribute to ensure the sustainability of the pilot by packaging and placing it on the market.

Geographical coverage

As shown in Figure 1, the ways to Santiago de Compostela comprise a network of paths across 1.500 km only in Spain, trespassing frontiers all over Europe and connecting with other pilgrimage routes in the continent such as the Ways to Rome. Outside of Spain, they are especially relevant in Portugal and France.

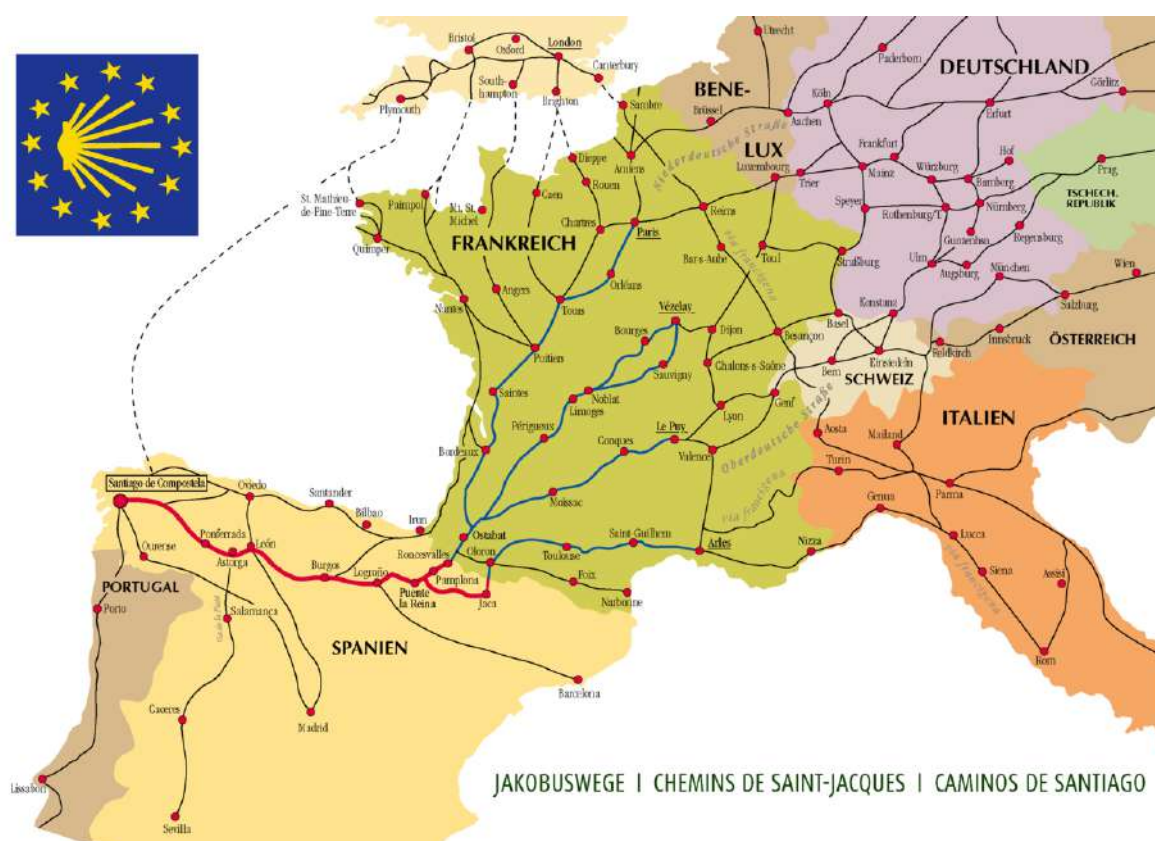


Figure 1. The network of the main ways to Santiago de Compostela.

In the Iberian Peninsula trails come from the East (French Way, North Way), the South (Silver Way, Portuguese Ways) or even from the British Islands (English Way, through the sea). These itineraries are well-defined and officially acknowledged in the area of Galicia and to a lesser degree in the rest of Spain (depending on the route) and Portugal.

This rurAllure pilot initially focused in three of these Jacobean routes:

- The **French Way**, the most famous and world-known one. It runs from Saint-Jean-Pied-de-Port on the French side of the Pyrenees to Roncesvalles (Spanish side) and then another 780 km on to Santiago de Compostela through the major cities of Pamplona, Logroño, Burgos and León. At Saint-Jean-Pied-de-Port routes from several parts of France (including Paris) converge.
- The **Winter Way** is a small variant located mostly in Galicia, connecting Ponferrada to Santiago de Compostela.



- The **Portuguese Way** connects Porto, in Portugal, with Santiago de Compostela along 3 routes: the Coastal one, through Vila do Conde and Viana do Castelo; the Central route, through Barcelos and Ponte de Lima (although also “touches” the municipality of Vila do Conde); and the Braga’s variant. Before Porto, the route comes from Lisbon and Portugal’s southernmost Algarve region.

Through this first-year and by means of stakeholding and dissemination, we have included other working areas:

- The **Silver Way** (also known as **Mozarabic Way**), the longest route to Santiago, almost 1.000 km length. It connects the south of Spain (Andalusia) with Santiago de Compostela. The route enters Galicia from the region south-east, through the province of Ourense (our working area for the pilot).
- The **Primitive Way**, the original and oldest pilgrimage route. It links Oviedo with Santiago de Compostela through the western interior of the region of Asturias. In Galicia (160 km) the trail primarily follows the path of ancient Roman roads, passing through one of the region’s deepest rural areas, A Terra Chá, and the city of Lugo and its Roman Walls, UNESCO World Heritage.
- The **English Way**, a collection of paths connecting coastal Galicia with Santiago de Compostela that can be covered by combining hiking and sailing. While the proper English Way goes through the city of A Coruña (Northern Galicia, Cantabrian Sea), a recently certified variant, the **Muros-Noia Way**, offer a maritime alternative to reach Santiago through maritime routes within the bays of Muros and Noia and the area of Rías Baixas, in the Southeast of Galicia.
- The **Fisterra-Muxía Way**, a route that extends the traditional pilgrimage to Santiago in order to reach one of Europe’s *finis terrae*, the Finisterre Cape, exploring the area of Costa da Morte (“Death Coast”), a rural and seafaring community rooted with traditions spread along this rocky coast in North-western Galicia.

To summarize, the pilot aims to cover most of the territory crossed by Jacobean routes in Galicia and North Portugal.

Relationship with other routes

The Ways to Santiago share similar origins, history and motivations with other rural pilot routes, such as the Roads to Rome and the Ways of Saint Olav (sometimes called “The Nordic Way to Santiago”). These routes, along with many other ones, are part of the **European Cultural Routes program of the Council of Europe**, inaugurated in 1987 precisely with the declaration of The Routes to Santiago as the first “Great European Itinerary”. The Way thus inspired and served as an example for the other itineraries which have joined the program.

As Rome, Jerusalem and Santiago were the main religious capitals in the Middle Ages, many paths across the continent were developed through centuries, connecting one to another (see Figure 2). Therefore, we can usually link this network of Spanish trails with Jacobean routes all across Europe. They are especially relevant in France (an area most pilgrims had to cross) but also in Switzerland (*Via Jacobi*), Germany (the Palatine Ways), the *Pelgrimspad* from the Netherlands to Belgium, the Poland routes, etc. The Way is part of the so-called *Via Regia*, the oldest and longest road linking Eastern and Western Europe to the Holy Roman Empire. In addition, it is necessary to highlight that these paths were usually built upon former Roman roads.



Figure 2. Royal routes in Medieval Europe. Source: <https://imgur.com/rDhl9XB>

The French Way, inscribed as the “Route of Santiago de Compostela”, became part of the UNESCO world Heritage List in 1993 and in 2015 the declaration was extended to four other Northern branches, including the Primitive Way and other segments outside Galicia. In parallel, in 1998 the Routes of Santiago de Compostela in France also joined the UNESCO group as a single asset. Since 1998 the Way has been twinned with another UNESCO World Heritage Site Route, the Kumano Kodo, in Japan and in 2015 with a second Japanese route, Shikoku Henro.

The design of the routes has also served as an inspiration for other tourist and recreational routes, and it is pretty common to find alternative variations of the marked paths (connections with hiking and biking trails) resulting in an endless number of branches for pilgrims and tourists to walk by. It is worth mentioning that in many cases the conditioning of the official trails served also to “open” new hiking routes.

Having the same spiritual nature and origins, the Way of Saint James is also deeply linked to other religious pilgrimage routes in Europe (today also important religious tourism products) such as the shrines of Virgin Mary: Lourdes in France, Guadalupe in Spain, Fátima in Portugal or Csíksomlyó in Romania (target of the WP7 pilot). Because Medieval pilgrims did not go straight forward to one destination but visited many holy places in their journeys, many secondary pilgrimages were established and have remained over time.



Finally, and relevant for the WP4 pilot, we want to highlight that medieval pilgrimages are considered by some researchers to be at the origins of literary tourism, as for example the pilgrimages to the Canterbury Cathedral (Kent, UK) inspired by Chaucer's *Canterbury Tales* in the 15th century.² By that time, also other forms of pilgrimage, not driven by religious motivation but to the fame and genius of writers, started, as for example to the birthplace of the Italian Renaissance poet Petrarca.³

Key locations and cultural assets

The **Routes of Santiago** include a built heritage of historical importance created over centuries to meet the needs of pilgrims: cathedrals, churches and other places of worship, accommodation facilities (hospitals, hostels) bridges and other structures, many of them illustrating the artistic evolution from Romanesque to Baroque.

There is also a significant non-tangible heritage in the form of myths, legends and songs that are present along the Santiago Routes and can be enjoyed by travellers. This heritage also includes literature, with pieces like the *Codex Calixtinus*, a manuscript collecting parchments from the 12th century which has become one of the most renowned documents of Christianity. This codex, along with the travel diaries from Middle Ages pilgrims, constitute some of the earliest forms of travel literature.

The heritage found along the Routes to Santiago has been acknowledged by UNESCO, starting in 1985 with the inscription of the old town of Santiago de Compostela as a World Heritage Site. For the French network of Jacobean ways, inscribed in 1998, UNESCO designated up to 71 structures.

In Spain (especially in Galicia), and for the geographical areas proposed, we may highlight:

- Within the **French Way**, the Jacobean itinerary with the most historical tradition, we found the cathedrals of Burgos (UNESCO WHS, 1984), Leon, and of course Santiago de Compostela itself; Santo Domingo de Silos Abbey; San Millán Yuso and Suso Monasteries (UNESCO WHS, 1997); the Templars Castle of Ponferrada, Samos Monastery, Bishop's Palace of Astorga (Gaudí) or the thatched roof houses of O Cebreiro. It also boasts outstanding natural landscapes (Pyrenees mountains, oak trees in San Juan, La Rioja vineyards) as well as a rich intangible cultural heritage that survives to the present day.
- The **Winter Way** starts in Las Médulas (UNESCO WHS, 1997), an impressive gold-mining area exploited by Romans, and passes through the wine areas of Valdeorras and Ribeira Sacra, the latest being Spain's candidate for the next World Heritage title.
- The **Portuguese Way** starts its busiest segment in the city of Porto, whose historic centre has been a UNESCO Heritage Site since 1996.
- The **Primitive Way** starts in Oviedo, the ancient capital of the Kingdom of Asturias (UNESCO WHS, 1985) along with its pre-Romanesque churches (Santa María del

² R. Baleiro, S. Quinteiro. *Key Concepts in Literature and Tourism Studies* (Universidade de Lisboa, 2018)

³ Hendrix, 2007. *Seen in ibid.*



Naranco) and connects in Galicia with Lugo, whose Roman Walls entered the UNESCO list in 2000.

- The **Silver Way** connects Santiago with the south of Spain, starting in the magnificent city of Sevilla (whose Cathedral, Alcázar and Archivo de Indias are UNESCO WHS since 1987). The path goes through other relevant UNESCO sites as the cities of Mérida and its archaeological ensemble (1993), Cáceres (1986) and Salamanca (1988).
- The **English Way**, finally, connects Santiago with the city of A Coruña and the Tower of Hercules, a lighthouse operating since the late 1st century A.D.

Current status of development and promotion

The Way of St James is the main source of international tourism for the region of Galicia, reaching more than 350.000 pilgrims arriving in Santiago in 2019.⁴ The COVID-19 breakout in 2020 inevitably impacted tourism expectations for that year and especially for 2021, the next Holy or Jubilee Year and the first in a decade, when pilgrims' flow was expected to rise dramatically. Nevertheless, and in response to the COVID-19 crisis, the Galicia Regional Government ensured the rapid reopening of the pilgrimage paths and services in the summer of 2020 and through 2021, issuing a number of investments and special measures (e.g., funding a dedicated travel insurance for pilgrims on the Way). Other regions where the Way passes by are working in the same direction and the same for the central Spanish government. Moreover, and because of the extraordinary circumstances, the Vatican agreed on the Galicia and Spain request to extend the Holy Year to a 2-years period (2021 and 2022) for the first time in history.

To summarize the strategic role the Way has for the Galician but also the Spanish economy, it is worth mentioning that it centres the tourist recovery strategic plans to be funded through Next Generation European funds. The *National Tourist Jacobean Plan 2021-2022* foresees an investment of 121 M€ for the conservation, promotion and internationalization of these pilgrimage routes.

Because of its relevance, the Spanish Ways to Santiago de Compostela boast a full range of accommodation facilities and services. Besides hotels and bed & breakfast there is a network of official pilgrims' hostels, usually free for use, which only in Galicia reaches up to 70 centres, all of them directly managed by Xacobeo S.A. As described in the "Key stakeholders" section, this agency along with others in the rest of regions and in cooperation with the "Friends of the Way" Associations, deploys and looks after the Way signposting, standardized in the famous "yellow arrows" and the scallop shell.

The most popular, traditional paths are officially established and clearly delimited while many others are in the process of becoming official. Branches are countless and depending on their popularity the array of infrastructures and services may differ, although most of them are well provided.

⁴ Official data taken from the Pilgrim's Reception Office in Santiago de Compostela, run by the Cathedral church of the Archdiocese of Santiago de Compostela. Please note that these figures only reflect those pilgrims who claimed their traditional religious certification, the Compostela, therefore only a segment of the total number of pilgrims.



Because of its popularity, the “Camino experience” is delivered in tons of tourist packages and organized tours in Spain but also in the rest of Europe, and it is not difficult to find specialized tour operators and companies. A full range of services are offered for pilgrims on the Way by several companies, including the Spanish Postal Union (Correos) and the national rail company RENFE: private airport transfer, van support, bike rental, prepaid payment cards, luggage transfer and storing, etc.

Rural surroundings

There is a vast academic literature and a number of EU funded initiatives pointing out how pilgrimage tourism can be a tool for sustainable development in rural areas, being a model of slow-paced tourism developed along greenways⁵ that extend through many kilometres, usually traversing rural areas and providing users a full connection with landscape and nature.

This specific nature of pilgrimage tourism has proven to be strategic for regions with low levels of urbanization, where other forms of tourism can be difficult to develop due to the lack of infrastructure. This is the case for Galicia, where the Ways to Santiago, as stated in previous sections, represents the most important tourism product and the main source for international travellers.

The region of Galicia (NUTS ES111) gathers 314 municipalities. 240 of them are described by the [SHERPA project](#) –and according to the DEGURBA classification– as thinly populated areas, thus rural ones. While the Atlantic coastal area shows average levels of population and urbanization (Galicia most important cities, Vigo and A Coruña, are located here) the inland eastern area (Ourense and Lugo provinces) are usually listed on the so-called [“empty Spain”](#).

The Galician Institute of Statistics (IGE) data for 2019 show that rural areas occupy 4/5 of the territory (81.8%) but only 1/4 of the population (26.5%) reside there, with a mean density of 30.3 inhabitants per km² while low-density thinly populated areas represent the 65.2% of the surface area but only 14.4% of the population: 21 inhabitants per km² (IGE, 2020). According to the [SHERPA main discussion paper for Galicia](#), these areas suffer in addition from increasingly accentuated ageing and negative natural growth, which has become more accentuated over the last 10 years. With data from 2018, the natural growth rate of the rural population presents a negative value of 10.6 per thousand, double the Galician average, and it is only because of migration that the depopulation process is levelled. Nevertheless, migratory flows show that while returning immigrants are mostly aged ones, while the young population are the one moving to urban areas inside and outside Galicia.

Limited employment opportunities and bad access to basic services are the main factors behind this data, along with the persistent trends of urban concentration. Agriculture used to be the most common activity, although it is falling in favour of services (catering, tourism and social) while industry does not represent a substantial portion, being both limited. Subsistence agriculture is the most common one, as well as little cattle, combined with some mining facilities.

⁵ “Greenway is a system of routes dedicated to non-motorized circulation able to connect the population with the natural, agricultural, landscape and historic-cultural resources of their region and with the urban life centers both in cities and rural areas”. Pezzagno, M.; Chiaf, E. *Sustainable Tourism and Land Resources for Non-motorised Mobility*. In *Cultural Tourism*; Diaz, P., Schmitz, M.F., Eds.; WIT Press: Southampton, UK, 2014; pp. 105–114.

