

Deliverable 2.2: Conclusions and recommendations from pilot gathering

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This document summarizes the work done by WP2 to collect and analyze the main findings, observations and results from rurAllure pilots gathering in order to be able to draw relevant recommendations and conclusions that can be communicated across Europe.





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1. Introduction

During the second year of activities, the project partners involved in WP2 focused their efforts on two fundamental aspects for the coordination of the project: analysing the observations gathered from the first period of the pilots, and summarizing their outputs to produce conclusions and recommendations.

The coordination strategy designed by WP2 takes into account that rurAllure will help establish a bottom-up approach towards the promotion and enjoyment of the cultural heritage treasured by thousands of country locations throughout Europe. The evaluation found that communication and coordination within four pilots has been working well, as the workplan was designed to ensure alignment of strategies, to provide ongoing assessment and to facilitate exchange of best practices, without preventing each pilot from developing independently according to the needs and opportunities of each region.

The goal of the UDC team is to ensure a continuous and transversal monitoring of the main stages of each of the four pilots. In addition, as an academic partner of the project, our work also seeks to evaluate the challenges and opportunities of the rural environment around the pilgrimage routes from existing statistics and studies in order to be able to design common bases for the implementation of WP4, WP5, WP6 and WP7, so that the project as a whole tests as many ideas as possible.

In this sense, it becomes clear that pilgrimage is experiencing a resurgence throughout the world (Digance, 2006). Pilgrimages currently represent “hyper-significant” journeys to hyper-significant places (Di Giovine, 2013) and multidimensional (Liutikas, 2020) and can be interpreted as polysemic spaces (Lois-Gonzalez, 2013; Øian, 2019). There are many places of pilgrimage that have been secularized through the phenomenon of tourism (Di Giovine and Picard, 2015) and this has led to modern pilgrimages incorporate a wide range of travelers with diverse motivations (Di Giovine and Choe, 2019). In fact, pilgrimage destinations are often heritage sites of value beyond their religious positioning (Liro, 2020), visited also for social, historical, religious, cultural reasons, ..., where tourists seek, among other things, to experience authenticity and strengthen their identities (Bond et al., 2015).

The rurAllure project addresses the weak point that the impact of the pilgrimage routes is perceived almost exclusively in the places located directly on the official paths that appear on numerous guides, rarely seeping into the surrounding rural areas. Thus, rural provinces and regions become passive witnesses to pilgrim flows, when in fact they could bring a lot of content and value to the experiences due to their natural and cultural heritage.

In this sense, slow tourism, understood as tourism based on the valorization of the potential of the local territory, can be considered as a clear commitment of rural territories to boost tourism and territorial revitalization (Azevedo, 2021). The place, the landscape, the history, the tradition and, in general, the heritage around the roads as well as the routes themselves, can constitute the axes that can enhance the development of the territory.

This document presents the findings and recommendations obtained from the gathering and analysis of the pilot actions implemented in 2021 and 2022, through the following sections:

- After this introduction, Section 2 describes the framework to prepare the transition of pilots to self-sustaining tourism models that can be easily replicated in a variety of places and contexts.



- The third section is devoted to the presentation and comparative analysis of the information gathered from the interviews with special focus on SWOT-CAME analyses for rural areas of the pilots' contexts. The result of the analysis carried out collectively through in-depth interviews with the four pilots is therefore presented. This research helps us see the different points of view regarding the issue studied and helps us design an action plan according to the resulting situation.
- Section 4 deals with the analysis and updating of the results of new questionnaires obtained by the pilots through M22. The effort made by the pilots to know the profile of the pilgrim has attained a total of 384 surveys en route and 792 online. This means a greater number of surveys and, therefore, yielding more enriching and significant results than the early ones included in D2.1 ("Common strategies for pilots", M12).
- In the fifth section, conclusions and recommendations from the first gathering of pilot actions are presented. During the second year of rurAllure, we have walked towards more consolidated guidelines in order to (i) gain understanding about the implementation and evaluation of actions and (ii) progressively give way to a catalogue of actions types through which we aim to foster an exchangeability of the observations and outcomes. This work also allows us to come to more significant conclusions and to identify good/best practices, to document challenges and pitfalls and, on the whole, to open the door towards replication of experiences within and outside rurAllure.
- Finally, we summarize the conclusions of this deliverable and describe the importance of the results achieved for future work in the project and ensuing publications.

2. Description of the consolidated guidelines of the coordination strategy

The main objective of WP2 is to ensure efficient coordination and management of the implementation of pilot projects in a bottom-up manner, in order to reach valuable conclusions and recommendations that can be exchanged not only between the selected pilgrimage routes, but rather at pan-European level. Based on these considerations, the purpose of the work carried out between M13 (January 2022) and M24 (December 2022) can be summarized as follows:

- Ensuring continuous and transversal monitoring of the main stages of the pilots.
- Preparing the transition of pilots to self-sufficient tourism models that can be easily replicated in a variety of places and contexts.

Figure 1 describes the framework for WP2 operation. It can be seen that, for the second year of the project, the objective was to establish more consolidated guidelines in order to ensure the alignment of strategies and provide continuous evaluation as well as the exchange of best practices later, without preventing each pilot from developing autonomously according to the needs and opportunities of each region.

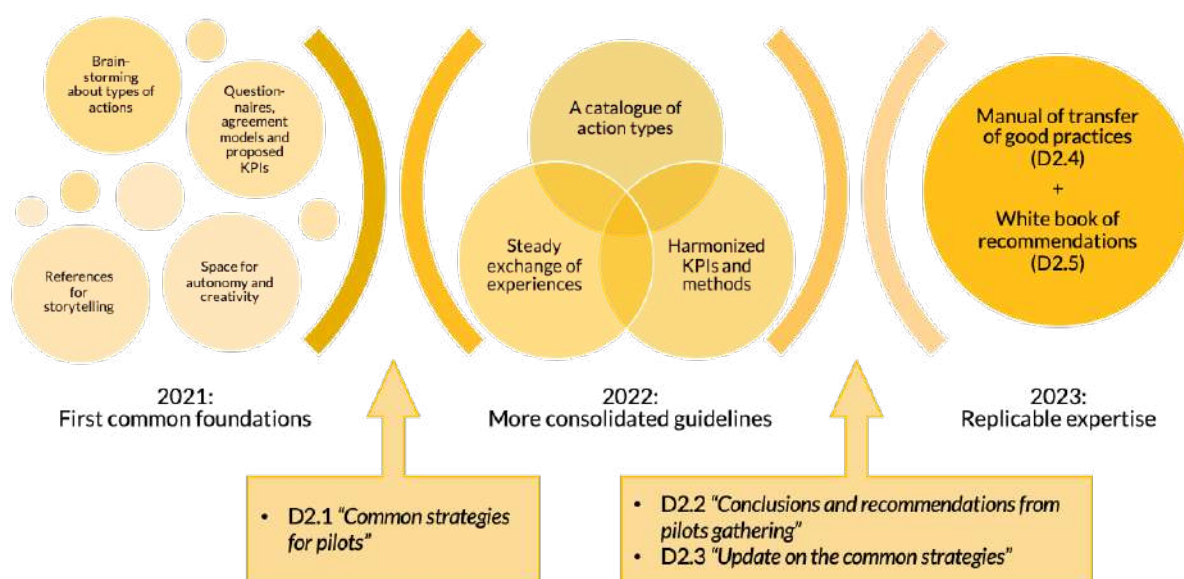


Figure 1. The coordination strategy: from abstract to concrete.