The strong division of land ownership along with the dispersed structure of the habitat also contributes to a labour productivity enhancing this rural exodus.

The Ways to Santiago go across 136 of the 314 Galician municipalities (see Figure 3), covering an area of almost 14.000 km² (46% of Galician territories) which gathers 71%⁶ of the region's population.

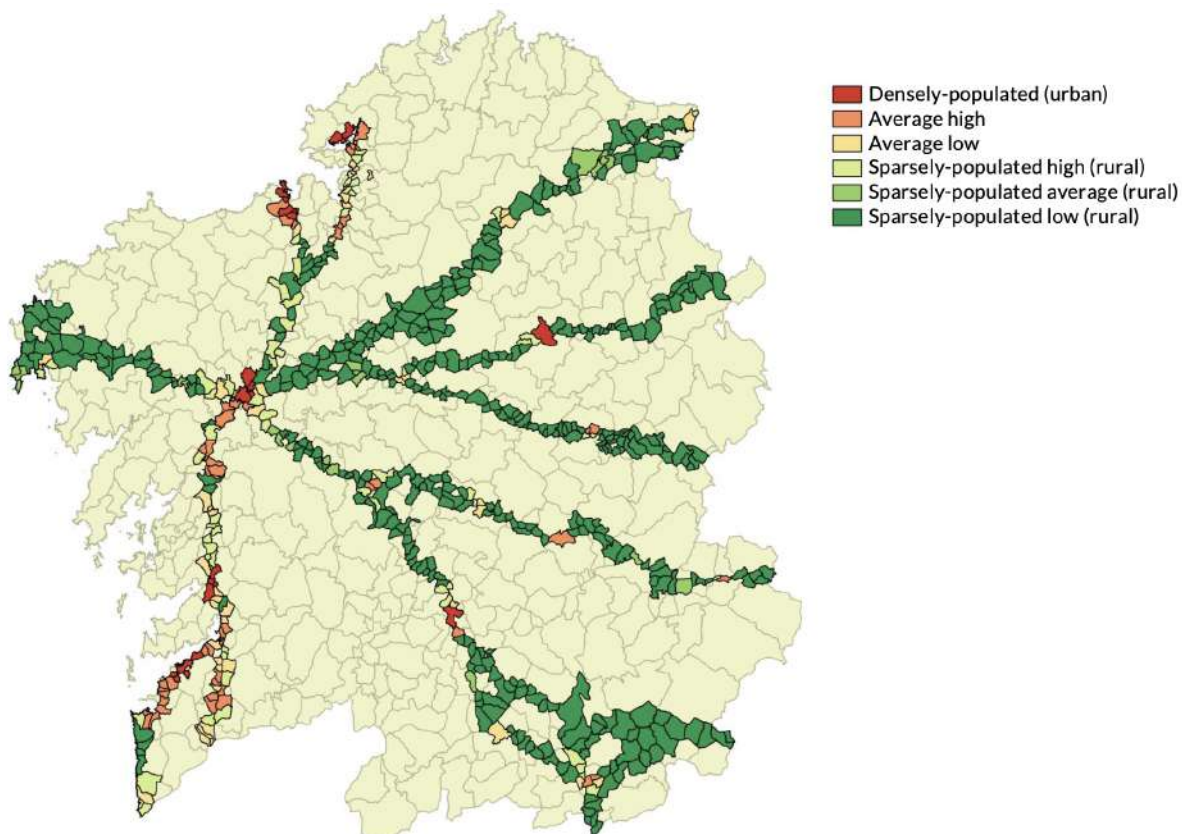


Figure 3. Level of urbanization in Galician parishes⁷ traversed by the Way to Santiago official routes. Adapted from “Evaluación y análisis del potencial del Camino de Santiago-Vía de la Plata, para el desarrollo sostenible a escala local”. University of Santiago de Compostela, Economic and Social Council of Galicia, Provincial Government of Ourense, 2018. Available at the website of the [Research Department of Galicia Tourist Board](#).

Although the Galician regional government has looked after keeping a territorial balance in the deployment of the itineraries, there are some points to highlight:

⁶ This figure and subsequent ones within this section were taken from Galician Institute of Statistics (IGE) data for 2020.

⁷ Parishes are a traditional subdivision of the Galician territory. There are around 3.700 civil parishes in the region, each one comprising one or more vilas (towns), aldeas (villages), lugares (hamlets) or barrios (neighbourhoods).

- The network connects the 7 main regional urban centres: Santiago de Compostela, A Coruña, Ferrol, Lugo, Ourense, Pontevedra and Vigo. They represent 37% of Galicia's total population, without considering the metropolitan areas.
- As shown in Figure 4, the most popular Way, the French Way, traverses underdeveloped rural areas, not going through any big urban centre. On the contrary, the second most popular route, the Coastal Portuguese Way, connects Santiago to Galicia's biggest city, Vigo and goes across consolidated tourist coast destinations.
- The rest of the territory not covered by the official routes stands for more than a half of the Galician territory but gathers less than the 30% of population, showing that many of the municipalities "left behind" are also thinly populated areas that could benefit from the activity and attraction power of the established pilgrimage routes.

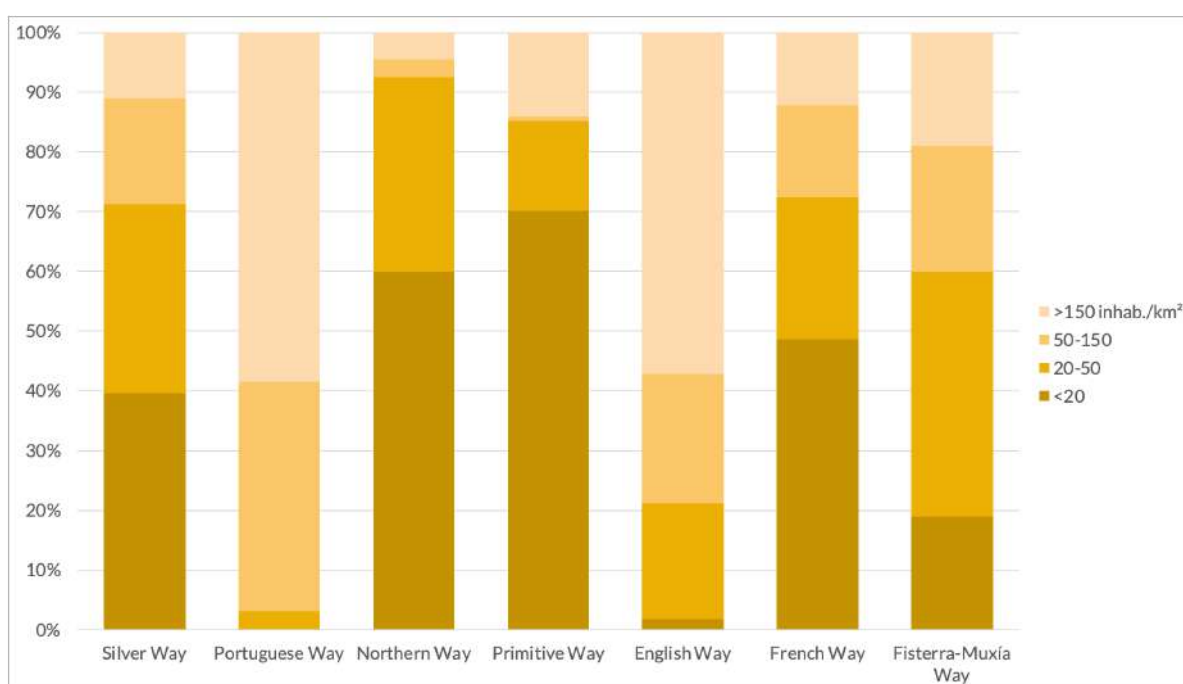


Figure 4. Distribution of population density levels in parishes traversed by the official routes to Santiago. Adapted from "Evaluación y análisis del potencial del Camino de Santiago-Vía de la Plata, para el desarrollo sostenible a escala local". University of Santiago de Compostela, Economic and Social Council of Galicia, Provincial Government of Ourense, 2018. Available at the website of the [Research Department of Galicia Tourist Board](#).

At least at an initial stage, the presence of pilgrimage itineraries had an important impact in the territories traversed and is a structural component of local economies (villages offering accommodation and catering services, small retailing shops, etc.). **Nevertheless, it is necessary to highlight that these areas were already well connected by roads and popular paths. More isolated areas, such as the mountains of O Courel and Ancares, a big part of the farming area of A Terra Chá or the coastal region of the Death Coast, still remain "unconnected" from that point of view.**

For Portugal, the scenario is different as the Northern region is the most densely populated in the country, especially in the territories crossed by the Coastal Portuguese Way. This is the case



of the municipality of **Vila do Conde**, part of the Porto Metropolitan Area (NUTS PT11A). The strategy in these areas shall be different, developing these territories' tourist **offerings** and attractiveness in order to take advantage of the drawing power of Porto while decongesting this tourist hub, thus contributing to territorial balance. It is also worth highlighting that for this municipality, the flow of pilgrims and tourist is indeed concentrated in the urban area (crossed by the Coastal variant), only a small part of the municipality that notably expands eastwards into inland Portugal, being the mostly rural areas traversed by the Central Way, still unknown for many.

Vila do Conde identifies in the rurAllure project the possibility of mobilising travellers to the surroundings of the urban area, decongesting it, and additionally offering differentiated cultural and touristic products and activities in its rural areas by promoting social and economic dynamics. The aim is to revitalise this rural scenario already undermined by the concentration of population near the coast and in the urban centre.

Nearby heritage missed by (most) pilgrims

Pilgrimage tourism is a particular type of experiential tourism focused not in visiting attractions but in the journey itself and the personal connections established with the surrounding landscape: “A personal and spatial experience that involves a special contact with the traversed environment. [...] This experience places local people, landscapes, resources, and past and present signs of local identities in contact with territories.”⁸

Being a tourism product itself, both public and private strategies for its development have usually prioritised its promotion, accessibility and services provision, (that is, improving the pilgrims' experience and, ideally, raising their expenditure) over diversification (of the offer) and synergy building (between contact territories).

Within the framework of rurAllure, and considering the important number of heritage assets across the territories both inside and outside the Camino in Galicia and North Portugal, this WP4 pilot explores the possibilities for the development of a singular cultural tourism product based upon the literary heritage. However, other aspects such as nature and landscape will be considered from the beginning too, as explained in the following subsections.

Literary heritage

Literary heritage is the main focus of the WP4 pilot, acknowledging the intimate links between pilgrimage and literature, in the form of oral traditions, travel diaries, etc. Galicia boasts singular venues for this topic –as for example the Oseira Monastery, in the Silver Way, where Graham Greene used to be a recurrent visitor– but also a number of notable native writers and poets who have contributed to the dissemination of the Galician culture and language with their works. Although these literary figures are still little known abroad, their legacy can be approached through several writer's homes and museums all across the territory, places from where to discover the surroundings in creative, inspirational ways. Many of these venues are located in municipalities crossed by the Ways, but outside the marked paths, as for example:

⁸ *Balestrieri, M. and Congiu T. (2017) Rediscovering rural territories by means of religious route planning. Sustainability 2017, 9(3), 363.*



- [Casa Museo Uxío Novoneyra](#), in the Courel Mountains (Municipality of Folgoso do Courel), managed by Fundación Uxío Novoneyra. The venue is 30 km away from both the French Way (Pedrafita do Courel) and Winter Way.
- [Casa Museo Rosalía de Castro](#), writer's home and museum managed by the foundation with the same name in the municipality of Padrón, one of the last stages of the Portuguese Way and 20 km away from Santiago de Compostela.
- [Fundación Otero Pedrayo](#), in the municipality of Amoeiro, crossed by the Silver Way.
- [Fundación Vicente Risco](#), whose headquarters in Allariz, a few meters away from the Silver Way, organizes cultural activities on a regular basis.
- [Fundación Curros Enríquez](#), settled in the birthplace of the poet, today The Poet's House, a museum paying tribute to Curros and other local born writers. It is located in Celanova, 15 km away from the Silver Way.
- [Fundación Manuel María](#), running the writer's home and museum in Outeiro de Rei, 20 kms away from Lugo and the Primitive Way.
- Fundación Eduardo Pondal in Ponteceso, one of the places part of the Death Coast, 30 km away from the Fisterra-Muxía way and 40km from the English Way.
- [Writer's Home and Museum of Álvaro Cunqueiro](#), in Mondoñedo (North Way), managed by the municipality.
- [Fundación Wenceslao Fernández Florez](#) and its Villa Florentina in Cecebre, Cambre (A Coruña), only 5,8 km away from the paths of the English Way .
- [Casa Ramón Cabanillas](#) in Cambados, managed by the local council.
- The village of Rianxo, with the houses of Castelao, Rafael Dieste and [Manuel Antonio](#) (the latter a museum managed by the municipality) in The Mar de Arousa and Río Ulla Route.

Although literary tourism is still a product to develop in Galicia, Portugal has a wide experience in this form of cultural and creative travelling, paying close attention to the heritage linked to its writers and poets. The municipality of **Vila do Conde** is an example of this public policy, a land of artists chosen by several renowned Portuguese and international poets and painters to live and work.

This list of names linked to the town includes the poet José Régio and his brother and painter Júlio/Saúl Dias; Ruy Belo, Eça de Queirós, Camilo Castelo Branco, Antero de Quental, Guerra Junqueiro, Agustina Bessa-Luís or the painters Robert and Sónia Delaunay. Their legacy is present all over the city, with emblematic assets central for Vila do Conde's literary memory and identity.

- **The Antero de Quental House** was the residence of this poet and philosopher –one of the most influential Portuguese language artists of all time—during his stay in Vila do Conde, between 1881 and 1891. Here he wrote a significant part of his work, inspired by the “calm, bucolic environment” of this land. The venue aims to collect and disseminate information about Antero de Quental and the literary group he led, the 1870 Generation, that gathered names as Camilo Castelo Branco, Eça de Queiroz, Guerra Junqueiro, among others.



- **Julio's Gallery and Julio/Saúl Dias Study Center**, a place devoted to History, Culture and Contemporary Art paying tribute to Julio/Saúl Dias, a major figure of Modernism in Portugal. Its creation allowed the Municipality to establish a permanent exhibition and study institution to disseminate, in proper conditions, the work and life of this **figure**. The collection comprises more than six thousand drawings, a personal archive and over 3.500 titles in his library, specialized in art and literature.
- The **José Régio's House** was acquired by the Municipality of Vila do Conde after his death in 1969 in order to protect this piece of building heritage and to host its important collection installed there, available to the public since 1975. The poet's house is not a basic museum but his real home, the place where he chose to live after his retirement. José Régio was a great art collector, mainly of Popular and Sacred Art, and therefore his museum houses Christs, ex-vows, religious statuary and a wide range of typological objects. The collection also includes drawings, manuscripts, and also a vast epistolographic, bibliographic and photographic archive.

Nature and landscape

The attributes and vast heritage that can be found in the territories covered by this pilot may enhance the proposed literary tourist experience, but can also be the basis for the development of other products and activities linked to nature and cultural tourism. Nature and landscape are indeed the main attributes of Galicia as a tourist destination, something that matches perfectly with the pilgrimage experience. Nevertheless, some of Galicia's most relevant environmental areas are located outside or in the margins of the Way's marked paths. This is the case for one of the first areas covered by this pilot, the Courel Mountains, an UNESCO Global Geopark and, along with the canyon astonishing landscapes of Ribeira Sacra, UNESCO Biosphere Reserve; the peaks of Pena Trevinca and Cabeza de Manzaneda, the "rooftops of Galicia" and the glacial lagoon of Lagoa da Serpe; as well as Galicia's 6 Natural Parks: Dunes of Corrubedo, Fragas do Eume, Monte Aloia and, in the province of Ourense, o Invernadoiro, Serra da Enciña da Lastra, and Baixa Limia and Xurés Range, the latter shared with neighbouring Portugal.

Ethnographic heritage and other cultural assets

Aside from the well-known old towns of Santiago de Compostela and Porto as well as other urban centres, rural areas both in Galicia and Northern Portugal treasure several hidden gems usually missed by pilgrims.

Bounded on the north by the French Way and **in** the south by the Winter Way, the **Courel Mountains** are not only Galicia's great green reserve but also a perfect set to understand the presence and impact of Romans in Galician territory. Several examples of gold mining sites from the 1st to 3rd century can be found here, such as the mine of A Toca or the tunnel of Montefurado. There are also several pre-Roman fortified settlements to visit, such as the *castros* of O Vilar and A Torre.

Long-time traditions and ethnographic values also come to the forefront here: oral traditions, ancient land tenure systems, and traditional architecture based on dry stone walling techniques found in singular settlements such as Visuña, Romeor or Ferramulín. The result is a complex yet cohesive picture of a remote rural area still linked to its past and with a deep memory of the land.