We cannot forget that each of rurAllure’s four pilot projects is unique, in the sense that they cover territories with different peculiarities and disparate levels of maturity in the development and promotion of pilgrimage routes. Accordingly, the pilots have been carried out in separate work packages (WP4 to WP7), following a largely decentralised approach. This allows regional partners to enjoy a high level of autonomy with regard to the actions that are carried out.

During 2022, the pilots have implemented actions aimed at promoting multiple facets of cultural heritage, representative of the richness and diversity of European history and culture in the rural environment of the pilgrimage routes. Their observations and results have been collected periodically with a common structure to be able to read the findings and draw relevant recommendations and conclusions that can be communicated across Europe. WP2, as responsible for the coordination strategy, has brought together all partners during this second year in order to design the common structures and strategies, which allow them to exchange their experiences and also plan the next steps.

The results of the actions implemented by the pilots will lead, in the final year of the project, to the publication of a manual for the transfer of good tourism practices (Deliverable 2.4) and a white book of recommendations (D2.5). It will also result in a clearly-defined strategy for the exploitation of the results achieved in the form of deliverables which, taken together, will cover all the needs of new technologies, materials, management tools, legal solutions, IPR management, financing instruments, or participation of visitors and the community in the field of the promotion of cultural heritage and museums on the pilgrimage routes.

In addition, the collection and analysis of the experiences of the four pilot projects will be key to identifying the specific research, innovation and training needs of policy makers in order to improve the cooperation of European cultural, creative and economic participants related to the rural environment. The development of a research and innovation agenda for rural cultural heritage is also among the expected results of the project, as part of the aforementioned white book of recommendations.



The methodological framework implemented by WP2 has contemplated internal monitoring and evaluation, corrective measures and continuous improvement, adjusted to the complexity and scale of the pilots. Regular meetings with the leaders of each pilot project (WP4 to WP7) have been arranged from the outset to ensure that UDC, as leaders of WP2, fully understood their needs. In this sense, WP2 has maintained the commitment to continue to provide a wide spectrum of participatory tools, both traditional and more modern, to address the particularities of each pilot. Furthermore, regular online meetings have been organized with the whole rurAllure consortium to ensure that team members were in permanent contact sharing ideas, experiences and challenges.

Although WP2 is in charge of designing the common strategies that are implemented at each stage of rurAllure's development, all partners have been kindly invited to participate in the testing of the proposed strategies, to report their respective results in the process of their application and to plan additional steps for their constant improvement.

Below, we summarize the main contents of the two main phases into which the coordination strategy implemented by WP2 in this second year of the project has been divided in relation to Task 2.1 ("Common strategy for the implementation of pilots"):

First phase, from M12 to M18

Phase 1 covered M12 to M18, as shown in the Gantt chart of Figure 2, and the work developed by WP2 in that time can be summarized as follows:

- Analysis of the M12 four first pilots reports.
- Identification of the first common foundations towards more consolidated guidelines.
- Definition of a first common structure for a catalogue of action types.
- Creation of a common document to guide individual interviews with project leaders to complete missing information in the initial M12 reports and to present them a first common structure for a catalogue of actions.
- Development of individual interviews with pilot leaders.
- Transcript of interviews conducted.
- Analysis of the data collected during and after the interviews through their compilation in a common document already cited, with particular questions for each pilot and general, that is to say, for all pilots.

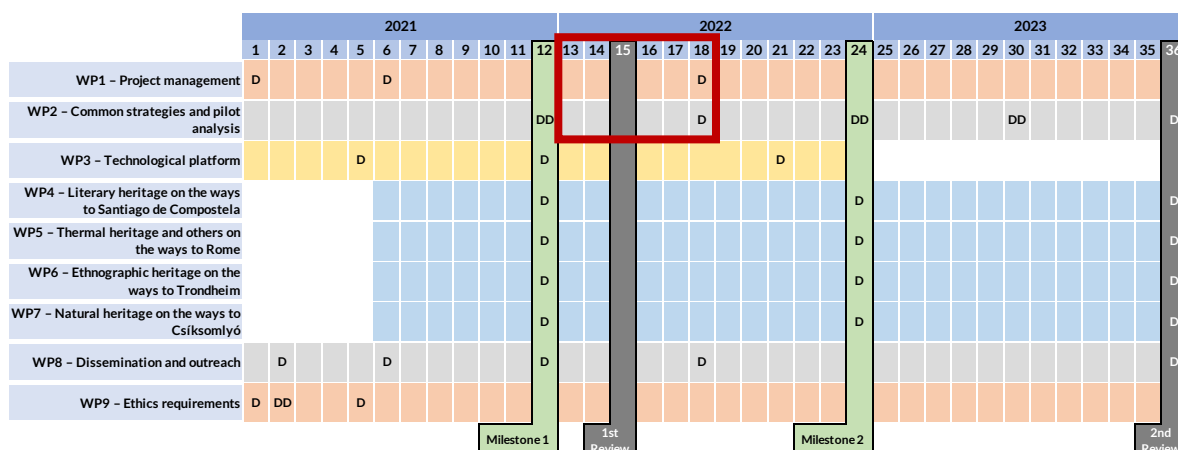


Figure 1. Gantt chart of rurAllure work packages, with Phase 1 of the WP2 coordination strategy highlighted.

The common document was created both to guide the interview and to gather the new information about each project pilot during and after the interview. It was divided into two main sections:

- Section 1, with common questions for all pilots about:
 - Education and training needs.
 - Enumeration of perceived strengths, weaknesses, opportunities and threats for a SWOT analysis.
 - Presentation of a common structure for a catalogue of actions
- Section 2, with particular questions for each pilot focused on gathering some missing information in first M12 reports such as:
 - Short description and quantification of the current state of tourist offer along the pilgrimage route.
 - Brief introduction to the values of missing heritage and its classification into up to three main types.
 - Selection of top-5 or top-10 points of interest.
 - Filling in a common template to evaluate Tourist Functionality.

After the interview with each pilot leader, he/she received by email the interview guide or document along with all the information gathered during the meeting and the indication of the pending information that was expected to be completed prior to mid-June.