In the nearby area of O Incio there are several mineral spring and thermal baths of a long tradition, as well as built heritage linked to Templars Chevaliers as the Castle of Novais (Quiroga) and the Church of San Fiz, the only Spanish Romanesque church marble-built). Eastwards, continuing the Winter Way, there is the town of Monforte de Lemos, with its



fortress and defensive walls from the Middle Ages, the magnificent Benedictine Monastery and singular manor houses as the one in Tor, one of Galicia's most singular museums.

The Winter Way enters the **province of Ourense**, inner land connecting Galicia with the rest of Spanish territories. The area, with the lowest level of tourism development in the region, is also traversed by the Southern or Silver Way, coming from the South. Ourense boasts relevant natural monuments and sites, as well as many famous wine producing areas (Monterrei, Ribeiro, Ribeira Sacra, Valdeorras) and a number of thermal spas, but also gathers important built heritage assets, both in and outside the path. Just to name a few:

- The castle and walled city of Monterrei (12th century), one of the biggest and best examples of fortified architecture in the Northern Peninsula.
- The Cistercian monastery of Oseira, 9 km away from the village of Cea, right in the Way.
- The baroque sanctuary of As Ermidas, in the municipality of O Bolo (not in the Way) placed upon the landscapes of river Bibei.
- The Roman Site of Aquis Querquennis, a military camp and mansio with hot thermal baths and its interpretation centre.
- The village of Ribadavia, with its Middle Ages castle and its Jewish Quarter, one of the biggest in Spain.
- The Monastery of San Salvador, in Celanova, one of the Baroque gems in Galicia.
- The village of Allariz, where the rehabilitation of traditional buildings and streets was awarded the Europa Nostra Award, and its network of small museums.
- The singular pre-Romanesque churches of Santa Comba de Bande and Santa Eufemia de Ambía. The Xagoaza Parish, in O Barco (traversed by the Winter Way), with its 12th-century Romanesque monastery and church, which belonged to the Order of St. John of Jerusalem. In the area there is also the magnificent bridge of A Cigarrosa, in A Rúa, which used to be part of the 18th Via of the Antonine Itinerary.
- The fortified pre-Roman Iron Age villages of Castromao, Armeá and San Cibrao de Lás, among others. Many of the artefacts found in these archaeological sites are treasured in the Archaeological Museum of Ourense city.
- The defence front of A Limia, safeguarding the border with Portugal through the Middle Ages, with the towers of Sandiás, A Pena and A Forxa and the fortification of the Araúxo Castle.
- The Ribeira Sacra and its many Romanesque monasteries and churches built alongside the banks of rivers Sil and Miño, as for example of Santo Estevo de Ribas de Sil, Montederramo, Ferreira de Pantón, or San Pedro de Rocas, the oldest in Galicia.

Crossed by the Primitive Way, the oldest one but still chosen by few pilgrims, is **the city of Lugo**, well-known for its Roman Walls, UNESCO Heritage since 2000. The fortification stands as a symbol of the city's history, the Roman Lucus Augusti whose history is explained and illustrated in museums like the Museo Provincial de Lugo, and visible in many vestiges that remain until today, as roman baths and a famous bridge.

Up in the North Atlantic coast and between the Fisterra-Muxía Way and the English Way extends the legendary region of **Costa da Morte, the Death Coast**, which gets its name from the many shipwrecks that have occurred here. While many of the most popular spots (Cape



Finisterre, Sanctuary of Virxe da Barca) are covered by the Way, many others are located some kilometres away from the paths, being essential to understand this fascinating land dominated by the presence of the sea. This includes the singular seafaring villages of Laxe, Corme, Ponte or Camariñas –the latter famous for its delicate lace making techniques which in addition to the pottery of nearby Buño are relevant examples of Galician artisan crafts– and inland Vimianzo, with its 12th century castle. The area also concentrates a great number of Megalithic remains, such as the famous Dombate Dolmen or the Celtic settlement of Borneiro Castro.

Finally, in nearby Portugal, pilgrims has much more to see than the magnificent city of Porto, as all the three Northern branches of the Way cross relevant villages and rururban centers of great attractive for pilgrims: Vila do Conde, Barcelos, Ponte de Lima, Valença and its fortress, the European Cultural Capital of Guimarães, he beautiful seaside towns of Viana do Castelo and Caminha, or Vila Pouca de Aguiar and Chaves, with its famous hot springs.

In **Vila do Conde**, municipality partner of the WP4 traversed by the Coastal and Central Portuguese routes, visitors may enjoy the charm of the traditional old town framed by an eminently rural and natural landscape, with the watercourses, pine forests as far as the eye can see and, walkways by the sea. The municipality boasts remote legacies from the prehistoric period, examples of Romanesque architecture, rural and emblazoned manors, and a number of historic landmark buildings which the city council, over the past few decades, has held a series of important works of restoration and rehabilitation.

Within the considerable built heritage, the monumental Santa Clara church and monastery and its aqueduct can be highlighted. The aqueduct, with 999 arches and approximately 4 km in length, is the second-largest in Portugal and defines the old town's silhouette. In addition, the Main Church and the Pillory recognized National Monuments, being also relevant the former Council Chambers; S. Francisco church and monastery; Senhora da Guia chapel and S. João Batista fortress; built heritage testimonies of the great historical richness of the past of this land that goes back and beyond the foundation of the Portuguese territory.

The cultural heritage of the valuable shipbuilding knowledge strongly linked to the Portuguese Age of Discovery which endures to this day can be appreciated in the heart of the riverside where the shipyards once worked, by visiting the Royal Customs House and a unique replica of a sixteenth Portuguese ship anchored there.

The municipality also boasts a network of cultural facilities –the Municipal Centre of Youth, the Municipal Theatre, the Solar Cinematic Art Gallery, the Living Science Centre, the Environmental Education Centre and the Memory Centre, installed in a rehabilitated impressive 17th-century Portuguese old manor—that has contributed to transform this Portuguese town into a cutting-edge cultural destination known for the diversity and quality of their activities and events.

Heritage missed by time rather than distance

The Municipality of Vila do Conde has posed the case of the **vast heritage that many pilgrims miss because they pass by the day before or the day after a significant event** takes place. Many of these might be interesting enough to lure pilgrims (especially during the stage of preparing their trips in advance) to extend their stay in the municipality. This is a very interesting aspect to investigate, as it aligns fully with the purposes of rurAllure.

The local agenda is also filled with fairs, traditional festivities and festivals across different locations in the municipality, both urban and rural:

reach out!



- **Fairs and markets:**
 - **Feira de Vila do Conde:** every Friday in the Local Market Hall. Groceries, clothing and related products.
 - **Mercado rural:** farmer's market every Sunday in the Local Market Hall.
 - **Feira de Velharias:** antique market every 3rd Sunday in the month, in the Local Market Hall. There is a second antique market every 2nd Sunday in the month in Macieira da Maia. It is one of the oldest fairs in the country, established in 1995.
 - **Feira Semanal de Macieira da Maia:** every Monday morning in Vilarinho, Macieira da Maia, Groceries, clothing and related products.
 - **Feira da Lameira:** first organized in 1896 by the abbot of Mosteiró, it takes place every Wednesday, selling groceries, clothing and related products.
 - **National Artisanry & Crafting Fair:** held on an annual basis since 1978 by the ADAPVC, an association for the preservation of Vila do Conde's heritage and handicrafts, It is the largest event of its kind in Portugal, devoted to the promotion of traditional Portuguese art and crafts, from different regions including Madeira and Azores. It takes place the last week of July and first week of August, in Vila do Conde's downtown.
 - **Feira da Gastronomia:** 7-day gastronomic event organised annually by the ADAPVC in the last week of August to discover the best of "Portuguese Cuisine". The event features restaurants from different gastronomic regions of the country and more than 70 food stands presenting a multitude of national gastronomic products, from bread, cheese, pastries to sausages and wine.
 - **Portugal Rural:** a professional fair focused on agricultural activities held in September. It is organised by the Council of Vila do Conde, the Young Farmers Association of the District of Porto, the Farmers Association of Vila do Conde and the Agricultural Cooperative of Vila do Conde.
 - **"Feira Grande de Janeiro" or "Feira dos Vinte":** organised by the municipality in collaboration with local schools, it takes place on the Friday closest to the 20th of January. This secular event known as a "Lovers' Fair", has a long tradition and its origins are related to a fair where villagers would gather to do business, arrange dates and perhaps even marriages for their children. Nowadays the tradition is kept alive and properly decorated wooden spoons come to life, telling stories that can be taken home or given to your loved one.
- **Religious and saint festivities:**
 - **In January:** São Gonçalo (Mosteiró), São Vicente (Tougues), Santo Amaro (15th, Labruge and Vila do Conde), São João Bosco (21st, Vila do Conde).
 - **In February:** Nossa Senhora da Guia, patroness of fisherman (2nd, Vila do Conde) Procession, composed of 8 saint stands passing through the old quarter's main streets from Igreja Matriz, to her chapel in the River Ave; Nossa Senhora das Candeias (2nd, Canidelo), São Brás (3rd, Canidelo and Vila do Conde).



- **Easter-related:** São Lázaro (Guilhabreu, two weeks before Easter); Procissão da Penitência ou das Cinzas, organised by the Venerável Ordem de Terceira de S. Francisco de Vila do Conde (religious order); Festa do Nosso Senhor dos Passos, religious celebration organised by the Santa Casa da Misericórdia de Vila do Conde (Portuguese charity); Festas de Sábado de Aleluia (Easter festivities) include the theatre representation of the burning of Judas, on the Holy Saturday, in the city centre as well as in several parishes of the municipality; Domingo de Páscoa (Easter Sunday).
- **In May:** Santíssima Trindade (parish of Ferreiró); Our Lady of Fátima, held throughout the country on the 13th of May, especially relevant in the parishes of Bagunte, Guilhabreu, Parada, Vila do Conde and Vilar de Pinheiro; Santa Maria a Nova (parish of Azurara) and Corpus Christi (every 4 years, carpets of flowers are made in the streets where the procession passes, attracting visitors and tourists).
- **In June:** Santo António (13th, Fornelo, Touguinha and Vila do Conde); Festas de São João, patron saint of the city: religious celebrities and a vast programme of events, customs and traditions, that include musical and folk performances and fireworks, during almost the entire month; Santíssimo Sacramento, held in the parish of Junqueira (also in July, in the parishes of Fajozes, Gião, Macieira da Maia and Vila Chã); São Pedro (29th, Canidelo, Fajozes, Mindelo, Touguinha and Vila do Conde).
- **In July:** Nossa Senhora da Saúde (Junqueira); Nossa Senhora do Alívio (Rio Mau); Santa Luzia (Retorta); Santa Marinha (Vilar de Pinheiro); Santa Ana (26th, Azurara); São Cristóvão (Rio Mau); São Tiago (Labruge); São Bento (11th, Vairão); São Paio (Labruge); Senhor do Padrão (Tougues); Nossa Senhora do Carmo (16th, Vila do Conde).
- **In August:** Nossa Senhora da Saúde (Fornelo); Nossa Senhora do Resgate (Touguinhó); São Mamede (August 17th, Junqueira and Vila Chã); São Salvador (Árvore, Modivas and Touguinhó); São João Evangelista (Mindelo); Santa Apolónia (Malta); São Lourenço (10th, Vila do Conde); Santa Clara (11th, Vila do Conde); São Roque (16th, Vila do Conde); São Bartolomeu (24th, Vila do Conde); Nossa Senhora das Neves (5th, Azurara and Bagunte); Nosso Senhor dos Navegantes, fishermen patron saint (relevant celebration for the fishing community established in Caxinas, Vila do Conde,).
- **In September:** Nossa Senhora da Ajuda (Bagunte); Santa Eufémia (16th, Guilhabreu); São Miguel (Arcos); São Donato (Azurara); São Lázaro (Guilhabreu); São Ovidio (Vairão); Nossa Senhora da Lapa (8th, Vila do Conde).
- **In October:** Nossa Senhora do Rosário (7th, parish of Vila do Conde).
- **In November:** São Martinho (11th, Fornelo, Outeiro Maior); Nossa Senhora do Socorro (21st, Vila do Conde); Santa Catarina (25th, Vila do Conde).
- **In December:** São Nicolau de Bári (6th, Azurara); Nossa Senhora da Conceição (8th, Vila do Conde); Santa Eulália (Aveleda); Santa Luzia (13th, Canidelo and Vila do Conde); Nossa Senhora do Ó (8th, Vilar); Santo Estevão (26th, Gião).



- **Festivals and other cultural events:**
 - **Festival Internacional de Cinema “Curtas Vila do Conde”:** a well-known international film festival, created in 1993 with a short films competition. One of the main events in Portugal dedicated to the cinema. Housed in the Municipal Theatre and the Solar-Galeria de Arte Cinemática, an Art Gallery exclusively focused on cinematic arts.
 - **“Um porto para o Mundo”:** acclaimed by national press as “the largest community street musical theatre in the country” the festival is organized by the municipality in partnership with Companhia Lafontana - Formas Animadas. The event aims to keep alive the memory and identity of Vila do Conde related to wooden shipbuilding, navigation and fishing. With the participation of plastic creators, choreographers, actors, musicians, singers and hundreds of volunteers, it is a recreation of Vila do Conde’s most important and remarkable period.
 - **Encontro Internacional de Palhaços:** an International Clown Meeting that brings together professionals, cart-lovers and the general public to dignify this discipline. The aim of the event, promoted by cultural association Nuvem Voadora, is to create a space where clowns can present themselves free of clichés, without being tied to the universes of pure entertainment and childhood, to give visibility to a new kind of clown.
 - **Queima do Judas:** an annual cultural event, part of Easter festivities. A popular event, it brings to the forefront the discussion of current affairs, relevant themes and issues related to the community. It involves various collectives, artists and volunteers who join energies to build this community event.
 - **Memórias no Centro da Festa:** a family festival with a varied programme that includes workshops, theatre, dance and musical performances, puppet shows, sports activities, street animation, gastronomy tasting and handicraft stands.
 - **Camélias em Vila do Conde:** an event to celebrate the culture of camellias, a very special winter flower popular in the area, stimulating the interest of new camellia producers and collectors. Flower competition, exhibitions, a market for handicraft and gastronomic products, workshops, walks, etc.
 - **Fim de Semana Gastronómico:** an initiative part of the Gastronomic Weekends promoted by the Regional Tourism Board of Northern Portugal where guest restaurants offer the possibility to explore

Current needs and opportunities in cultural and touristic promotion

If 2019 set an historical record in the number of pilgrims reaching Santiago, some 370.000, in 2020 this number fell to a quarter due to the COVID-19 crisis. This threw some doubts about the forecast for 2021, the first Compostela Holy Year in a decade, when pilgrims were expected to multiply exponentially.⁹ In response to the crisis, this celebration was extended to 2022 for

⁹ *During a Holy Year every pilgrim visiting the Cathedral of Santiago has the chance to obtain the Jubilee, the total forgiveness of their sins, granted by the Catholic church.*



the first time in history, giving some extra margin to the industry and territories crossed by the Ways to maximize the effects of the celebration.

Both the Galician and the Spanish administration have high expectations on the Xacobeo 2021-2022 for the recovery of tourism figures in the country, as the Camino is considered to be, according to the National Tourist Jacobean Plan 2021-2022 **“Spain’s flagship tourism product”**. Moreover, its attributes are well-aligned with the post COVID-19 tourism trends, with travellers seeking open-air, silent settings suitable to enable social distancing and dispersal.

While the original motivations behind the Holy Year celebrations were merely religious, the truth is **the Compostela Holy Year puts The Ways to Santiago in the public, political and industry spotlight, attracting public investment and policy development**. Therefore 2022 will be an important year in terms of opportunities for the development of these pilgrimage routes and the projects related to it.

The aforementioned plan acknowledges the Ways’ potential to lead the transformation of the Spanish tourism industry model, “contributing to seasonal adjustment, territorial cohesion and tourism income balanced distribution”. To achieve this, the plan allocates 121M€ (financed with EU Next Generation Funds), 45M€ just for the development of new tourism products, as both the Ways and Spanish tourism have shown a need for diversification.

Other needs identified within this plan included **accessibility, inclusiveness, digitalization and, above all, to guarantee and communicate the Way’ safeness for travellers**, as this will be one of the most demanded attributes of the post COVID-19 tourism. To reinforce this, the Strategic Plan also foresees the implementation of international tourism campaigns.

Although internalization is one of the key strategies for these pilgrimage routes – in Galicia it is the main source of international travellers– it is also important to highlight its potential to trigger **rural tourism**, reinforce urban--rural connectivity, and to target **domestic travellers** by creating new experiences that inspire them to re-discover their local territories. Considering this, communication and promotion need to address both levels, global and local, and shall rely on the availability of new products and experiences. Diversification will not only contribute to attracting more travellers but also to keep a better territorial balance, by enabling neighbouring territories not crossed by the routes to benefit from these flows. This will also address the problems of crowding in some itineraries detected prior to the COVID19 crisis.

Governance will be key to achieve these needs and leverage the timing and funding opportunities. This has to be participatory, based upon the exchange of knowledge and best practices and the capability of gathering together policy managers, industry professionals, cultural agents and local communities.