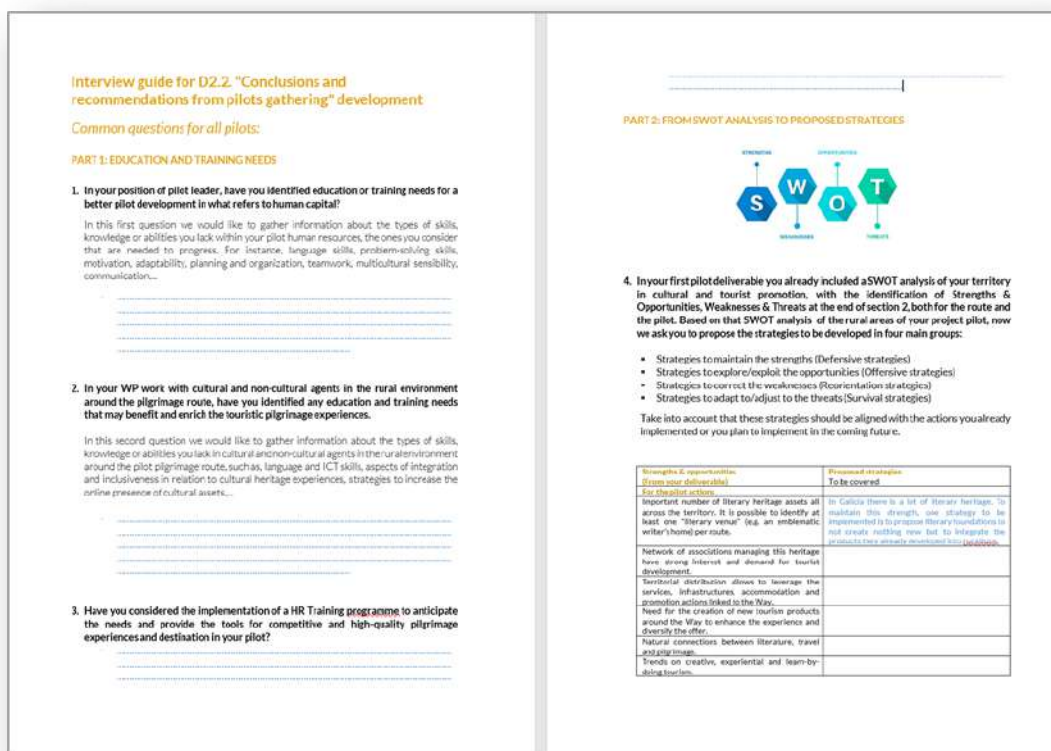


Figure 2. First two pages of the interview guide/document.

Second phase, from M19 to M24

Phase 2 covered from M19 (July 2022) to M24 (December 2022), as shown in Figure 4. The work carried out in WP2 in this period focused on analysing and drawing conclusions and recommendations from the results of the information collected during the first phase of this second year, as well as on the implementation of a second way for the process of collecting actions, which will be explained later. All this was the basis of work in order to be able to produce two deliverables of the M24:

- D2.2 ("Conclusions and recommendations from pilots gathering")
- D2.3 ("Update on the common strategies")

The work carried out during both phases of the second year is also preparing the path towards deliverables for M30:

- D2.4 ("Manual of transfer of good practices")
- D2.5 ("White book of recommendations")

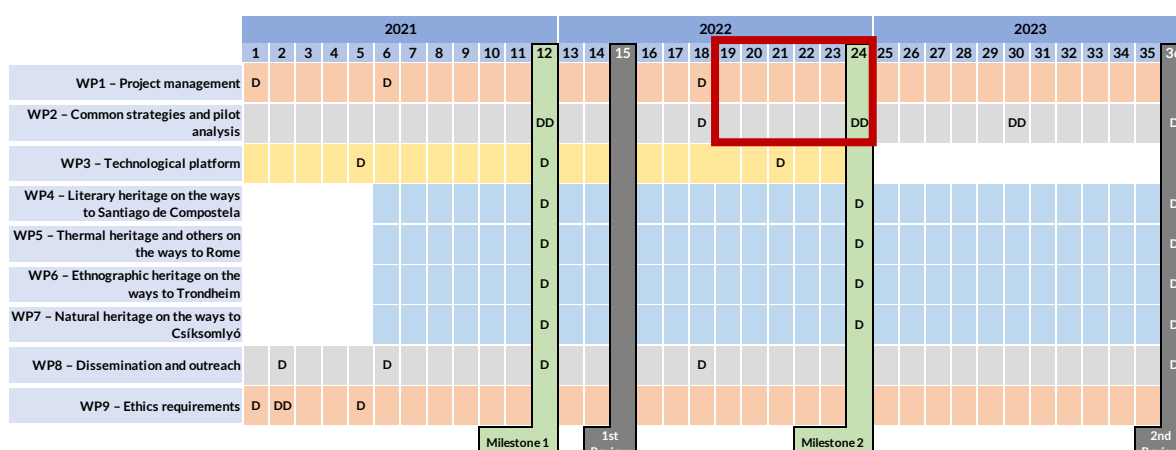


Figure 4. Gantt chart of rurAllure work packages, with Phase 1 of the WP2 coordination strategy highlighted.

The white book of recommendations aims to provide specific guidelines about how the best/good practices may be implemented not only by other pilgrimage routes within the rurAllure scope (counting partners and associated partners that became collaborators during 2021 and 2022), but also in other territories and contexts. It will also present insights to a joint formulation of tourism and heritage policies discussed with stakeholders involved in the pilot analysis as well as the formulation of best/good practices, and dissemination activities.

In what refers to policies, during the second year of rurAllure project we also carried out a policy review, which sought to identify:

- the development of legislation concerning pilgrimage routes across Europe,
- the governance structure created by this legislation,
- the similarities and differences between territories,
- and the opportunities and barriers to homogenise political actions alongside routes, with a focus on Hungary, Italy, Norway, Portugal, Romania, Slovakia and Spain.

This review revealed the lack of a common governance framework for the coordination of the actors involved in pilgrimage at the European level. These actors include local and regional governments, faith-led organisations, academia, residents, private companies, and NGOs. There is also a lack of coordination between the territories crossed by the routes, resulting in far-from-homogeneous experiences for the pilgrims. Such cooperation is also paramount in order to address common problems. There are also variations in the distribution of political responsibilities on pilgrimage across different policy departments (tourism, cultural heritage and rural development), which hampers a more coordinated governmental action –especially when these responsibilities are assigned to governments and authorities at different scales (local, regional, national, ...).

Such complex situation also varies across countries. In Spain, pilgrimage is already a consolidated phenomenon thanks to the Saint James Ways. In Italy, they are considering enacting a national law, while Norway has the only national-level pilgrimage strategy in Europe. Other countries do not have specific policies on pilgrimage, but do make reference to hiking, cycling and slow tourism itineraries in other strategies. Pilgrimage is generally positioned under the cultural and tourism sectors, since they are generally perceived as part of the tangible and intangible cultural heritage



as well as tourist assets with the potential to generate economic benefits, mainly in rural areas. Some of the analysed countries place pilgrimage as part of the religious tourism niche, while others relate them to wider motivations including, but not limited to, religious motivations.

Another issue is that each administrative region has its own policy and governance framework. While some countries adopt a decentralised model, giving larger autonomy to regions, such as the case of Spain or Italy, other countries are very much centralised, such as Hungary or Slovakia. Relatedly, another critical issue is that the interregional and transnational dimension of the routes is often overlooked. This fragmentation results in a series of different experiences for the tourist, a weakening of the transnational characteristics of the route and lack of a unified brand related to the route, with cases where a transnational route is only identified with a certain region.

A challenge closely linked to that of policy and governance framework is funding. Funds are generally allocated at local and/or regional levels, while the nature of pilgrimage routes is predominantly interregional and transnational. There is also a need for the development of effective monitoring tools capable of measuring properly the impacts of routes. The lack of such tools might help to explain why policy makers have not attached pilgrimage routes the importance they deserve, in terms of positive economic, socio-cultural and environmental impacts.

3. Presentation and comparative analysis of the information gathered from pilot interviews

We should start from the fact that pilgrimage routes are an opportunity to value the “minor regions”, far from the center and affected by depopulation but not backward or depressed. In these places it is possible to practice slow, experiential and responsible tourism and, in this sense, these itineraries can be translated into an opportunity for the integrated empowerment of the multiple economies involved, in addition to acting as an engine of sustainable mobility (Trono & Castronuovo, 2021).