Strengths & opportunities

For the Ways to Santiago

- Compostela Holy Year 2021-2022 attracts attention and public investment.
- Trends in slow-paced tourism, rural and nature tourism as well as outdoor activities, especially for the post-COVID19 travellers.
- Excellent public reputation and knowledge of the product.
- Alignment with sustainable development goals.
- Connectivity: in addition to the 4 airports in the area, high-speed trains connecting Galicia with the rest of Spain are expected for the end of 2021.
- Perceived quality. 64% of pilgrims state that their experience on the Way was better than expected.
- Prescription: Almost 99% of pilgrims would recommend others to do the Way.
- Loyalty: 36% of pilgrims are returning visitors.
- Diversification: 85% of pilgrims will do another Way in the future. 83% of pilgrims will return to Galicia as a tourist. For many pilgrims, the Way is the opportunity to discover Galicia.
- The consolidation of a number of official itineraries allows tourists distribution and prevents the Ways from massification.
- Good number of diversified accommodation and service infrastructures.
- High diversity of tourist profiles and motivations.

For the pilot actions

- Important number of literary heritage assets all across the territory. It is possible to identify at least one “literary venue” (e.g. an emblematic writer’s home) per route.
- Network of associations managing this heritage have strong interest and demand for tourist development.
- Territorial distribution allows to leverage the services, infrastructures, accommodation and promotion actions linked to the Way.
- Need for the creation of new tourism products around the Way to enhance the experience and diversify the offer.
- Natural connections between literature, travel and pilgrimage.
- Trends on creative, experiential and learn-by-doing tourism.
- Active professional association of tour guides in the area, capable of testing and commercializing these new routes.
- Local population, schools and civic and cultural associations are also target publics.
- Abundant previous knowledge and experience, such as the routes already created by the Galician Culture Council (CGG) or the Professional Association of Galician Writers (AELG).



- Abundant certified hiking routes of natural interest that can be integrated within these new literary itineraries.

Weaknesses & threats

For the Ways to Santiago

- Although recent studies have agreed on the Way's sufficient tourist carrying capacity in Galicia in order to keep flows growing, there are some warnings about the massification, especially in some itineraries such as the French Way.
- Emerging public voices criticizing public policies around the Ways in Galicia.
- Trivialization of the pilgrimages, turning them merely a ludic budget tourist experience for masses far away from its cultural and historic values (upon which relevant sustainable products can be developed).
- New COVID-19 breakouts that may lockdown the territories and stop tourist flows.
- Risk of losing investment opportunities (EU funding) because of narrow deadlines and poor planning.
- Seasonality: visitors concentrate in the summer season.

For the pilot actions

- Isolation and poor accessibility in some areas, lacking effective public transportation and with poor road provision (Courel Mountains)
- Poor accommodation offer in some areas, especially free or budget options. Lack of beds availability prevents tourists from visiting the area, but, paradoxically, tourist low traffic makes investments risky and difficult (e.g., establishment of new lodging facilities).
- Similarly, lack of catering services in some areas.
- Niche tourism product with difficult commercialization, as this is a specific topic. Therefore, short-term profitability can be perceived as a weakness and prevent tour operators from offering this product.
- As most of the literary heritage assets are related to native writers, it may be difficult to make the routes relevant of travellers outside Galicia and Spain.,
- Excessive tourist packaging may prevent visitors from discovering these alternative proposals, as many pilgrims come to Galicia with pre-made tours without margin to make changes.
- Pilgrims' reluctance to make changes in their travel schedule or itinerary. This threat could be balanced by the pilgrims' willingness to return to Galicia afterwards.
- At local levels there may be difficulties to keep trails in good conditions and accessible.
- Poor coordination among the cultural/heritage association and tourism agents. There is a strong need for the routes to have a good governance and to establish cooperation networks.

3. Pilot actions

Territorial coverage

As shown in Figure 5, the pilot is implemented across the regions of Galicia and North of Portugal, in the Iberian Peninsula. Initially focused on 3 Jacobean Ways (Winter, French and Portuguese Ways), the pilot has broadened its scope by including the Silver Way through the work of UVIGO. The activation of previous and new territorial stakeholders (Padrón, Noia) also greatly enlarged our territorial coverage. In Portugal, it is focused in the municipality of Vila do Conde, which is part of the Metropolitan Area of Porto, though other territories may be added in the future.

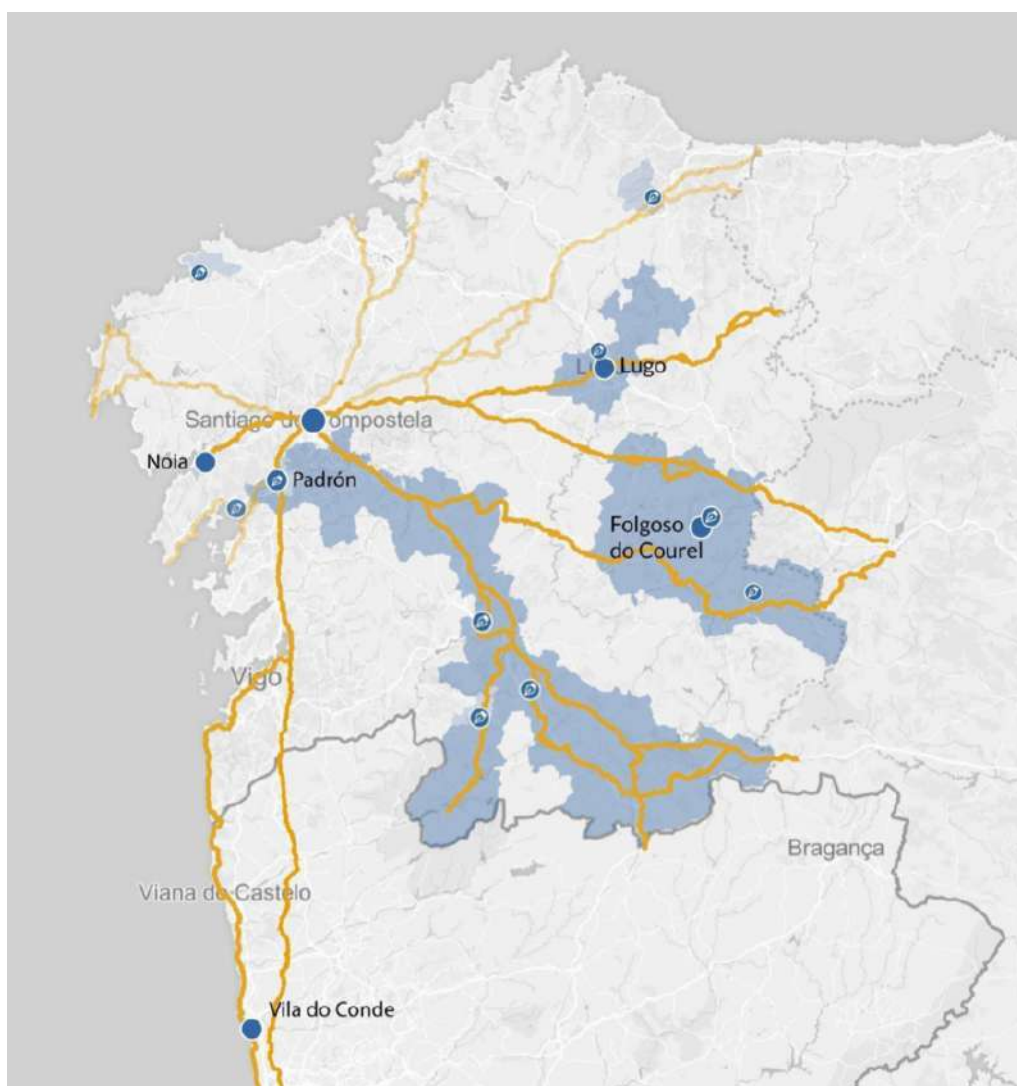


Figure 5. The territorial scope of the WP4 pilot.

Each working area is linked to one pilot partner (and associated partners who have signed collaboration agreements as explained in D2.1, “*Common strategies for pilots*”) and managed autonomously, thus with different strategies and levels of implementation, under the coordination of the WP Leader (FUN). The distribution is as follows:



- **Area 1: connecting Winter and French Way.** It covers the area delimited to the North by segments from Vilafranca do Bierzo to Sarria (70 km) and to South from Valdeorras to Monforte (65 km) with the focus placed in the area of the Courel Mountains, operated by FUN.
- **Area 2: the Silver Way,** From A Canda to Santiago, with a focus in the province of Ourense and the municipalities of Monterrei, Allariz and Celanova (all of them associated partners). The area is managed by UVIGO.
- **Area 3: the municipality of Vila do Conde,** crossed by the Coastal and Central Portuguese Ways.
- **Area 4: connecting French Way and Primitive Way.** The area covers the itinerary known as Via König, and the area of Lugo and surrounding area. This area is managed by FUN in cooperation with the associated partner Fundación Manuel María.
- **Area 5: the area of Padrón,** the latest-stop location before Santiago in the Portuguese Coastal and Central Ways, as well as the Muros-Noia Way.
- **Area 6: the municipality of Noia,** crossed by the Muros-Noia Way.

Through further work involving local stakeholders, in 2022 and 2023 the pilot would like to increase its coverage to the following areas:

- Connecting the **English Way** and the Fisterra-Muxía Way through the Death Coast area.
- The area of the Ría de Arousa, in the Jacobean **Route of the Sea of Arousa and River Ulla.**
- The inner town of Mondoñedo and surroundings, in the **Northern Way.**
- Metropolitan Porto Area, expanding the itineraries elaborated for Vila do Conde.

The final goal is **to have at least one itinerary and a number of POIs in each one of the official Jacobean routes** recognized by the Xacobeo Agency, established around relevant literary heritage, namely writer's homes.

During 2021, the pilot efforts went into laying the groundwork for the years to come, dealing with tasks of mapping relevant literary heritage assets and agents across territories, involving new stakeholders in order to expand the pilot coverage and, especially, designing itineraries and strategies for each one of the selected areas. This last task is strongly influenced by the evolution, tests and outcomes of the IT platform, so strategies concerning number of points of interest (POIs), categories, the design of itineraries and narratives have evolved and transformed considerably through this period, leaving little time for content production.

It is also worth mentioning **additional non-territorial coverage** attained through the involvement of new associate partners, able to act as ambassadors for the visibility of the pilot:

- It is worth highlighting the agreement signed by the **Association of Friends of Galician Museums**, a cultural group operating since 1975 for the promotion of museum practice in the region and developing an important program of cultural activities which include conferences, talks, educational tours and study visits to heritage sites across Galicia. This new partnership will provide additional expert support in the design and research of itineraries while providing opportunity for guided tours and organised walks.
- Although not yet developed, first contact has been done with the **Galaico Trail Run**, a sports association suitable to become "pathfinders" who will traverse and rate the



proposed detours and routes to reach POIs out of the official pilgrimage paths, offering also the possibility to organize run sessions open to the public.

- Similarly, and aiming to guarantee pilot dissemination and outreach beyond its territory, a partnership have been established with the **Network of Writer's Home and Museums in Spain and Portugal (ACAMFE)**, an association gathering up to 45 members that will provide opportunities for exchange learning and welcome other agents in the Iberian Peninsula to discover and replicate the pilot experience in their own territories.
- Following the same strategy, an initial contact has been established with [Pirineo Literario](#), a community-based project mapping the rich literary heritage in the Benasque Valley, in the Pyrenees mountains, starting point of the French Way.

Table 1 provides a view on the territorial areas and participating associated partners. Each area strategy will be examined individually in the following section.

Table 1. Areas for pilot actions and participating associated partners.

SEGMENT	ASSOCIATED PARTNERS INVOLVED
Area 1 Connecting the Winter and the French Way	<ul style="list-style-type: none">• Municipality of Folgoso• Lugo Provincial Government
Area 2 The Silver Way	<ul style="list-style-type: none">• Fundación Otero Pedrayo• Municipality of Amoeiro• Fundación Vicente Risco• Fundación Curros Enríquez• Municipality of Celanova• Ourense Provincial Government
Area 3 Vila do Conde	-
Area 4 Connecting Primitive and French Way	<ul style="list-style-type: none">• Municipality of Pedrafita do Cebreiro• Fundación Manuel María• Lugo Provincial Government
Area 5 Area of Padrón	<ul style="list-style-type: none">• Fundación Rosalía de Castro
Area 6 Area of Muros-Noia	<ul style="list-style-type: none">• Municipality of Noia
Area 7 (to develop) Death Coast, connecting the English and the Fisterra Way	<ul style="list-style-type: none">• Fundación Eduardo Pondal• A Coruña Provincial Government
Non-territorial actions	<ul style="list-style-type: none">• Friends of Galician Museums• ACAMFE



Newly-created actions

Area 1: Connecting the Winter and the French Way

This area operates between two Jacobean routes crossing the territory of the Courel Mountains and surroundings; around 15 municipalities. From the North, traversed by the popular and crowded French Way, to the South, where the much quieter Winter Way lays, there are more than 60 km, involving a territory of 1.500 km². It is managed by Fundación Uxío Novoneyra (FUN)

Inventory of heritage assets across the area

Through desk and field research approximately 150-200 heritage assets have been identified. Part of them will be turned into POIs while others will be delivered through narratives. At the moment 25 POIs have been uploaded to the rurAllure IT platform.

The starting point for this work has been the collection of poems “Ámeto mítico: Arrodeos e Desvíos do Camiño de Santiago”, by Uxío Novoneyra. The book, published in 1993 (Compostela Holy Year) by the Xacobeo Agency, serves as a “travel guide” to the Way, guiding pilgrims through locations and revealing its poetic dimension, while acknowledging Courel’s position within the route. In addition, plenty of information has been gathered thanks to the work with stakeholders, including the Municipality of Folgoso do Courel, local associations, and other entities such as the [Professional Association of Galician Writers](#) and the [Galician Culture Council](#), who already had explored this topic. Another valuable source of information have been the [Scientific Tourism Itineraries](#) promoted by the Lugo Provincial Government

Particular outcomes from this research served as the basis for the composition of paper “Medieval and Modern Poetic Wanderings Along the Camino de Santiago” by FUN collaborators Harriet Cook and Nieves Neira, presented and accepted in the [International Congress of Medieval studies](#) to be held in May, 2022.

The mapping of literary heritage assets has been combined with other relevant sites in terms of tourism, especially those linked with nature and environment, the second topic to explore. In this line, FUN has benefited from the collaboration previously established with the management body responsible for the [UNESCO Global Geopark of Courel Mountains](#) and the [LIFE project Bear Courel](#).

Design of itineraries

A second step was to gather selected items in coherent itineraries to be followed by the rurAllure platform users. This work was done from the study of tens of already-walked hiking routes —including trails officially certified by the Spanish Federation for Mountain and Climbing Sports— and in collaboration with grassroots local associations and active tourism private businesses.

The design of itineraries followed **a strategy based on the identification “escape points” in both Jacobean routes from where to catch the pilgrims’ attention**; suggesting alternative trails they can follow, either to take a detour in the same Way or to cross to the other one. All routes end up in areas with services and accommodation (including mid-stops) and reach the Writer’s Home of Novoneyra.

As shown in Figure 6, these routes are cut into segments displayed in the platform, so users can combine them freely. For example, users taking the detour from Vilafranca to Seoane (1) can choose either to continue in the French Way towards O Cebreiro (2) or Samos and Sarria (3) or

change their course towards the Winter Way (areas 4, 5 and 6). Pre-made combinations of segments will also be available. Almost all routes offer the possibility to be done by foot, bike or car (alternative itineraries).

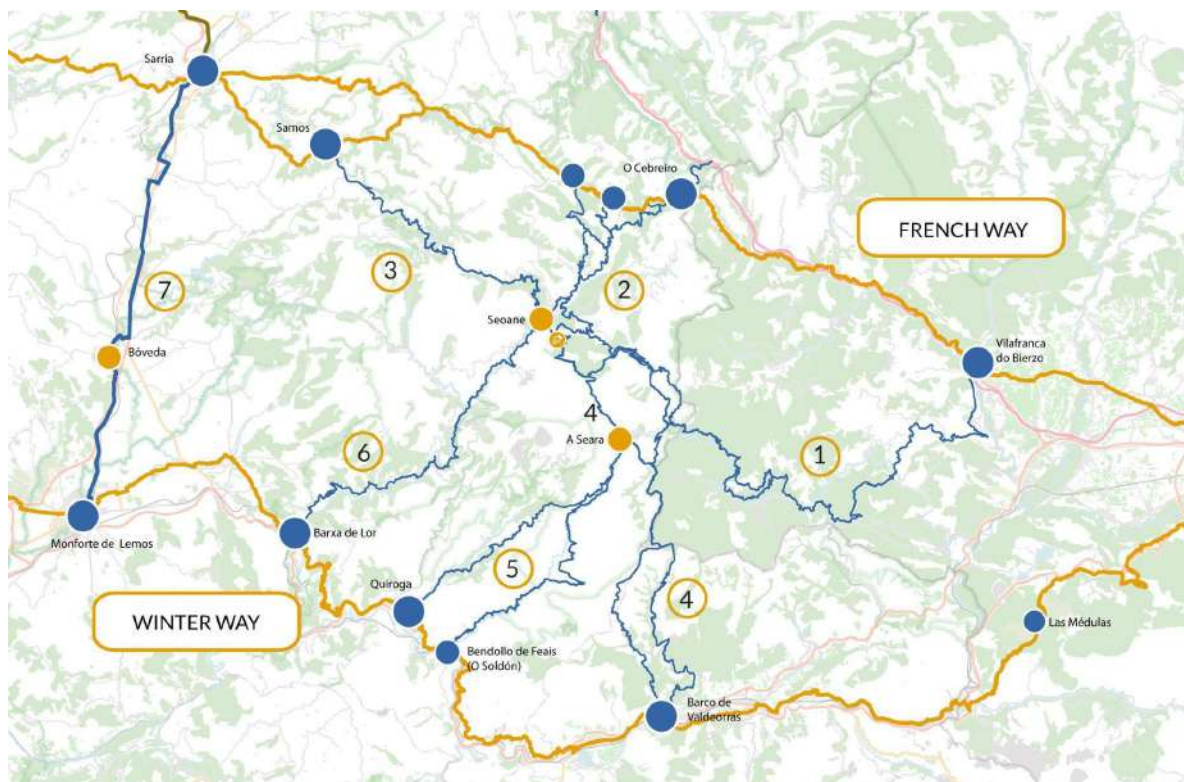


Figure 6. The routes designed for Area 1.

Profiling pilgrims

Through the last half of September 2021, FUN staff conducted the rurAllure survey to pilgrims in-route in busy stops in the French Way (O Cebreiro, Triacastela), gathering over 500 answers. QR codes have also been placed along the segments in the French and Winter Way, including tourist offices.

The online survey for pilgrims-to-be is available in the FUN website and has been distributed through Social Media.

According to recent studies on the impact of the COVID-19 to the Ways to Santiago¹⁰ the most extended pilgrim profiles today are sketched up as “Modern-Ludic” (mostly females, high level of satisfaction, prefer quiet trails) and “Younger-Ludic” (gets information in Social Media, more critique). Ludic and cultural motivation are more relevant than ever while a trend on outdoors activities as “therapeutic” emerges.

¹⁰ D. Riveiro. “El impacto del COVID-19 en el perfil del peregrino. Final Report”. Cátedra do Camiño de Santiago e das Peregrinacións (USC), 2021. Available at <https://www.catedradelcaminodesantiago.com>

Stakeholding

Informal partnerships have been established with local stakeholders, including grassroots community association “Buraca das Grelas” and two local private businesses of active tourism, so as to help with the assessment of proposed itineraries and planning further actions to engage pilgrims and visitors.

For the area of the Winter Way, the pilot has identified and established first contact with agents linked to Florencio Florencio Delgado Gurriarán, the local born writer that has been honoured by the Royal Galician Academy with the Galician Literature Day for 2022. By introducing references to the author’s legacy in the proposed routes, the pilot will be able to leverage the academic and public attention drawn to Gurriarán and his birth place through next year's expected celebrations and tributes.

Considering the wide extension of territories covered in these areas, FUN has split the work in two areas, North and South, putting more effort into the first one, which is much more crowded in terms of pilgrims’ flow.

Planned actions

- **Narratives:** a first narrative part of the trip-plan “From o Cebreiro to Sarria through the Courel Mountains” is expected to be written and ready to produce by the end of the year, covering area 2 (27km) from O Cebreiro to Parada. The story would be guided by poems from Novoneyra’s Arrodeos, as this is one of the routes described in his poems. Throughout 2022 and 2023 narratives for areas 1, 3, 4 and 6 will be implemented, along with short media for specific points or short walks. Additionally, a narrative covering the Winter Way from Valdeorras to Monforte is foreseen.
- **Routes signage:** in order to catch the attention of pilgrims in-route, hikers and visitors in the area who don’t know about the project an onsite marketing tool based on QRs will be deployed in relevant POIs and strategic locations. Through a number of QR stickers with the rurAllure brand image people could use their devices to access bits of multimedia info on the place (short audios) and call-to-action encouraging them to download and use the rurAllure app.

The action follows an inbound strategy, where visitors are lured to use the rurAllure platform and discover the itineraries proposed by delivering small pieces of relevant information that may enrich their experience and make them want more .A design for the stickers is shown in Figure 7. The QR code will redirect to a landing page with an audio about the POI and a CTO to download of the rurAllure mobile app.



Figure 7. Design of the stickers for route signage.



- **Field study + trail cleaning.** Through collaboration with local partners itineraries shall be visited physically on a regular basis so as to explore its conditions and proceed with trail cleaning tasks if needed, in order to guarantee its accessibility.
- **Organised walks:** through 2022 and as the first routes are available on rurAllure platform, at least two organised walks open to the public will be held in collaboration with local partners to test some segments and provide a first-engagement with pilgrims.
- **Leaflet and brochures** to be disseminated in tourism information points, pilgrims' hostel, accommodation and other strategic points on the Way.
- **Workshops with local tourism businesses** in order to present the new tourist product, continuing the partnerships already established.
- **Children and family programme:** didactic material will be developed adapting some of the proposed itineraries and its contents to family-friendly experiences, also suitable for schools. A specific didactic unit on the topic (the Way and its history, territory, literary references) will be designed to prepare schools visits to the Novoneyra's museum, in order to disseminate the rurAllure pilot among teachers, children and families and encourage further exploration. This lesson plan will be integrated into the educational programme of the museum.
- **Itinerant exhibition** as a street marketing tool disseminating the routes and the project to be placed in strategic locations, tackling people passing by.
- **Further engagement of stakeholders,** especially local partnerships (businesses, social agents, etc) to enhance this area.
- **Other publications,** as tourist guides, to be explored.

Area 2: The Silver Way

The University of Vigo is leading the project for developing the pilot over the Silver Way, 223 km crossing 35 municipalities in Galicia. The work has been implemented involving heritage and territorial stakeholders: three literary foundations and the territory they are based in. These partnerships enable the pilot to focus and test activities in specific areas linked to relevant literary heritage, all of them in the Province of Ourense, whose provincial government has renewed its collaboration with rurAllure as associate partner, backing future activities.

Inventory of heritage assets across the area

Through desk and field research approximately 500 hundred heritage assets have been identified, suitable to become rurAllure POIs. Around 40 have been already uploaded manually to the platform, while the rest will be uploaded in bulk through the IRS. The search has combined field and desk study, identifying a number of writers and poets linked to the territories traversed by the Way that will serve as the basis for the composition of narratives.

Design of itineraries

Information uploaded to the platform will cover the whole official trail from A Canda to Santiago, pointing out relevant resources in the margins of the Way while providing guidance through short narratives covering particular segments. Particular focus has been put in the influence area of associated partners (see Figure 8), trying to couple POIs not in the Way with institutions and local vendors in order to enable new services and activities to lure pilgrims:

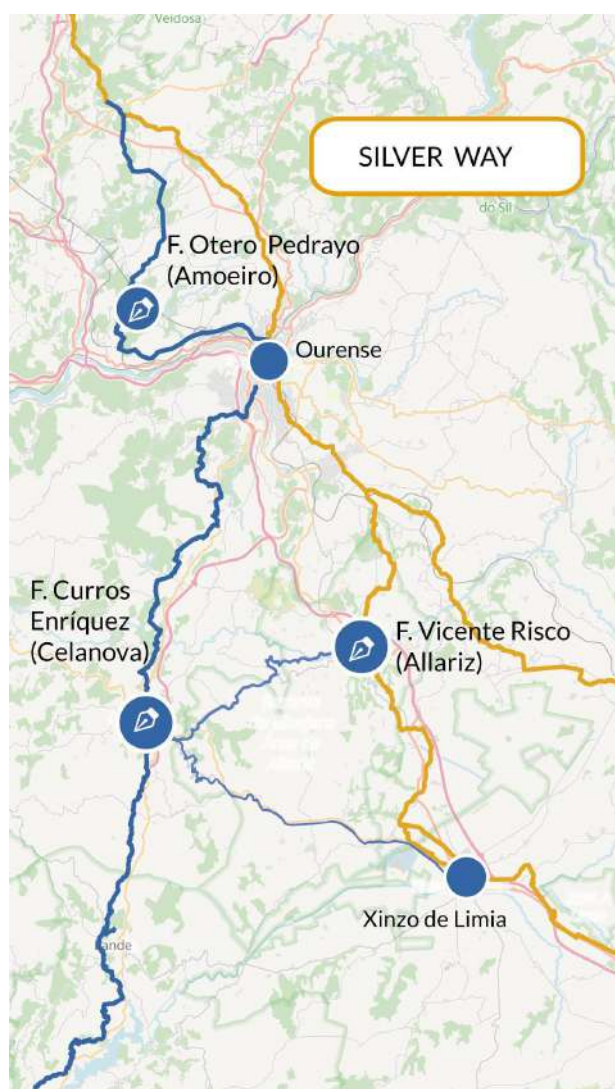


Figure 8. The routes designed for Area 2.

- **Fundación Otero Pedrayo + Municipality of Amoeiro.** A 29 km detour has been designed to lead pilgrims to the Pedrayo's Home in Trasalba, Amoeiro.. The proposed itinerary avoids some high slopes while offering a calm path near the river Miño. To make the detour more attractive, the institution is enhancing its venue with a rest stop for bikers, providing snacks, services and toolkits for bike maintenance and repair. This pairs with the actions of the Municipality, currently building a hostel for pilgrims. Bars and restaurants have also been welcomed to prepare special meal packages for pilgrims.
- **Fundación Curros Enríquez + Municipality of Celanova.** This associate partner is located in the pilgrimage route ["The Way of San Rosendo"](#) (St. Rudesind), a Jacobean variant (not officially recognized by the Xacobeo but with historical grounds) connecting the Silver Way in Ourense with the Ways in Portugal. The route is well-known and represents an additional flow of pilgrims nurturing the Silver Way. rurAllure users can follow this variant to Ourense; reach it from Xinzo da Limia (50 km away) or even take a detour to meet the Silver Way in the village of Allariz, 30 km Northwest, where the **Fundación Vicente Risco** is located.



Profiling pilgrims

Because of the hard conditions of some segments the Winter Way is chosen mainly by sport-lovers, specially bikers; young and middle-age people usually travelling in groups and keen on outdoor activities and nature. No surveys were conducted in this first period.

Stakeholding

In addition to the aforementioned new Associate Partners, local partnerships have been established with two tourism businesses offering services in the area (guided tours, heritage interpretation, etc). They will contribute to the validation of the detours and the dynamization of these areas in the framework of rurAllure: Viratemplos and Xeitura. Also, F&B businesses in some locations were introduced to the project.

Dissemination materials

A rurAllure roll-up has been created for use in presentations and workshops.

Implementation of a rest stop for bikers in Fundación Otero Pedrayo

On October 30th associate partner Fundación Otero Pedrayo presented the rest stop developed in their facilities in the framework of rurAllure, organizing an activity open for bikers that gathered up to 30 people (see Figure 9). Participants were welcome to discover and use this new service while enjoying a guided tour through the museum. References can be found at shorturl.at/ezQR4

Preparations for this relevant dissemination event included enabling a dedicated ticketing channel with its own domain (<https://i.gal/pedrayo>) that will be re-used in future rurAllure activities based here.

Narratives

For Area 2, up to 12 narratives will be created, covering each of the Silver Way sections from A Canda to Santiago. Each narrative is built upon one relevant writer, who tells the story in first person around one topic.

The first narrative, entitled “[Augusto Assía: Literature as a Battlefield](#)” has already been written and recorded. It covers the segment from A Canda to A Gudiña (16km). The successive tracks can be checked at [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#), [\[5\]](#), [\[6\]](#), [\[7\]](#), [\[8\]](#), [\[9\]](#), [\[10\]](#).



Figure 9. The poster and a picture of the inauguration of the rest stop for bikers in Fundación Otero Pedrayo.



Planned actions

- **Organised walks**, including dramatized guided tours in order to attract pilgrims to the selected POIs. Targets for these actions are both locals and visitors, including pilgrims in the area.
The next organised walk open to the public is scheduled for Spring 2022 in the Fundação Otero Pedrayo.
- **Workshops with local tourism businesses** in order to present the new tourist products, continuing the partnerships already established.
- **Cultural agenda**. All three literary foundations listed as associate partners boast an intense cultural agenda throughout the year that should be delivered through the IT platform as an incentive for users. To achieve this, providing training for associate partners on the IT platform's frontend for vendors (see Deliverable 3.2, "*rurAllure platform – beta version*") is foreseen, as further support through the next two years. Samples of this agenda will be examined in the following section.
- **Further engagement of stakeholders** to include other territorial/institutional associate partners.

Area 3: Vila do Conde and Portuguese Ways

The Municipality of Vila do Conde is crossed by the Coastal and the Central Portuguese Way, each one with a different reality. While the Coastal one, the second most popular Jacobean route, traverses the urban centre of Vila do Conde and follows sandy beaches and marinas, the Central one lays along quiet rural settlements, with little pilgrims or tourists passing by. Through rurAllure, the municipality plans to act in both, enhancing its pilgrimage experience through one the town's main attributes, its rich cultural heritage and agenda; while putting special emphasis on the Central segment, finding connection between routes and producing new products in the quiet one.

Inventory of heritage assets across the area

POIs will be directly taken from the official tourism website of Vila do Conde visitviladoconde.pt through JSON files in the IRS, manually adjusted in order to meet some of the platform requirements. 150 POIs are ready to be uploaded and will be available by the end of the year. Simultaneously, the municipality is developing a field and desk research to gain further insights about assets linked specifically to literary heritage and placed in rural areas.

Design of itineraries

The Municipality already has a literary route through the urban centre that will be delivered through the rurAllure IT platform as **a featured trip coupled with a narrative called "Rota d'Escritas"**, passing by 10 POIs (see Figure 10). The narrative has already been written and it is ready for recording. In addition, as a result of the current research, further itineraries will be studied in the rural areas, connecting both Ways traversing the municipality and amplifying the initial literary route.

Stakeholding

In addition to the local stakeholding with private businesses and association operating in the area, conversations have been held with the **Portuguese Northern Cultural Regional Direction** regarding synergies with the Regional Route project "Escritores ó norte"; as well as the

University of Porto and the **Regional Tourism Board of Northern Portugal**, the latter providing additional support for the tourism policy review coordinated by the WP2 team.

Additional partnerships with the Municipality of Vila Nova de Famalição (running the [Writer's Home and Museum of Camilo Castelo Branco](#)) and the Municipality of Sabrosa (running the museums Espaço of Miguel Torga) will be reactivated through 2022. It is also worth mentioning that the celebrations of the rurAllure congress in September (examined below) were a precious opportunity to engage additional agents who had manifest their interest in joining the project, such as the Provincial Government of Badajoz, in Spain.

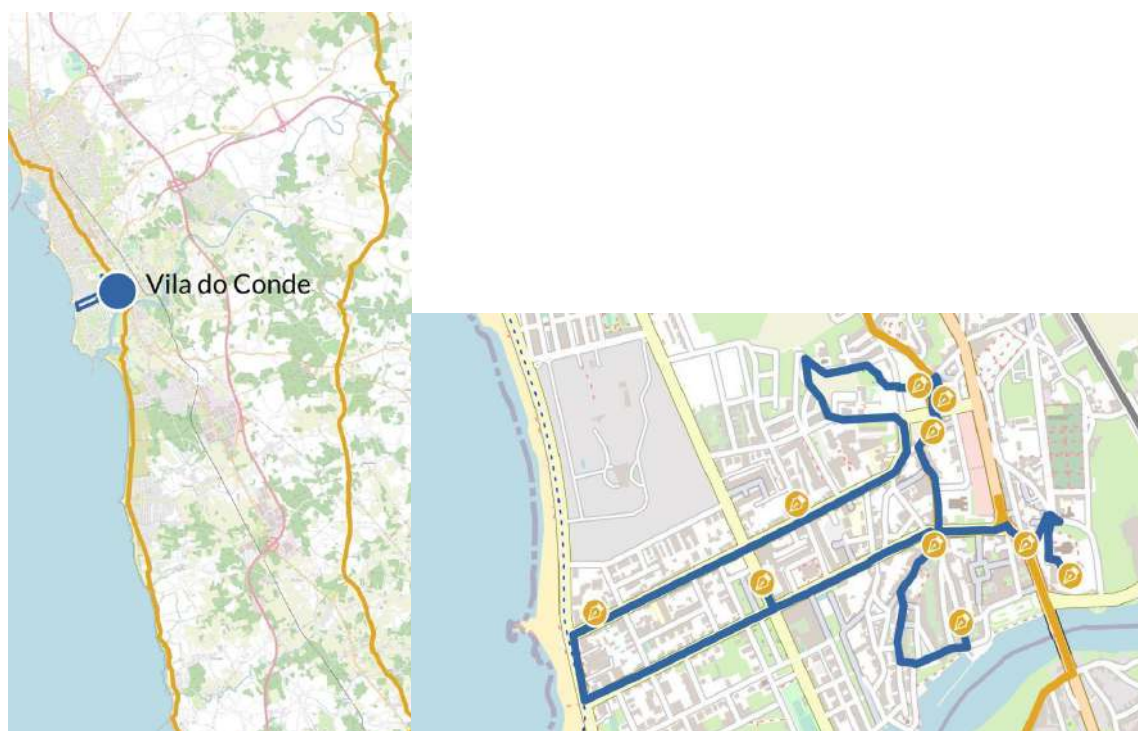


Figure 10. Segments of the Portuguese Central Way and the Portuguese Coastal Way, plus the literary itinerary designed for Vila do Conde.

rurAllure study visit

On April 27th, 2021 members of the WP4 met in Vila do Conde for a 3-day study visit organized by the Municipality (see Figure 11). The meeting served to discuss the tasks and strategies within the pilot and start the preparations for the Congress and General Meeting to be held in September 2021. Reference of the event can be found at <https://www.facebook.com/rurallure/posts/146602580744690>.