Pilgrimage is different from other types of cultural and tourist experiences, opening up possibilities for increasing the number of visitors to lesser-known heritage sites, aligned with principles of a more global trend: **slow tourism**. Through the design, implementation and testing of technological tools and promotion strategies, the rurAllure project seeks to generalize this effect and, with this, to contribute to generate economic activity and also to reinforce a more diversified employment that, on the whole, favours the preservation of cultural heritage at risk (trades, customs, architecture, art, music, ...) and fight the rural exodus that is causing a worrying spiral of loss of population and services.

In recent decades, tourism has been recognized as a strategic driving force, capable not only of increasing economic growth, employment and the enhancement of cultural values, diversity and heritage, but also of helping countries transition towards more inclusive and resilient economies. In this framework, slow tourism has been playing an important role, in compliance with the Universal 2030 Agenda for the Sustainable Development Goals (SDGs). It shows that, in its different forms (ecotourism, rural tourism, pilgrimage routes, ...) it can improve social inclusion, poverty reduction and environmental protection while empowering host communities, generating business opportunities and fostering peace and intercultural understanding (Notarstefano & Gristina, 2021).

The geographical scope of the rurAllure pilots can be classified as rural territory in terms of such indicators as the following:



- low population density,
- economies based mainly on agricultural activities,
- lack of resources and financial innovations,
- peripheral position,
- lack of employment opportunities and high-quality services,
- ...

On the other hand, the selected towns and villages are places of high historical and heritage interest that cross territories with important natural and environmental resources. All the routes considered are, in fact, rich in heritage assets (for example, high density of environmental goods, historical and artistic monuments, variety and quality of the landscape, etc.).

Rural surroundings and nearby heritage missed

In the second year, UDC asked pilots to deep a bit more into the key issue of rural surroundings and nearby heritage missed that was already approached in the first pilots gathering. In this first pilot gathering we observed that initially –with the exception of WP4– the focus was placed more on including lists of relevant points of interest, rather than on a reflection about the values of the heritage missed, which may be a better approach to make clearer the significance of their promotion through pilgrimage ways.

For this purpose, UDC provided pilots with common guidelines that stated that, first, they should choose up to three main types of heritage groups (not area groups), starting in each case from the heritage type that give name to their pilot: literary heritage for WP4, thermal heritage for WP5, ethnographic heritage for WP6, and natural heritage for WP7. Then, each heritage group should include a brief introduction to the values of the corresponding heritage missed prior to displaying a list of relevant points of interest.

The aim of this task was to gain insight into the heritage values missed in the rural surroundings of their pilgrimage ways, to briefly described what aspects (historic, artistic, social, scientific, ...) of that heritage placed in the rural areas nearby the pilgrimage routes are already recognized as values in research, studies, conventions, ... as well as what ones may attract pilgrims to leave the main routes and explore the surrounding areas as their significance or representativeness are remarkable and distinctive.

The next step was to select the top-5 or top-10 points of interest (or a number in between 5 and 10). For this question, we considered top points of interest those which could act as poles of attraction to catch the attention of pilgrims, intensely enough to motivate them to depart from the official paths to visit and discover the surroundings, along with other points of interest. Those are resources that would be suitable for a tourist development in the vicinity of the pilgrimage routes. For this work, the partners working in the pilots got a template designed by UDC. Both the template and the results of these gathering about “Rural surroundings and nearby heritage missed” are included in Annexes I and II to this document.



SWOT analysis for rural areas of each project pilot

In Deliverable 2.1 (“Common strategies for pilots”), WP2 provided a basic overview of the context of the four pilots that are part of rurAllure, identifying commonalities and highlighting the heterogeneity of these case studies in the initial situation of each route. This analysis of the initial context of the four pilots allowed us to highlight the heterogeneous strengths and weaknesses of the local realities that affect the potential of these routes to activate tourism projects and draw a new perspective of development. In this sense, although all the areas considered in the study clearly express the aspiration to activate a regeneration to take advantage of the pilgrimage routes, the way to implement and evaluate this objective is obviously diverse.

In addition, in the first pilots deliverables, each pilot team also included a SWOT analysis of their territories in cultural and tourist promotion, with the identification of Strengths, Opportunities, Weaknesses and Threats at the end of the respective Sections 2. In the interviews we carried out with the pilot leaders, we asked them to not only make a SWOT analysis for the route itself, but also for the rural areas of each project pilot as they are the main focus areas of rurAllure actions.

For this work, we provided a common template that was filled in by each pilot. Based on the information gathered, we can extract the common strengths, weaknesses, opportunities and threats of the rural areas placed in the vicinity of pilgrimage ways that are shown in Table 1.

Table 1. SWOT analysis results for rurAllure pilots rural areas.

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<p>1. Presence of important heritage and natural and cultural tourist attractions throughout the pilots. Existence of important natural and cultural tourism resources regulated and valued. This heritage offers prospects to enrich the experience along the route, can act as a tractor and reinforce tourist demand especially if creative products are promoted.</p> <p>2. Institutional support and involvement of public administrations for its enhancement.</p> <p>3. Sensitivity from many associations and</p>	<p>1. Unfavourable population growth rate in country areas. Demographics data are not conducive to development: ageing, low population density and increasing depopulation.</p> <p>2. Poor transportation infrastructure. Deficiencies in public transport and poor provision of roads.</p> <p>3. Improvable signposting. Poorly signposted local paths with lack of maintenance.</p> <p>4. Lack of tourist demand. Low average tourist stays, number of overnight stays, seasonality.</p>	<p>1. Growth of pilgrimage tourist demand. In the last few years, many roads have been consolidated, which favour the redistribution of flows, growth capacity and sustainability.</p> <p>2. Complementarity and creation of synergies with other productive sectors. The pilgrimage routes favour the diversification of the rural economy.</p> <p>3. Growing esteem for naturalness, quality and authenticity. The potential of the image linked to the rural (quality and diversity of natural resources, quality of life,</p>	<p>1. Lack of tourism planning.</p> <p>2. Improved public-private coordination. There is a lack of networking among people involved.</p> <p>3. Reluctance of pilgrims to make changes in their itinerary.</p> <p>4. Tourism is now very concentrated on pilgrimage routes: the surrounding rural areas are not considered part of the planned experience.</p> <p>5. The information flow between rural stakeholders is not always as good as expected.</p>

sectors towards the promotion of these itineraries. Presence of associative entities interested in the development of tourism that already work directly or indirectly in tourism promotion creating sustainable and quality tourism offers and products.

4. Complementarity with other resources such as gastronomy, crafts, etc. that allow to configure seasonally adjusted tourist offers.

5. Positive idea of pilgrimage routes associated with characteristics such as welcome, hospitality, multiculturalism, etc.

6. Proximity to other tourist attractions in other areas.

5. Lack of a structured and diversified tourist offer and insufficient offer in hotels, restaurants and complementary leisure offer.

6. Deficiencies in key aspects of tourism management and attention (languages, marketing, marketing, social networks, etc.).

7. Ignorance, lack of awareness, valuation and self-esteem from the locals towards heritage.

landscape, slow life, etc.) for the enhancement of these regions.