Figure 11. Meeting of MVC, UVIGO, FUN and UDC representatives in Vila do Conde in April 2021.

1st rurAllure International Congress “Promotion of Cultural Heritage and Museums in a Rural Context”

The Municipality of Vila do Conde hosted the 1st international congress of the project, aiming to discuss the use of ICT for enhancing tourism experience of places around heritage. The event also served as an opportunity to hold the first face-to-face General Meeting of the project, gathering more than 20 representatives from the Consortium.

The Congress took place between the 8th and 10th of September in the Local Theatre of Vila Do Conde, gathering 162 attendances (80% physically). Conferences and talks (Figure 12) were live streamed through rurAllure Facebook page providing contents both in English and Portuguese. Speeches were also recorded and are available at the [Municipality's YouTube channel](#). Press clipping and dissemination materials are available as annexes.



Figure 12. The opening ceremony of the 1st rurAllure International Congress.

Parallel to the Congress, the General Meeting took place at the Municipal Library (Figure 13) and comprised 3 days of presentations and workshops focused on the project development, current activities and future strategies. It was the second general meeting and the first one celebrated face-to-face.



Figure 13. The rurAllure Consortium members attending the General Meeting in Vila do Conde.



Planned actions

- **Literary and artistic cartographies.** Taking inspiration from some of the discussion launched in the book *Cartografías Literarias* by Annabela Rita, the municipality of Vila do Conde, custodian of the personal libraries of poet Jose Regio and his brother and artist Julio/Saúl Dias, proposes a cultural program to develop through 2020 in order to approach audiences to these heritage assets. The proposal combines a number of conferences and exhibitions from where to identify and explore “an universe of literary references and images” laying within these assets. Conferences will be developed on a quarterly basis between the Casa José Régio and the Centre of Studies Julio/Saúl Dias, welcoming poets, artists and scholars to build bridges between these collections and the general public. Initial list of names includes María Luisa Malato, Maria de Fátima Lambert, Laura Castro and Joana Matos Frias.
- **Enhancement and adaptation of the José Régio family house for museistic and research purposes.** In July 2021 the Municipality of Vila do Conde bought the family house of poet José Régio, which belonged to his parents and where he first lived. The building, attached to the current Writer’s Home is a typical bourgeois residence from the end of the 19th century where original furniture and objects are still being kept. In the framework of rurAllure the municipality proposed a research of the collections and its connection with the current museums practice for a better dissemination and knowledge. There are also plans to enhance the building and articulate it with the actual writer’s home This will mean an important step ahead in the valorisation of Vila do Conde literary heritage and contribute to consolidate their position as a destination for literary tourism.

Area 4: The Via König, Lugo and surroundings

The Via König is a not-yet-official historical pilgrimage way to Santiago connecting Las Herrerías in the French Way to the city of Lugo, where it meets the Primitive Way, a silent Jacobean route acknowledged by UNESCO which in 2019 scored little more than 5.000 pilgrims. This alternative route allows pilgrims to avoid the high slopes of O Cebreiro and enriches the visitors flow in Lugo, famous for its UNESCO Roman Walls.

This area was identified during the research for Area 1, inspired by the poems of Novoneyra. Therefore, FUN decided to split and work this area autonomously in partnership with Fundación Manuel María. The institution, running this Galician’s poet house in Outeiro de Rei (20 km away from Lugo), joined rurAllure as associate partner in September.

Inventory of heritage assets across the area

Initial research identified a number of POIs through the Via König, Lugo and surrounding that are now being completed in collaboration with associate partners. By the end of the year an initial set of 12 points along the König will be uploaded to the platform.

Design of itineraries

This area was organized in 3 routes able to work independently or combined (Figure 14): the trail of Via König from Las Herrerías to Lugo (87 km); an urban itinerary through the city of Lugo; and a third route connecting Lugo and the Manuel María’s House in Outeiro do Rei following the natural corridor of Miño riverbanks (20 km) to later continue to the pre-Roman settlement of Viladonga (30 km) and the original source of river Miño in Irimia (17 km).



Figure 14. The routes designed for Area 4.

Stakeholding

Together with the collaboration with Fundación Manuel María and additional support provided through the Provincial Government of Lugo (Associate Partner since September), local partnership has been established with tourism business [Camiños con Arte](#) for further dissemination of the outcomes of the project.

The project has also been presented to the association promoting the certification of the Via König as an official Way to Santiago, understanding that its participation in rurAllure may contribute to the success of the candidacy.

Narratives

For this area, it is foreseen to produce at least 2 narratives covering part of the proposed itineraries.

- The first narrative, belonging to Via König, is already being written and expected to be ready for translation by the end of the year. It goes along the route described in the 15th century by Hermann König himself, a German monk who travelled to Santiago and wrote down his journey, composing a manuscript which is, along with *Codex Calixtinus*,



the only pilgrims' guide from the Middle Ages. Notes from his book are examined and linked to the description of the route that appears in Novoneyra's work, with biographical notes along with other literary references. The narrative covers 87 km split in 6 segments. The narrative is distributed in 7 chapters linked to the POIs in the platform: Las Herrerías, Statue of König at Pedrafita, Tower of Doncos, Os Grobos Forest, Becerreá, Penamaior Monastery, Chapel of Saint Barnabas and the city of Lugo.

- As a continuation of this narrative, second one will be shaped as an urban itinerary around the city of Lugo, passing through locations linked to the life and works of Uxío Novoneyra and other authors, namely Ánxel Fole, Manuel María and Luis Pimentel, all of them very close to the paths of the Primitive Way.

Planned actions

Although this area is yet to be explored, first foreseen actions will include the following:

- Formalization of Via König Association as **rurAllure associate partner** .
- **Workshops with local tourism businesses** in order to present the new tourist products, continuing the partnerships already established.
- **Cultural Agenda** . In order to manage the cultural offer provided by associate partner Fundación Manuel María (and others) training on the vendors' frontend of the rurAllure IT platform is foreseen, as further support through the next two years. Samples of this agenda will be examined in the following section.
- **Organised walks** through the proposed routes enabled by Associate Partners in the framework of the project.
- **Impact on local tourism policies** , especially in the case of the Municipality of Lugo, so the DMO may include these literary routes in its regular tourist office in the future.

Area 5: Padrón and surroundings

Rosalía de Castro was, along with writers Manuel Curros Enríquez and Eduardo Pondal, the main figure of the *Rexurdimento*, the Renaissance of Galician culture and language in the 19th century. A relevant European Romantic poet whose works, still widely read today, have been translated to several languages; she is undoubtedly the best-known character of Galician culture, nationally and internationally. She was born **in the village of Padrón, only 25 km away from Santiago de Compostela** , where one can visit her birthplace, nowadays a house-museum managed by the Foundation named after her. Both Portuguese Ways, the Coastal and the Central one pass through the village.

Understanding that no project on literary tourism in Galicia would be complete without the inclusion of Rosalía, her foundation participates in rurAllure as an associated partner, sharing its knowledge and research outcomes on the authors and its connections with the territory.

Fundación Rosalía de Castro has already implemented [a guided tour around the Rosalian places in Padrón](#) and surroundings created by writer Manuel Lorenzo Baleirón going through 6 points of interest and covering an area of 3 km. A second route, however, prolongates this itinerary 30 km North towards Santiago, ending up in the tomb of Rosalía and following the Sar riverbanks.

Initial implementations in rurAllure would be to upload the route of Figure 15 to the IT platform, gathering a minimum of 11 POIS (3 of them in Santiago) and to explore possibilities for a dedicated narrative. POIs are expected to be uploaded by the end of 2021.

reach out!

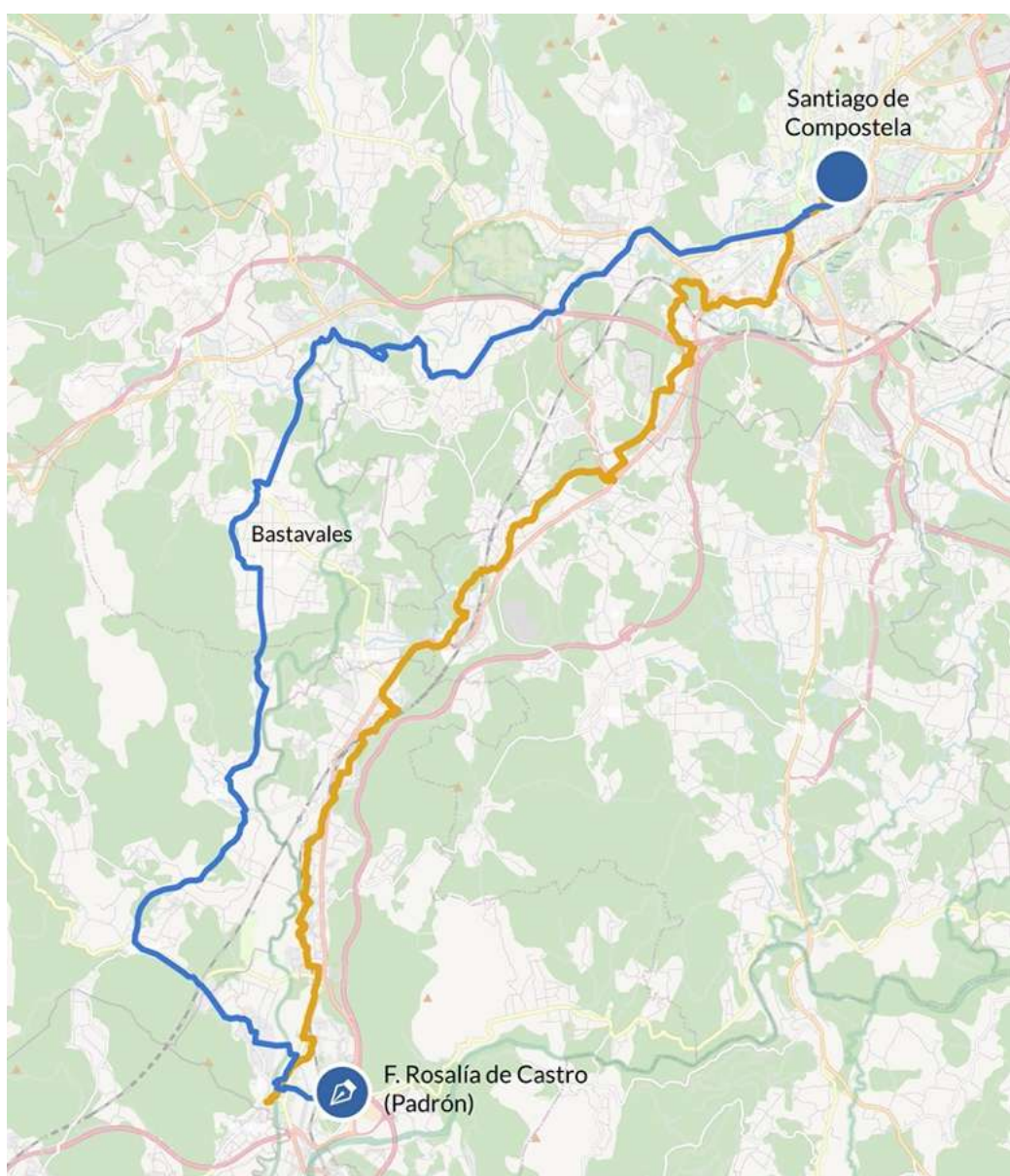


Figure 15. The route designed for Area 5.

Literary connections in the area of Padrón go beyond Rosalía, including Spanish Nobel Prize Camilo José Cela and the Galician-Portuguese Trobadoresque poetry, allowing for a further expansion of literary itineraries.

Moreover, the recent celebrations of the 150th Anniversary of the stay of Rosalía in A Coruña set the grounds to explore further itineraries in this city, crossed by the English Way.

Fundación Rosalía de Castro will also participate in the rurAllure platform as a vendor enabling the booking of guided tours for the proposed itinerary, along with providing dissemination for other activities promoted by the institution.



Area 6: Municipality of Noia and the Muros-Noia Way

Known as “little Compostela” due to its gothic style of architecture, the coastal town of Noia is located in the estuary of the Ria de Muros-Noia, only 36 km away from Santiago. Its historic centre, located just in-between the blue ocean and green wilderness, makes Noia a must-rest stop for pilgrims on their Way to Santiago. The town is part of the recently certified Muros-Noia Way, one of the variants of the English Way,

The town is rich in cultural heritage, also literary one. It was the birthplace of distinguished poets Antón Avilés de Taramancos (1935, Noia – 1992, A Coruña) and María Mariño (1907, Noia – 1967, Folgoso do Courel), praised on the Day of Galician Letters, a festivity that celebrates Galician language and its writers. Two sculptures commemorating their importance in the history and culture of the town can be found in the Gardens of Felipe de Castro, right by the City Council building.

As echoed [in the media](#), the municipality of Noia joined rurAllure as an associate partner in June 2021. Since then, research for the creation and design of an urban literary route has been underway, following the footsteps of Avilés de Taramancos and other authors. A prolongation of the route towards Santiago following the trails of the Muros-Noia Way is also being explored.

Summer Course (Municipality of Noia, UDC and UVIGO)

On the 25th and 26th of June, Noia hosted the [Summer Course “A new vision of the pilgrimage routes. The Camino de Santiago and the Xacobeo”](#) organized by UDC. The course was focused on the phenomenon of pilgrimage and its evolution particularly on the Camino de Santiago and the Xacobeo routes, and showcased the rurAllure objectives and methods, committed to providing alternative routes to prevent saturation of highly crowded locations and creating opportunities in sustainable development for these territories. It was conducted by Susana Reboreda and Martín López Nores from UVIGO. References can be found at [\[1\]](#), [\[2\]](#) and [\[3\]](#).

Previously-existing activities integrated in the pilot

Owing to the fact that Camino de Santiago is a consolidated product, well-known to everyone, and in the interest scope of many organizations, the WP4 partners have managed to **liaise with existing initiatives taking place in all the areas of interest**. These activities are good samples of the kind of events that can be considered during the planning of pilgrimage trips, as an incentive to lure pilgrims into taking detours from the official paths into the rural surroundings. Most of the activities listed in the following subsections are organized by institutions that have signed collaboration agreements with rurAllure. They are held periodically, on an annual basis, and will be **offered as POIs on the project’s IT platform in order to consider the celebration dates in the planning of the pilgrimage trips** as intended.

Area 1 - Connecting Winter and French Way

Itinerant Poetry Residences along the Way of Saint James “Ameto Mítico”

From September 16th to 30th, 6 poets from Spain, Hungary and Ireland walked along the French Way between O Cebreiro and Santiago de Compostela participating in the 2nd itinerant poetry residences organized by FUN. During the first week, writers walked the Way while working on their texts (Figure 16 top) and, in the second, they did the inverse way visiting up to 6 schools in different locations to hold workshops with students (middle). Finally, participants offered a poetry reading (bottom) in the Novoneyra’s house-museum, an event gathering a public of approximately 30 people.



Figure 16. Pictures of the itinerant poetry residences and school visits.

In addition, a special plaquette was issued and distributed among participants (including schools teachers) as a complementary text that included some of the results of the heritage research done within rurAllure, with the first maps of the proposed routes.

With this activity FUN aims to encourage poetry writing around the topic of pilgrimage and explore the literary connections in the Way, while promoting the pilgrimage experience and creating new audiences and a deeper knowledge of the Way to Santiago.

- School workshops: CPI Pedrafita do Cebreiro, CPI Seoane do Courel, Secondary School of Becerreá, Palas de Rei, Lugo and Santiago de Compostela.
- Targets: Authors (6) + schools (120 students) + media + visitors/audiences (30)
- References: [\[1\]](#), [\[2\]](#), [\[3\]](#)



Festival dos Eidos – Summer edition

The 6th edition of the [Festival dos Eidos](#) took place from August 27th to 29th in the Novoneyra's house-museum. This is a poetry festival where reading and books mix up with dance performances, live music, birdwatching routes, exhibitions and other activities. Despite the capacity-limitation due to COVID-19 the event gathered around 150 visitors during the three days, in addition to locals and artists.

- Targets: Artists (30) + general public: festival-seekers, locals, tourists (150)
- References: [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#), [\[5\]](#), [\[6\]](#)

Festival dos Eidos – Fall edition

A follow-up of the summer edition, the 2nd edition of Festival dos Eidos (Fall edition) took place the last week of October between the Folgoso do Courel and Novoneyra's house-museum through a joint action with private promoter Eidon Musica. The Festival combined concerts with an attendance of 500 people and a special collaborative poetry reading around the work of Uxío Novoneyra at his museum, gathering 100 people.

- Targets: Artists (28) + general public: festival-seekers, locals, tourists (600)
- References: [\[1\]](#), [\[2\]](#), [\[3\]](#)

POI signage – Souto da Rubial

The centenary chestnut woods surrounding the Novoneyra's house-museum in Parada do Courel (Figure 18), recognized as "singular forest" by the Regional Government, boasts brand new signage since October. A rurAllure POI is now easier to visit.

Erasmus+ UNLOCK project

12 representatives from the consortium of UNLOCK Erasmus+ KA2 project, working to enhance accessibility in heritage institutions, travelled to Galicia to participate in the Transnational Project Meeting hosted by FUN between the 14th and the 16th of November. Participants from Greece, Romania, Austria, Italy and Spain travelled the inverse Way, from Santiago to the Courel Mountains passing through Lugo and O Cebreiro in a number of study visits that ended up with the general meeting and event at Novoneyra's house-museum.

Fundación Uxío Novoneyra hosts European workcamps, LTTs and project meetings on a regular basis, enabling a particular form of educational tourism with international impact.

Guided tours

Local active tourism business [Coureleando](#) organized on September 11th a guided hiking tour through the route of Mountain Cido with a final visit to Novoneyra's house-museum, with an attendance of 25 people. This was the first activity of this kind organized with this partnership, a model to replicate in the future in the framework of rurAllure.

FUN maintains through the year a permanent programme of guided tours visiting the poet's house and museum. Through 2021, despite COVID-19 restrictions shortening the opening calendar, FUN registered an attendance of 800 visitors.



Figure 17. A picture from Festival dos Eidos.



Figure 18. The centenary chestnut woods surrounding the Novoneyra's house-museum in Parada do Courel.



Exhibitions

Along with the permanent exhibitions displayed at Novoneyra's Home and Museums, through October the neighbouring former school of Parada and house of the poet María Mariño housed the exhibition [Matrias Ailladas](#), by the artist Neves Seara and María Andrés.

In addition, throughout the year, the itinerant exhibition "Courel Mountains, a literary territory" was displayed in the street of Lugo, discovering walkers passing by the work and territory connection of writers Uxío Novoneyra, María Mariño, Carlos Oroza and Ánxel Fole. This exhibition has been moved to Monforte, inaugurated on 3rd December and is currently being displayed.

Dance performances

In addition to the shows programmed in Festival dos Eidos, FUN fostered 4 1-month residences for dance performing in April, May and August, all ending up with a show attended by a total of 100 people (the 4 performances).

School visits

Throughout October the Novoneyra's house-museum has resumed its programme of school visits after a year's break due to the pandemic. The first visit was a pilot one conducted with students from the Secondary School of Pontedeume (IES Breamo) within Museschool, an Erasmus+ project linking museums and schools.

Traditional arts and crafts workshops

From July 30th to August 8th the area of O Courel hosted a series of workshops and masterclasses on Galician traditional arts & crafts, organized by [Fundación Artesanía de Galicia](#) (Xunta de Galicia). Activities were held in Folgoso do Courel, Novoneyra's House and the former school of Parada village, where poet María Mariño lived for many years. The programme can be found at <https://bit.ly/3rTXFt4>.

Area 2: The Silver Way

PEDRA – The Wisdom and Traditional knowhows Festival (Ríos)

An expanded congress with a rich 5-day programme of activities around tangible and intangible heritage for the enhancement of rural areas. PEDRA took place in the Municipality of Ríos – some 16 km from the town of Verín and one of the variants of the Silver Way– throughout July (26th), August (27th and 28th) and September (4th and 5th); with an agenda that included 3 conference, 2 exhibitions, 1 artisan market, 2 guided visits to heritage sites, 4 workshops, 2 story times and 1 music concert. 200 people registered for in-person attendance, while some other open-activities (with no need for registration) attract up to 100 additional locals and casual attendants. Pictures are included in Figure 19.

PEDRA was organized by the University of Vigo in collaboration with cultural association "A Bela Auria" and other partnerships, in the framework of preparation events for the SOPA 2021, the [International Congress for Heritage Education and Socialisation in Rural Areas](#). The event took place from the 13th to the 19th of September in Ávila, where UVIGO representatives had the opportunity to present the rurAllure project to a qualified international audience.

- References: [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#)

Dramatized guided tours

- On the 7th of September, a dramatized guided tour titled “We, the women” (Figure 20) was organized on the topic of Women and Nós Generation, a singular cultural group in Galicia at the beginning of the 20th century responsible for the renovation of Galician culture and language. 30 participants followed this walk through the village of Allariz and the headquarters of Vicente Risco, supported by the Xacobeo Programme of Xunta de Galicia.
- In Vilanova dos Infantes, a parish of the Municipality of Celanova, dramatized guided visits were celebrated on May 17th, May 22nd, July 31st and September 18th. Under the title “A story to tell”, the visit was based upon the real story of Ruth Matilda Anderson, an American photographer who travelled in the 1920s to Spain –including Galicia– to document its culture for the Hispanic Society of America.



Figure 19. Pictures from the Wisdom and Traditional knowhows Festival.



Figure 20. The guided tour “We, the Women”.

Poemagosto

[Poemagosto](#) is a poetry festival held annually since 2014 in the village of Allariz, in collaboration with Fundación Vicente Risco. The 8th edition (October 2nd to 3rd) gathered 15 poets in poetry reading and slams along with 4 music concerts.

Seminar and workings sessions “The Nós Generation and Cultural Tourism”

A seminar organized by Fundación Vicente Risco in partnership with the Galician Culture Council examining best practices around cultural tourism and their link with literature, as well as the role played by heritage institutions. It took place on May 29th at the headquarters of the foundation in Allariz. The programme can be found at shorturl.at/uCDLX, and the recorded talks are available at <http://consellodacultura.gal/evento.php?id=201146>

- Target: general public (20 attendees, 14 speakers).
- Talks were recorded and streamed and are available at the [CGG website](#).
- References: <http://consellodacultura.gal/noticia.php?id=7813&tipo=noticia>

Music series

The “Officina Utricularii” series of 5 concerts on Ancient Music from January to May 2021, taking place at the headquarters of Fundación Vicente Risco and the church of Vilanova, in Allariz. The VII Chamber Music series “Petiscos Musicais” took place in the former location, too.

- Target: General public: locals, visitors, pilgrims, etc. (140 people)

Hercules Brass Music Festival

The [7th edition of the Hercules brass music festival](#) took place from the 3rd to the 7th of August, programming 5 concerts in the cloister of the Monastery of San Salvador in the Municipality of Celanova.

Seminar “Romasanta”

This was a 2-day seminar (29th and 30th of August) on the character of Romasanta, the “Werewolf of Allariz” and his historical trial for lycanthropy (unique in the story of Spanish law), held in Allariz in the mid 19th century. Exhibitions, talks, book presentation, films and theatre on a case that still inspires research and artistic creation nowadays (Figure 21). The programme can be found at <http://www.fundacionvicenterisco.com/xornadas-romasanta/>.



Figure 21. One of the sessions of the Seminar “Romasanta”.

Silent Film Series “Caspervek”

A series of 5 silent film projections accompanied by live music took place in the Hotel&Spa Oca Villa de Allariz, supported by the municipality and Fundación Vicente Risco.

DMO for the Municipality of Celanova

Through a partnership between the local government and the Fundación Curros Enríquez, the latter acts as a destination manager and receptive operator for the area of Celanova, directly working with organized groups and tour operators.

Among the activities developed there is the provision of tourist information in its website, the design of itineraries, and the organization and commercialization of guided tours. There is a special programme of educational tours for schools and family tourism proposals and excursions to relevant locations in the vicinity. The institution also curates a special literary tour devoted to the many authors linked to the area.

Guided tours and visits to the Poets' House and the Tower of Vilanova

Fundación Curros Enríquez maintains a regular programme of visits to its headquarters at the poet's house, also including guided tours. The institution also manages the Tower of Vilanova, in the neighbouring Celanova, another relevant monument also welcoming visitors and guided tours.

Organ recitals in the Monastery of San Salvador

Either previously booked as a DMO service or freely open to the public, Fundación Curros Enríquez programmes micro-concerts in the Monastery church (Figure 22) on a regular basis throughout the year.



Figure 22. One of the concerts of the Hercules Brass Music Festival in Celanova.

Guided tours to the Big House of Trasalba

Fundación Otero Pedrayo develops a programme of regular guided tours to the writer's home, a traditional big country house which treasures the library and personal archive, including singular pieces like the original "Map of Fontán", a milestone in the history of Spanish and European cartography.

EMOTIONS. A musical Journey to the writing of Curros Enríquez

A [2-day festival](#) (10th to 12th of September) to pay tribute to Curros Enríquez on the 140^o anniversary of his book "Aires da Miña Terra", one of the most relevant titles in this history of Galician culture promoted by the Municipal Band of Celanova. Musical literary walks, a "tapas" route, workshops, conferences and a very special concert in the cloister of the Monastery of San Salvador. The poet's house held a special exhibition about his facet as a playwright.



Area 3: Vila do Conde and the Portuguese Ways

The Municipality of Vila do Conde develops an annual cultural programme fostering connections between poetry, literature and contemporary art – including dance and theatre performances – with activities across the local geography. Additionally, during 2020 and 2021, a number of activities were launched in the context of the 50th Anniversary of the death of poet José Régio, curated and promoted by the Municipality through its Cultural Department.

Performative Walks “Vila do Conde by José Régio”

“Performative walks” exploring Vila do Conde in the footsteps of the writer. First walk was developed on the 8th of February, starting in the Monastery of Santa Clara and ending at the writer’s home, with an interactive itinerant where participants enjoyed a number of short performances in several locations inspired by the writing of Régio, namely his book “Romance de Vila do Conde”.

Dramatized guided tours

On the occasions of the Long Night of Museums and the International Day of Museums) four dramatized guided tours took place visiting the “Nau Quinhentista”, the emblematic 16th century vessel replica docked in Vila do Conde. Tours were performed by actors from the street musical show “Um porto para o Mundo”.

Concert series “Vila do Conde - o Lugar onde o coração se esconde”

Supported by the Operational Programme NORTE 2020, the project comprised 21 concerts under the musical direction of Paulo Praça inspired in text and poems by José Region and other authors linked to Vila do Conde. Concerts were held throughout the whole municipality, visiting also the rural towns.

José Régio [RE] Visitações à Torre de Marfim Exhibition

Available at the National Museums Soares dos Reis (Porto) between May-August 2021 after a first premiere in Vila do Conde. The [exhibition](#) showcased a collection of painting works inspired and combined with texts from the poet.

“Eu? Não: o outro!” webseries

A web show showcasing dramatized readings of Regio’s texts recorded at his house in Vila do Conde. The launch of the first episode took place in August. Disseminated through Facebook and [YouTube](#) and freely available, they propose another way to visit the house of the writer.

MONTRA – Contemporary Art Exhibition in Shop Windows

Aiming to live up the commercial streets and areas in the city, this contemporary art show displays a number of exhibitions in traditional shops across the city, with installations ranging from video art to painting works, photography and poetry. The festival, starting on November 5th, also includes cultural activities such as performances, live music, live paintings, puppetry and costumes. With the participation of artist Manel Rei and Joana Junqueira (opening performance) Alexandre Sá, Ana Catarina Silva, Anke1eknA, Dulce Moreira, Filipa Mesquita, Filipe Lanhoso Lorangeira (Fil), Isabel Costa, Joana Carmo Martins, João Pedro Azul, Júlia Rodrigues, Marco Castiço, Margarida Ribeiro, Mário Magalhães, Miguel Rodrigues, Oslo One, Paulo Pinto, Rita Carmo Martins and Ruben Dinis (20).



Dançar o (meu) mundo - Dance Workshops for families (November 14th, December 18th)

Choreographer Joana Martins runs this workshop for kids and families aiming to the discovery and experimentation of traditional dances around the world. Through dance proposals the workshop aims to foster self-confidence, communication and fine motor coordination among participants.

Aires Pinheiro & Nuno Oliveira Concerts (November 30th, January 22nd)

A series of classic ensemble concerts promoted by the Conservatory of Vila do Conde touring around the municipality, mainly in churches.

O Teatro da mala: O peixonauta. Theatre for Kids (December 15th)

A series of theatre plays for kids based on literary works read in secondary school.

Area 4: The Via Küinig, Lugo and surroundings

Throughout 2021 the Galician association advocating for the official recognition of the Via Küinig as a Jacobean Way to Santiago developed a number of actions for the promotion and consolidation of the route. Although formal partnership is yet to come, contact has been established, and it is relevant to highlight some of the work done in order to sketch the current status of the route and foresee its future impact.

Dissemination activities comprised the launch of [the route's official website](#) showcasing the mapping of tourist resources and venues through GIS, attendance to professional tourism fairs; and the celebration of [a 1-day festival](#) in the municipality of As Nogais with music, a theatre play on the topic and an organised walk from Pedrafita to As Nogais, the first segment of the route in Galicia. Participants in the walk were welcome to attend dressed as traditional pilgrims.

Backed by the five Galician municipalities that the route traverses, signage has been installed and a number of accessibility works (trail cleaning, road conditioning) are being held. On the 14th of November, an [organised walk](#) took place to inaugurate the conditioned segment between Las Herrerías (Castile and Leon) and Pedrafita, with the participation of around 100 walkers. It is worth mentioning the close collaboration with the [Camino de Küinig Association](#) in the neighbouring region of Castile and León.

Back in Lugo and surroundings, it is necessary to highlight the cultural agenda developed by associate partner Fundación Manuel María, which includes book presentations, poetry readings, theatre, music and more. Future events shall be integrated in the rurAllure platform as activities of “heritage missed by time” that the organization will display from the vendor profile.

Area 5: Padrón and surroundings

- **“150 years of Rosalía in A Coruña”**: celebrations from the 10th to the 12th of November in A Coruña, where Rosalía de Castro lived for some years, included a dramatized guided tour by Suso Martínez, conferences, two concerts and the launch of the itinerant exhibition “50th Anniversary of Rosalía’s House” which will tour through Galicia in 2021 and 2022 (Figure 22). The programme can be found at <https://rosalia.gal/que-facemos/axenda/150-anos-de-rosalia-na-coruna/>
- **“Abride a Fiestra”**: an open festival held annually on July 17th at the House of Rosalía, in Padrón, with music concerts, exhibitions, workshops, book presentations and a poetry reading. The programme can be found at <https://rosalia.gal/que-facemos/axenda/abride-a-fiestra-2021/>



Figure 22. “150 years of Rosalía in A Coruña” exhibition.

- **“Rosalía on the Way” multilingual literary dialogues:** on the occasion of the 50th Anniversary of the opening of Rosalía’s House, [a number of literary activities](#) between Padrón, Santiago de Compostela and the foundation’s headquarters that gathered 12 poets —curated by the poet Chus Pato—participating in four collective poetry readings (one for novel poets). There were also two concerts and one book presentation.
- Rehabilitation and refurbishment of the concert hall at Rosalía’s House, to be conditioned for new uses.
- **“Inchadiña Branca Vela” meeting of traditional Galician vessels.** On the 24th of July, 15 traditional vessels from several places of the Galician coast (Figure 23) met at the pier of Vilarello, Valga to go upstream to Padrón, covering a stretch crowded with boats in the past. The regatta remembers a poem of Rosalía and has been celebrated since 2013 in a festival that also includes concerts and homages.



Figure 23. “Inchadiña Branca Vela” meeting of traditional vessels.

Area 6: Municipality of Noia and the Muros-Noia Way

- **Noia’s Music Week:** A series of 6 classic concerts taking place between November 17th and 22nd in the town’s music hall, now on its 44th edition.
- **Noia Jazz and Noia’s Show Film Exhibit:** a series of seven concerts and a film exhibition, taking place on the 13th and 14th of August, and from the 7th to the 17th of October, respectively.
- **Guided tours:** the Local Tourist Office organized guided tours 3 days a week during the summer season (July & August), servicing 320 people (tourists and pilgrims). In addition, they organized 2 dramatized guided tours (8th of July and 5th of August) and 2 musicalized guided tours (15th of July and 12th of August), servicing an additional 80 people.