4. Growing interest of pilgrims for slow tourism. Consideration of these regions as a tourist alternative not overcrowded and little saturated.

5. Implementation of it for tourism promotion.

6. Opportunity to involve public and private entities and launch transversal projects.

7. Social concern for sustainability, which is something easily associated with pilgrimage.

8. Potential to work with school tourism.

Both the individual approaches and the general view are very important when making a strategic decision to know all the aspects that, in a global and objective way, influence the present and the future for the success or failure of the rurAllure project. This research helps us see the different points of view regarding the problem or issue to be studied and helps us design an action plan according to the resulting situation. On the whole, SWOT Analysis is considered a very useful strategic tool to help pilots set their goals and develop appropriate strategies to enhance opportunities and strengths and counter threats and weaknesses.

CAME analysis for rural areas of each project pilot

Based on the abovementioned SWOT analysis, a CAME (Correct, Adapt, Maintain and Explore) analysis has been carried out too, being considered an indispensable tool to make the most of the conclusions drawn from the previous SWOT matrix. This CAME analysis is based on proposing strategies to be developed classified into four groups:

- **Correct:** Strategies to correct the weaknesses (Reorientation strategies)
- **Adapt:** Strategies to adapt to/adjust to the threats (Survival strategies)
- **Maintain:** Strategies to maintain the strengths (Defensive strategies)
- **Explore:** Strategies to explore the opportunities (Offensive strategies)



Strategies in which an answer to the question of **WHAT WE CAN DO WITHIN RURALURE** are expected to be more focused. In this task, we asked pilots to propose strategies that should be aligned with actions already implemented or planned to be implemented in the near future. At the same time, we warned pilots that there are many challenges that rural areas in the vicinity of pilgrimage routes are facing, for instance, some of them belong to infrastructure and, of course, within rurAllure we are not able to have an impact on that. Therefore, in the previous SWOT analysis of the rural areas pilots could be more wide in collecting strengths, opportunities, weaknesses and threats, but in this question around strategies they were expected to be more focused on what we can do within rurAllure. In others words, not all the issues identified in the previous SWOT analysis are expected to have a corresponding strategy to face them in their proposed strategies within the CAME analysis

Next, Table 2 summarizes the general results of the CAME analysis based on the pilots gathering.

Table 2. CAME analysis results for rurAllure pilots rural areas.

W WEAKNESSES	R REORIENTATION STRATEGIES
<p>W1. Unfavourable population growth rate in country areas Demographics data are not conducive to development: ageing, low population density and increasing depopulation.</p> <p>W2. Poor transportation infrastructure. Deficiencies in public transport and poor provision of roads.</p> <p>W3. Improvable signposting. Poorly sign-posted local paths with lack of maintenance.</p> <p>W4. Lack of tourist demand. Low average tourist stays, number of overnight stays, seasonality.</p> <p>W5. Lack of a structured and diversified tourist offer and insufficient offer in hotels, restaurants and complementary leisure offer.</p> <p>W6. Deficiencies in key aspects of tourism management and attention (languages, marketing, marketing, social networks, etc.).</p> <p>W7. Lack of awareness, valuation and self-esteem from the locals towards heritage.</p>	<p>R1. Working on a greater awareness and need to enhance the passage of the route with local stakeholders.</p> <p>R2. Addressing the need to help tourists and pilgrims with planning by developing strategies for mobilizing transport, accommodation and catering in a single click.</p> <p>R3. Intensifying signposting and the availability of information about routes at all information points and meeting points for pilgrims by drawing attention to the surrounding areas, allowing recommendations and planning of detours towards interesting sights.</p> <p>R4. Assembling meaningful cultural experiences with resources found in rural areas and recommending them through the rurAllure platform.</p> <p>R5. Offering complete packs to pilgrims through personalized promotional means.</p> <p>R6. Using the diversity of channels thanks to new technologies to improve tourism training.</p> <p>R7. Strengthening the development of narratives and POIs within the rurAllure platform to motivate pilgrims to visit these areas that often go unnoticed.</p>



T

THREATS

- T1. Lack of tourism planning.
- T2. Improved public-private coordination. There is a lack of networking among people involved.
- T3. Reluctance of pilgrims to make changes in their itinerary.
- T4. Tourism is now very concentrated on pilgrimage routes: the surrounding rural areas are not considered part of the planned experience.
- T5. The information flow between rural stakeholders is not always as good as expected.

D

DEFENSIVE STRATEGIES

- D1.** The fragility of these geographical spaces makes it necessary to plan tourism and territory more attentively to the limits and pace of consumption of resources, trying to selectively capture a segment of potential consumers who are more sensitive and respectful towards local heritage.
 - D2.** Creating synergies and strategic alliances with neighbouring destinations, tourism entrepreneurs and universities to stimulate joint initiatives.
 - D3.** Consolidating the reputation and recognition of these regions associated with characteristics such as hospitality, multiculturalism, etc.
 - D4.** Benefiting from the discovery of new routes provided by rurAllure research to encourage local participants to commit to their maintenance.
 - D5.** Cooperating with museums, collections, etc. to make them visible on the rurAllure platform and include them as content providers.
-

S

STRENGTHS

- S1. Presence of important heritage and natural and cultural tourist attractions throughout the pilots.** Existence of important natural and cultural tourism resources regulated and valued. This heritage offers prospects to enrich the experience along the route, can act as a tractor and reinforce tourist demand especially if creative products are promoted.
- S2. Institutional support and involvement of public administrations for its enhancement.**
- S3. Sensitivity from many associations and sectors towards the promotion of these itineraries.** Presence of associative entities interested in the development of tourism that already work directly or indirectly in tourism promotion creating sustainable and quality tourism offers and products.

S

SURVIVAL STRATEGIES

- SU1.** Presenting the rurAllure platform with an adequate long-term operation and maintenance plan.
 - SU2.** Promoting the durability of the actions and projects generated so that they have life beyond rurAllure.
 - SU3.** Engaging the locals and working with them in the process of co-creation to recover the regional memory, stories, customs, traditions, etc.
 - SU4.** Addressing the need for good governance and networking of routes.
 - SU5.** Deepening communication, dissemination of initiatives and exchange of good practices.
 - SU6.** Invest efforts in the need to create new tourist products around the Camino to enhance the attraction of tourists from other nearby destinations.
-



S4. Complementarity with other resources such as gastronomy, crafts, etc. that allow to configure seasonally adjusted tourist offers.

S5. Positive idea of pilgrimage routes associated with characteristics such as welcome, hospitality, multiculturalism, etc. that extend naturally to these spaces that have a strategic location.

S6. Proximity to other tourist attractions in other areas.



OPPORTUNITIES

O1. Growth of pilgrimage tourist demand. In the last few years, many roads have been consolidated, which favour the redistribution of flows, growth capacity and sustainability.

O2. Complementarity and creation of synergies with other productive sectors. The pilgrimage routes favour the diversification of the rural economy.

O3. Growing esteem for naturalness, quality and authenticity. The potential of the image linked to the rural (quality and diversity of natural resources, quality of life, landscape, slow life, etc.) for the enhancement of these regions.

O4. Growing interest of pilgrims for slow tourism. Consideration of these regions as a tourist alternative not overcrowded and little saturated.

O5. Implementation of it for tourism promotion.

O6. Opportunity to involve public and private entities and launch transversal projects.

O7. Social concern for sustainability, which is something easily associated with pilgrimage.

O8. Potential to work with school tourism.



OFFENSIVE STRATEGIES

OF1. Taking advantage of the potential of the project and the rurAllure platform to arouse the interest of tourists/pilgrims and gain visibility.

OF2. Improving social cohesion and integrating the local community and associations.

OF2. Creating synergies with existing initiatives.

OF2. Joining forces internationally to actively promote regions where pilgrimage paths cross by showcasing better examples and practices from other rural areas.

OF3. Identifying the specific resources of these territories (POIs) that could be the main drivers of sustainable socioeconomic and cultural development of these rural areas.

OF4. Developing and promoting an image as slow territories with various tourist resources.

OF5. Promoting the design of diversions and itineraries that are attractive to the tourist and pilgrim segments and promoting them through the rurAllure platform.

OF6. Making stakeholders aware of the importance of slow and sustainable tourism for the development of the communities through which the route passes.

OF7. Developing inclusive and universal programming using IT opportunities (accessibility and universal design).



4. Analysis and update of questionnaire results received by M22

In Deliverable 2.1 (“Common strategies for pilots”, M12), the importance of identifying the demand and, therefore, of having statistics on the profile of the pilgrim, was highlighted. Thus, in this section we continue working on defining how to approach the profile of the pilgrim in the rurAllure pilot routes by identifying their main characteristics, since the study of the demand is necessary to start and continue with the project. To achieve this purpose, the pilgrim community is involved throughout the entire profiling process, through interviews, forum analysis and user experience methods (wayfinding).

Throughout the first year, two questionnaires (M1 to M12) were designed, called “Questionnaire for en-route pilgrims” (see Deliverable 2.1, Annex I) and “Questionnaire for pilgrims-to-be” (see D2.1, Annex II) with one main objective: to know the market and develop an identification and segmentation of the profiles of the pilgrims from the perspective of the different patrimonial spaces.

In this document, the new surveys provided are added to the analysis, thus completing a total of 384 answers *en route* and 792 online, which is a significant number that reflects the efforts made by the pilots to define their demand. In the same way, in future actions, an attempt will be made to carry out interviews in order to better define the pilgrim, especially on pilgrimage routes that have less influx of walkers.

The pilot on the St. Olav ways (WP6) has not yet attained a sufficient number of respondents, due to the very incipient status of the route, which still counts its travellers in the hundreds or few thousands yearly. In the absence of a significant statistical sample, the analyses of the following subsections cover WP4, WP5 and WP7 only, whereas the progress of the demand study in Norway is documented in Deliverable 6.2 (“Ways to Trondheim – Second pilot report”). Those data, along with the new information gathered during 2023, will be posted and kept up-to-date on the rurAllure website.

Preliminary summary report on the “questionnaire for en-route pilgrims”

The information shown below comes from the data obtained through the “Questionnaire for en-route pilgrims” (See Deliverable 2.1, Annex I). The final sample is made of a total of 384 answers that belong to three pilgrimage routes: Camino de Santiago (237 answers), Mária Út (114 answers) and Ways to Rome (33 answers). The results have been structured according to the following scheme:

- Sociodemographic characteristics.
- Pilgrims’ behaviour:
 - Degree of repetition of the route.
 - Organization of the trip.
 - Type of transport used.
 - Length and flexibility.
 - Accompaniment.



- Planned expenditure.
- Predominant languages.
- Importance of information sources.
- Motivations on pilgrimage routes.
- Impact of COVID-19 on the realization of pilgrimage routes.

Sociodemographic characteristics

The pilgrim profile, even within the same route, can be extremely heterogeneous. However, based on certain features, it is possible to define subgroups of individuals with homogeneous profiles that help the design of future development and promotion strategies.

In Table 3, the first column (Variables) shows the sociodemographic aspects analysed (gender, age, level of education, work status and nationality) as well as the fixed answers that were given to the surveyed people. The second, fourth and sixth columns (N) show the frequencies for each item, while in the third, fifth and seventh ones (%) are displayed the percentages related to the previous frequencies.

According to the results obtained, it is concluded that, as observed in the M18 report (Annex III), there is a higher presence of men in the Camino de Santiago, compared with the other routes which can be conceived as more religious ones. Similar things can be said about age, as younger people mostly chose the Galician route, while those older than 55 years were more likely to choose paths with more religious significance such as Mária Út and the Ways to Rome.

Pilgrims surveyed were mostly in an age range between 25 and 64 years for the Camino de Santiago route (78.9%), and between 35 and 74 years for the Mária Út (79.9%) and the Ways to Rome (81.8%) routes. The largest group on the Camino de Santiago are people aged between 25 and 34 years (21.1%), followed by those between 35 and 44 years (19.4%), those between 45 and 54 years (19.4%), those 55 and 64 years (19%), those between 65 and 74, and, finally, the two extremes of the sample, those between 18 and 24 years (10.1%) and people over 75 years (0.4%). Pilgrims on the Mária Út are older since the most representative range is the one between 55 and 64 years (28.1%). These are followed by those between 45 and 54 years (22.8%) and those between 65 and 74 years (20.2%). Younger people are less represented being the most numerous the group between 35 and 44 (8.8%), followed by those between 25 and 34 years (7%) and those between 18 and 24 years (7%). Lastly there is a small number of people over 75 years (2.6%). The presence of older people remains in the Ways to Rome route where the most popular age range is between 65 and 74 years (36.4%), followed by those between 55 and 64 years (21.2%), those between 45 and 54 years (12.1%) and those between 35 and 44 years (12.1%). With less than a 10% of representation are groups between 25 and 34 years (9.1%), those between 18 and 24 (6.1%) and those over 75 years (3%).

When data are analysed by gender, it is shown the primacy of men (62%) over women (35.9%) in the Spanish route. This trend did not happen on the other routes, where women were more numerous than men. In the Mária Út route women represented the 50.9% of the sample while men where the 43.9%. On the other hand, in the Ways to Rome route 57.6% of surveyed people were women while 42.4% were men.

As for the level of studies, most of pilgrims in all the routes were academics (Camino de Santiago: 74.7%, Mária Út: 75.4%, Ways to Rome: 54.5%), followed by those who have finished their secondary education (Camino de Santiago: 23.6%, Mária Út: 75.4%, Ways to Rome: 24.2%).



Those who had reached a primary studies level were a smaller portion of the sample (Camino de Santiago: 1.3%, Mária Út: 0.8%, Ways to Rome: 6.1%), as well as those without any studies (Camino de Santiago: 0.4% and Ways to Rome: 15.2%). The high presence of highly educated people might be explained by the importance they give to cultural travelling as education is one of the pull factors that holds great value in destinations which are considered Intangible Heritage of Humanity. Yet it might be interesting to pay attention to the unschooled people on the Ways to Rome route, since all of them declared themselves believers, they might have been motivated by religiosity to travel the route.

In relation to work, most of pilgrims were actively working, employed by other people (Camino de Santiago: 50.6%, Mária Út: 43%, Ways to Rome: 48.5%) or self-employed (Camino de Santiago: 10.1%, Mária Út: 13.2%, Ways to Rome: 9.1%). There was also an important number of retired people (Camino de Santiago: 20.7%, Mária Út: 33.3%, Ways to Rome: 33.3%). Around the 10% of the sample were students (Camino de Santiago: 11.4%, Mária Út: 5.3%, Ways to Rome: 6.1%), probably due to the aged travellers. There was a low presence of unemployed people (Camino de Santiago: 5.9%, Mária Út: 1.8%, Ways to Rome: 3%) and an even lower presence of houseworkers (Camino de Santiago: 0.8%).