Target KPIs and strategies

This section contains estimations for the Key Performance Indicators (KPIs) and the Complementary Performance Indicators (CPIs) that require contributions from the rurAllure pilots, as explained in Deliverable 2.1 (“*Common strategies for pilots*”).

KPI3: Involvement of pilgrims and local stakeholders in pilot actions

KPI3.1: Number of local stakeholders (museums, heritage sites, cultural/touristic companies, small businesses, ...) involved in pilot actions

6 tourist companies, 20 small businesses, 10 museums, 10 territorial stakeholders.

KPI3.2: Number of events/materials organized/created for stakeholders’ awareness and training

5 training sessions + 1 leaflet + 1 presentation.



KPI3.3: Number of pilgrims and tourists involved in pilot actions

3.000 direct impacts.

CPI1: Number of POIs uploaded to the platform

A minimum of 600 POIs from which at least 70% are outside the official Jacobean routes.

CPI2: Number of featured itineraries and narratives created for specific topics and areas

At least 21 itineraries with linked narratives:

- **Area 1:** 6 itineraries and narratives developed by Fundación Uxío Novoneyra.
 - “Along the forgotten paths. An alternative to the French Way”. From Vilafranca to Parada do Courel (67 km).
 - “Mythic Ambit 1: Detour to the French Way in the footsteps of Uxío Novoneyra”. From O Cebreiro to Parada do Courel (27 km).
 - “Mythic Ambit 2: Detour to the French Way in the footsteps of Uxío Novoneyra”. From O Courel to Sarria (44 km).
 - “Mythic Ambit 3: Detour to the Winter Way in the footsteps of Uxío Novoneyra”. From Valdeorras to O Courel (40 km).
 - “Walking down the river Lor”. From O Courel to Barxa de Lor along the Winter Way (40 km).
 - “Roland on the Winter Way”. From As Médulas to Monforte de Lemos (91 km).
- **Area 2:** 12 itineraries and narratives, developed by UVIGO, covering each segment of the Silver Way from A Canda to Santiago de Compostela.
- **Area 3:** 1 itinerary and narrative developed by the Municipality of Vila do Conde.
 - “A literary route to Vila do Conde”: 5 km across 10 essential locations to understand Vila do Conde’s literary heritage.
- **Area 4:** 2 itineraries and narratives, developed by Fundación Uxío Novoneyra.
 - “Mythic Ambit 4, the Via König in the footsteps of Uxío Novoneyra”. From Las Herrerías to Lugo (87 km).
 - “Oh, Lugo! You deserve a detour”. An urban itinerary around the city of Lugo covering literary references on the works of Uxío Novoneyra and others.

CPI3: Number and type of newly-created actions for pilgrims

22 new activities, including the design of new routes for pilgrims, new facilities, training sessions with tourism agents, organised walks, cultural programmes.

CPI4: Number and type of previously-existing activities integrated in the pilots

55 activities directly related to literary tourism integrated.

CPI5: Media impact

99 impacts (publications): 60% regional; 10% international impacts in collaboration with the WP8 team.

reach out!



4. Calendar and resources

M12

First pilot report
10% POIs uploaded.
30% stakeholders.
3 narratives.
Quality data from pilgrims' surveys.
~22 PM

M18

30% POIs uploaded.
10 narratives completed.
Training & testing activities with tourism professionals.
~20 PM

M24

Second pilot report
70% POIs uploaded.
15 narratives completed.
Dissemination & dynamization activities.
Start developing new areas (English Way, North Way, Rianxo).
~18 PM

M30

100% POIS uploaded.
100% narratives completed.
Marketing strategy implementation.
Dissemination & dynamization activities.
Commercialization?
~18 PM

M36

Third pilot report
KPIs achieved.
~12 PM



5. Conclusion

The first year of the project has been devoted to designing a territorial strategy capable of leveraging the many opportunities for literary tourism in Galicia; mapping relevant agents and starting conversations with a number of institutions in the region. While some territories and stakeholders will still be activated in 2022 and 2023, new ones have appeared through 2021, thus notably increasing the territorial coverage initially foreseen. This movable scenario has resulted in different levels of implementation for each area.

Different strategies have been tackled: the identification and design of new routes to-be done by FUN; the entire-route approach implemented by UVIGO in connection with strategic partners; or the transfer of pre-made (and tested) itineraries proposed by Vila do Conde, serving as an example for an established literary tourism product. Initial members of the Consortium are “leading the way” for associate partners and, therefore, narratives and outcomes for area 5 and 6 (and those yet to come) are still open and under discussion, and probably won’t be implemented until the first platform versions are running smoothly, with trips and narratives ready to use.

The materialization for these strategies has been somehow lagged by the development and evolution of the IT platform, as the list of POIs, routes and narratives that could have initially been foreseen needed to be reformulated in several occasions in order to match platform requirements. The question on how to translate the contents identified by each partner to the rurAllure portal still has many concerns and more probably will arise in the future with the first tests. Thus, flexibility is expected on both sides in order to match the needs of the partners providing content. This is not a minor matter as, in order to orient the work of new associate partners, tangible examples and outcomes need to be shown and the platform has to meet their expectations. Further issues as, for example, copyright, shall be addressed through the next year: how can we attribute visual materials’ authorship? What is the status of the content provided by new partners? How can the Consortium reuse contents created in rurAllure?

WP4 pilot holds an ambitious vision: to remap the Ways to Santiago with an additional layer of literary references and venues that will enhance and prolong the actual pilgrimage experience. Further involvement of stakeholder operating in each one of the routes is needed, but this will only be successful if the platform has proven its proper operation and really delivers content relevant to final users. The same applies to local stakeholders: small businesses and companies that will only join the platform to commercialize their services if doubts are totally cleared and rurAllure tools are attractive and backed by a dissemination strategy. A dissemination strategy, truth is, that only would be viable if having proper content to communicate.

After a year of planning and decision making, time has come to do the “fine job” and deliver content for the first routes. Through 2022 efforts shall be focused on this task, finding a balance between it and the desire to keep welcoming new members and expand the project, so coordination and communications tasks won’t be so time-consuming and inefficient.

As a final conclusion it is worth mentioning that final targets have diversified after the first research, including not only pilgrims but short-term travellers and local tourists. Furthermore, local communities shall be also foreseen in future rurAllure actions, in order to explore its full-potential as a tool for the understanding and appreciation of the territory and the heritage treasured, prior to any sustainable development.



Annex I: Media impacts of the 1st rurAllure International Congress “Promotion of Cultural Heritage and Museums in a Rural Context”

This annex lists the media impacts of the 1st rurAllure International Congress “Promotion of Cultural Heritage and Museums in Rural Context”, held in Vila do Conde (Portugal) from September 8th to 10th, 2021.

ANNOUNCEMENT (PREVIOUS MEDIA IMPACTS)

General Directorate for Cultural Heritage of Portugal (DGCP) Website Agenda	http://www.patrimoniocultural.gov.pt/pt/agenda/meetings-and-conferences/congresso-internacional-do-projeto-rurallure-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural/
Direção Regional de Cultura do Norte (DGCP North Division) Website News	https://culturanorte.gov.pt/noticias/congresso-internacional-do-projeto-rurallure/
Direção Regional de Cultura do Norte (DGCP Alentejo Division) Website News	http://www.cultura-alentejo.pt/destaques,0,6062.aspx
Direção Regional da Cultura da Madeira (DGCP Madeira Division)	https://cultura.madeira.gov.pt/not%C3%ADcias1/2437-congresso-internacional-rurallure-promo%C3%A7%C3%A3o-do-patrim%C3%B3nio-cultural-e-dos-museus-em-contexto-rural.html
Site of the municipality	https://www.cm-viladoconde.pt/pages/655?news_id=5863
PPortodosmuseos.pt Dissemination platform (private)	https://www.pportodosmuseos.pt/evento/congresso-internacional-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural/
Secretaria Geral da Educação e da Ciência	https://www.sec-geral.mec.pt/pt-pt/pagina/25082021
University of Porto. Faculty of Arts (FLUP)	https://sigarra.up.pt/flup/pt/noticias_geral.ver_noticia?p_nr=126143
E-cultura.pt - Cultural agenda curated by Centro Nacional de Cultura	https://www.e-cultura.pt/evento/22713

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CICTEM (I+D Research Centre of the University of Porto)	https://citcem.org/evento/531
Notícias Primeira Mão (local press)	https://noticiasprimeiramao.pt/vila-do-conde-recebe-congresso-internacional-do-projeto-rurallure/
Mais Semanário (local press)	https://maissemanario.pt/patrimonio-cultural-e-museus-sao-tema-de-congresso-em-vila-do-conde/
Plataforma 9. Culture Portal on the Portuguese-speaking Community	https://plataforma9.com/congressos/congresso-internacional-do-projeto-rurallure.htm
Ineews.eu Online national press	https://ineews.eu/vila-do-conde-recebe-o-congresso-internacional-do-projeto-rurallure/ https://twitter.com/ineewspress/status/1425785793591881732
Caxinastv Local press	https://caxinastv.wordpress.com/2021/08/24/congresso-internacional-rurallure-promocao-do-patrimonio-cultural-e-dos-museus-em-contexto-rural-caxinas-tv/ https://twitter.com/search?q=congresso%20internacional%20rurallure&src=typed_query&f=live
InVinoViajas.com Wine&Food Tourism Blog	https://www.invinoviajas.com/2021/08/congresso/
Mundo Português National press (diaspora)	https://www.mundoportugues.pt/2021/09/08/vila-do-conde-recebe-congresso-de-instituicoes-ligadas-as-rotas-de-peregrinacao/
Gabinete de Estratégia, Planeamento e Avaliação Culturais - Govt. Agency,	https://www.govserv.org/PT/Lisbon/758387327694250/GEPAC
Radio Onda Viva (local press)	https://radioondaviva.com/noticias/24889-congresso-internacional-marcado-para-vila-do-conde
Livraria Lello	https://www.facebook.com/LivrariaLello/posts/2047955655367763

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MEDIA IMPACTS

University of Vigo

<https://novo.uvigo.gal/universidade/comunicacion/duvi/proxecto-rurallure-organiza-congreso-internacional-promocion-riqueza-cultural-museos-eido-rural>

Mais Semanário (local press)

<https://maissemanario.pt/rurallure-vai-promover-experiencias-diferenciadoras-para-peregrinos-e-turistas/>

Directo Extremadura
(regional online media)

https://www.directoextremadura.com/noticias_provincia/2021-09-09/6/30018/la-diputacion-ha-participado-en-el-congreso-internacional-del-proyecto-rurallure-que-se-celebra-en-la-ciudad-portuguesa-de-vila-do-conde.html

Radio Onda Viva

<https://radioondaviva.com/noticias/24889-congresso-internacional-marcado-para-vila-do-conde>

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Annex II: Dissemination materials of the 1st rurAllure International Congress “Promotion of Cultural Heritage and Museums in a Rural Context”

This annex includes some of the dissemination materials of the 1st rurAllure International Congress “Promotion of Cultural Heritage and Museums in Rural Context”, held in Vila do Conde (Portugal) from September 8th to 10th, 2021.

CONGRESSO INTERNACIONAL / INTERNATIONAL CONGRESS

**Promocão do Património Cultural
e dos Museus em Contexto Rural**
*/ Promotion of Cultural Heritage
and Museums in rural Context*

8, 9 & 10/09/2021
Vila do Conde | Teatro Municipal

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CONVITE / INVITATION

O Congresso Internacional rurAllure - Promoção do Património Cultural e dos Museus em contexto rural, visa problematizar o recurso às atuais tecnologias da informação, no sentido de incrementar a simbiose entre o território e os viajantes que anualmente o atravessam, seja no cumprimento das rotas de peregrinação europeia, seja na livre circulação por percursos de verdadeira descoberta, potenciando uma experiência de lugar diferenciadora, em torno do património, e de modo particular do património literário e artístico.

The International Congress rurAllure - Promotion of Cultural Heritage and Museums in a rural context, aims to problematize the use of current information technologies, in order to increase the symbiosis between the territory and the travellers who annually cross it, whether in the fulfilment of the European pilgrimage routes, or in the free circulation through routes of true discovery, enhancing a differentiating experience of place, around heritage, and in particular the literary and artistic heritage.

Inscrições | Registration
rurallore@cm-viladoconde.pt

VILA DO CONDE
TEATRO MUNICIPAL
Av. Dr. João Carneiro, 4480-754 Vila do Conde

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CONGRESSO INTERNACIONAL INTERNATIONAL CONGRESS

8, 9 & 10/09/2021

8 DE SETEMBRO | SEPTEMBER 8TH

9.30h Acolhimento |
Participants Reception

10.00h Sessão de Abertura |
Opening Ceremony

11.00h - Jordi Tresseras | LA-
BPATC: Laboratory of Heritage,
Creativity and Cultural Tourism

*Património literário e rotas culturais
para o desenvolvimento do turismo
criativo em zonas rurais - Literary
heritage and cultural routes for
creative tourism development in
rural areas*

12.00h - Almoço | Lunch

14.30h - Lúcia Rosas | Departa-
mento de Ciências e Técnicas do
Património - Faculdade de Letras
da Universidade do Porto / Centro
de Investigação Transdisciplinar
«Cultura, Espaço e Memória»
*Património vernacular no Alto Douro
Vinhateiro - Vernacular heritage
in the Alto Douro Wine Region*

15.30h - Carolina Sousa | Mestra-
do em História da Arte, Patrimó-
nio e Cultura Visual / Departa-
mento de Ciências e Técnicas do
Património - Faculdade de Letras
da Universidade do Porto

*Património em transformação: o
vernacular nas aldeias da Rota do
Românico - Heritage in transforma-
tion: the vernacular in the villages of
the Romanesque Route*

16.00h - Mariana Cardoso da
Silva | Mestrado em História da
Arte, Património e Cultura Visual
/ Departamento de Ciências e
Técnicas do Património - Facul-
dade de Letras da Universidade
do Porto

*Os moinhos de vento no território
e na paisagem do norte de Portugal
- The windmills in the territory and
landscape of the Northern Portugal*

16.30h - Pausa | Break

17.00h - José Maria Lucas
Tobajas - Deputação Provincial
de Badajoz, Carolina Casado
Escolar - Deputação Provincial
de Badajoz

*As Paisagens Literárias nos
Caminhos Jacobinos da Península
Occidental - Literary Landscapes in
the Jacobin Paths of the Western
Peninsula*

17.30 - Debate | Discussion

9 DE SETEMBRO | SEPTEMBER 9TH

10.00h - Laura Castro | Direção
Regional de Cultura do Norte
*Escritores a Norte - Writers in the
North*

10.30h - Fátima Vieira | Reitoria
da Universidade do Porto

*A Construção de um Corredor Cultu-
ral Europeu - The Construction of a
European Cultural Corridor*

11.00h - Aurora Pedro Pinto |
Livreria Lello

*Livraria Lello: O património ima-
terial como alavanca de desenvol-
vimento económico - Livreria Lello:
Intangible heritage as a leverage for
economic development*

11.30h - Rute Mendes |
Município de Lisboa
*Viagem a Portugal - Journey to
Portugal*

12.00h - Debate | Discussion

12.30h - Almoço | Lunch

14.30h - Antón Lopo | Festival
"Alguén que respira!"
*Poesia para corpo Principal - Poetry
as Main body*

15.00h - Adelaide Galhardo |
Município de Penafiel
*Escritaria: território de gratidão,
afetos e memórias - Writingness:
territory of gratitude, affections and
memories*

15.30h - Manuela Ribeiro | Muni-
cípio da Póvoa de Varzim
*Correntes d' Escritas: Património que
se cumpre na Literatura - Correntes
d'Escritas: Heritage that is fulfilled
in Literature*

16.00h - Pausa | Break

16.30h - Mauro Munhoz | Festa
Literária Internacional de Paraty
*Flip, cidade aberta. A festa como
ocupação - Flip, International Lite-
rature Festival in Paraty, Open city.
The party as an occupation*

17.00h - Suianni Macedo | Ser-
viço Social do Comércio - Sesc
São José dos Campos, Adalberto
Retto Junior | Faculdade de
Artes, Arquitetura, Comunicação
e Design da Universidade Esta-
dual de São Paulo

*Itinerários modernos paulistas: o
turismo no rastro da interiorização
da arquitetura moderna - S. Paulo's
modern itineraries: tourism in the
track of the interiorization of modern
architecture*

17.30h - Eliane Robert Moraes |
Universidade de São Paulo

*Mário de Andrade 'turista aprendiz'
- Mário de Andrade 'apprentice
tourist'*

18.00h - Debate | Discussion

18.30h - Mesa Redonda |
Roundtable Discussion

Moderação | Moderation
Rui Maia e Uxio Novoneyra
Alberto Mangei | Escritor
Antón Patiño | Artista plástico
e Escritor
Clara Riso | Casa Fernando Pessoa
Teresa Albuquerque | Fundação
da Casa de Mateus

10 DE SETEMBRO | SEPTEMBER 10TH

15.00h - Marta Miranda |
Município de Vila do Conde

*Rotas d'escritas - Visita orientada
Rotas d'escritas Writings Routes -
Guided visit*

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