Related to nationality there were differences between all the routes, but a constant variable was proximity as people in the routes were mostly locals. In the Camino de Santiago route, most pilgrims were Spanish (57.8%), followed by people from the USA (9.3%) and German (7.2%). As far as Mária Út is concerned, most pilgrims were Hungarian (45.6%) followed by Belgian (30.7%) and Slovenian (7%). Finally, on the Ways to Rome most pilgrims were from one of the departure countries, Germany (39.4%), followed by Italian (27.3% and British (9.2%) people.

Table 3. Sociodemographic variables.

SOCIODEMOGRAPHIC VARIABLES	CAMINO DE SANTIAGO		MÁRIA ÚT		WAYS TO ROME	
	N	%	N	%	N	%
Gender						
Male	147	62	50	43.9	14	42.4
Female	85	35.9	58	50.9	19	57.6
Prefer not to answer	4	1.7	2	1.8		
Blank space	1	0.4	4	3.5		
Total	237	100	114	100	33	100
Age						
18-24	24	10.1	8	7	2	6.1
25-34	50	21.1	8	7	3	9.1
35-44	46	19.4	10	8.8	4	12.1



45-54	46	19.4	26	22.8	4	12.1
55-64	45	19	32	28.1	7	21.2
65-74	25	10.5	23	20.2	12	36.4
Over 75	1	0.4	3	2.6	1	3
Blank space			4	3.5		
Total	237	100	114	100	33	100
Level of studies						
No studies	1	0.4			5	15.2
Primary	3	1.3	1	0.8	2	6.1
Secondary	56	23.6	23	20.2	8	24.2
University	177	74.7	86	75.4	18	54.5
Blank space			4	3.5		
Total	237	100	114	100	33	100
Work						
Unemployed	14	5.9	2	1.8	1	3
Student	27	11.4	6	5.3	2	6.1
Housework	2	0.8				
Self-employed	24	10.1	15	13.2	3	9.1
Employed	120	50.6	49	43	16	48.5
Retired	49	20.7	38	33.3	11	33.3
Blank space	1	0.4	4	3.5		
Total	237	100	114	100	33	100



Nationality						
Austrian					2	6.1
Belgian	2	0.8	35	30.7	1	3
British	6	2.5	1	0.9	3	9.1
Bulgarian	2	0.8	5	4.4		
Colombian	3	1.3	2	1.8		
Dutch	3	1.3	3	2.6	1	3
French	7	3			1	3
German	17	7.2			13	39.4
Hungarian	1	0.4	52	45.6		
Irish	8	3.4				
Italian	7	3			9	27.3
Others	16	6.8			3	9.1
Romanian			2	1.8		
Slovak			2	1.8		
Slovenian			8	7		
Spanish	137	57.8				
USA	22	9.3				
Venezuelan	2	0.8				
Blank space	4	1.7	4	3.5		
Total	237	100	114	100	33	100

Pilgrim/tourist behaviour

Degree of repetition on pilgrimage routes

Regarding the level of repetition (see Figure 5), there was a low number of people who were doing a pilgrimage route for the first time in Mária Út (18.4%) and in Ways to Rome (6.1%). On the other hand, in the Camino de Santiago route, first-timers were more representative (58.2%). The level of repetition might be related to the religiosity attributed to the route.

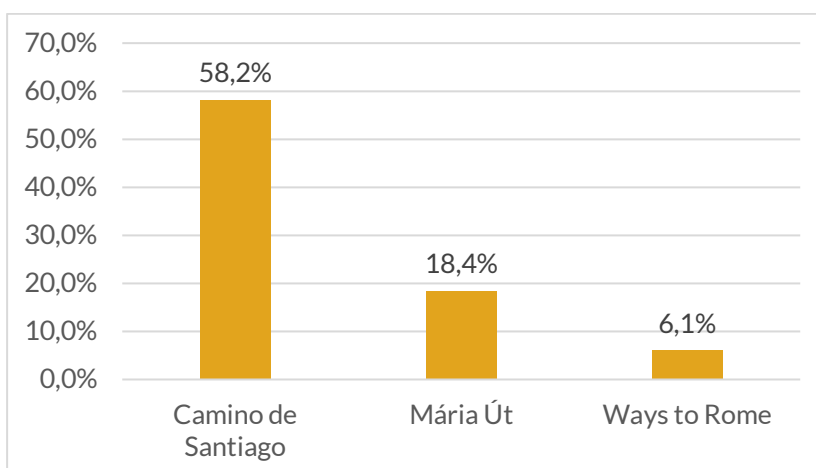


Figure 3. First time making a trip on a pilgrimage route Camino de Santiago, Mária Út and Ways to Rome routes.

Organization of the trip

The high impact of technology in the everyday life is undeniable and it has modified almost every aspect of our practices. Tourism is not alienated from this phenomenon, as many tour operators started to offer their services online, and people are able to plan their trips and even book services for their journeys using their personal devices. This trend is present in the studied routes (see Figure 6), there was a high level of independence while making the itinerary. In the Camino de Santiago route, 85.6% of the pilgrims made the itinerary by themselves. Lower proportions, yet relevant ones, were seen in Mária Út (44.7%) and in Ways to Rome (48.5%).

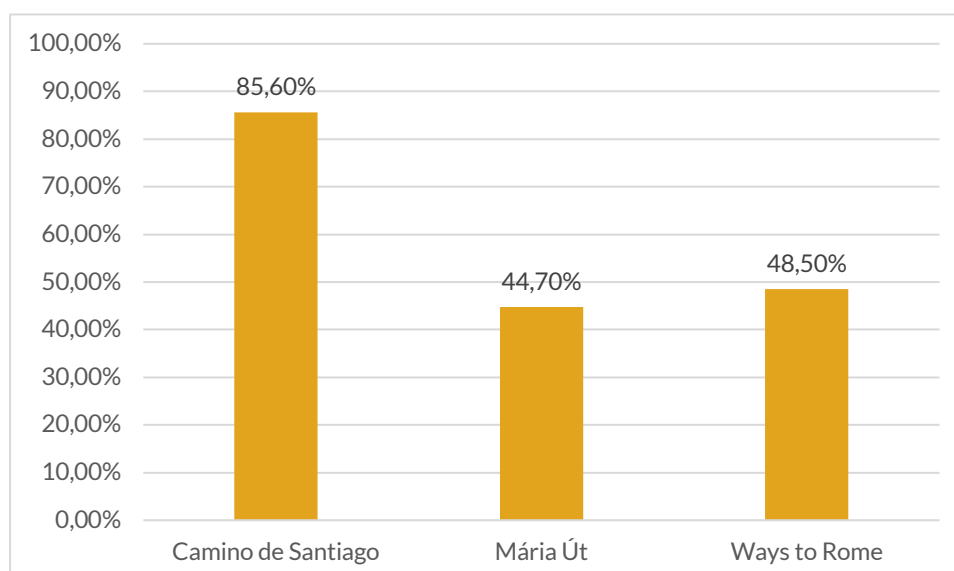


Figure 4. Way of travel arrangements, people who made the itinerary by themselves.

Autonomy while planning the trip is also related to the hospitality arrangements (see Figure 7). Most of pilgrims surveyed had booked their accommodations by themselves for the Camino de Santiago (79.4%) and the Ways to Rome (81.8%) routes. In Mária Út, percentage of people who had booked the accommodations by themselves was significantly lower (44.7%).

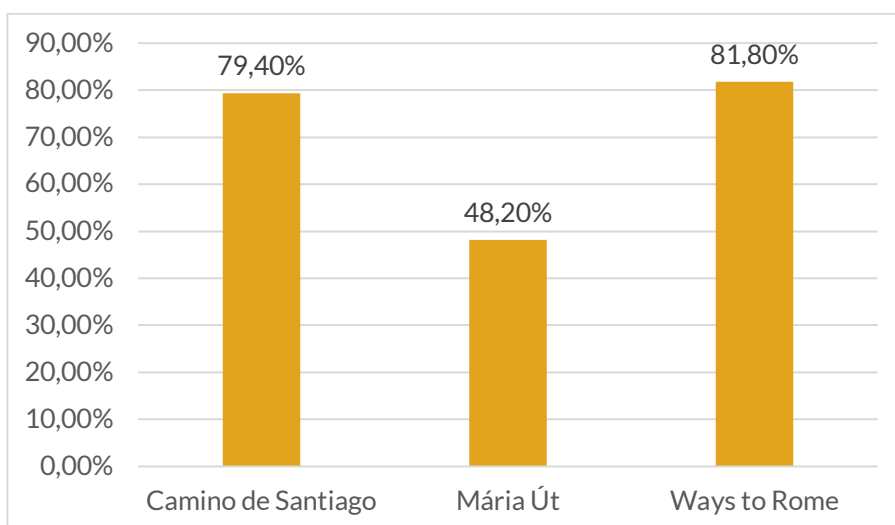


Figure 5. Way of travel and hospitality arrangements, people who made the hospitality arrangements by themselves.

For all three routes, pilgrims preferred relaxed and informal spaces such as *albergues* or pilgrimage accommodations (Camino de Santiago: 82.7%, Mária Út: 66.7%, Ways to Rome: 78.8%). When we look at the rest of the choices, there are interesting differences between routes. In the Camino de Santiago route, other relevant choices were hotels (37.5%), inns (19%), rural houses (17.8%) and bed and breakfasts (14.4%). Other type of spaces such as camping sites (7.2%) and spas (0.8%) were hardly representative. In the case of Mária Út, bed and breakfasts (36.1%), rural houses (36%) and inns (34.2%) were quite chosen by pilgrims. Camping sites (9.7%) and spas (3%) were slightly more representative in this route compared with the Spanish one, but it is striking how hotels eligibility dropped by more than 30 percentage points (5.6%) compared with both routes. On the Ways to Rome route, bed and breakfasts were highly chosen (60.6%) being far more representative than in the rest of routes. Inns (45.5%), hotels (36.4%), camping sites (36.4%) and rural houses (36.4%) were interesting options too. Lastly, spas were the only kind of accommodation chosen by nobody in this group of people (see Figure 8).

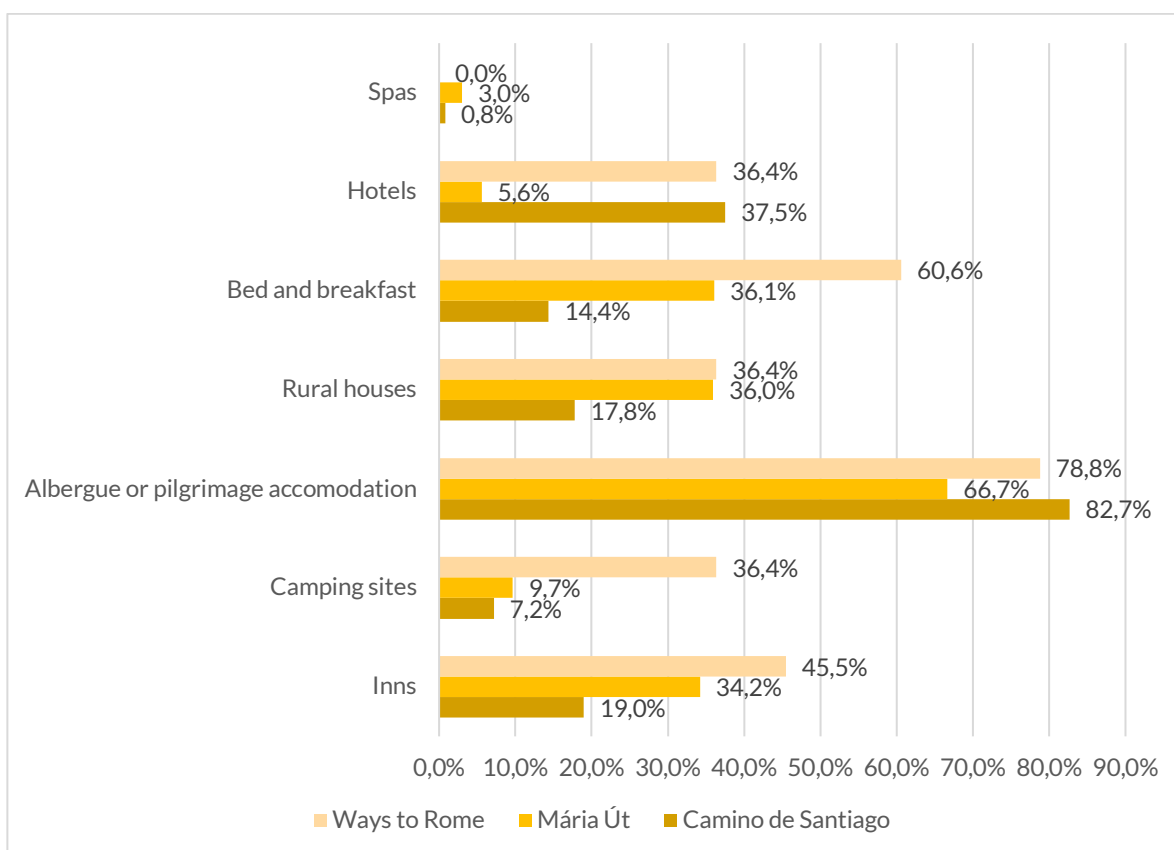


Figure 6. What places are you using for accommodation?

Means of transport used

Most people surveyed were travelling on foot (Camino de Santiago: 89.9%; Mária Út: 78.9%; Ways to Rome: 81.8%), preserving traditional styles of pilgrimage. In the Jacobean route a 10.6% of pilgrims used bicycles for their transportation, a 5.0% used buses, 3.4% transported themselves on train and in lower proportions taxis (2.1%), camper vans (1.7%), cars (1.6%) and other (0.4%) were used. For the Marian route, buses (23.7%), bicycles (21.9%), cars (21.9%) and trains (17.5%) were quite popular, other means (1.8%) were not popular and no camper vans or taxis were used. On the other hand, trains (24.2%), bicycles (12.1%) and buses (9.1%) were commonly used. Cars (3%) and other means (3%) were hardly used, and taxis or campers were not employed either (see Figure 9).

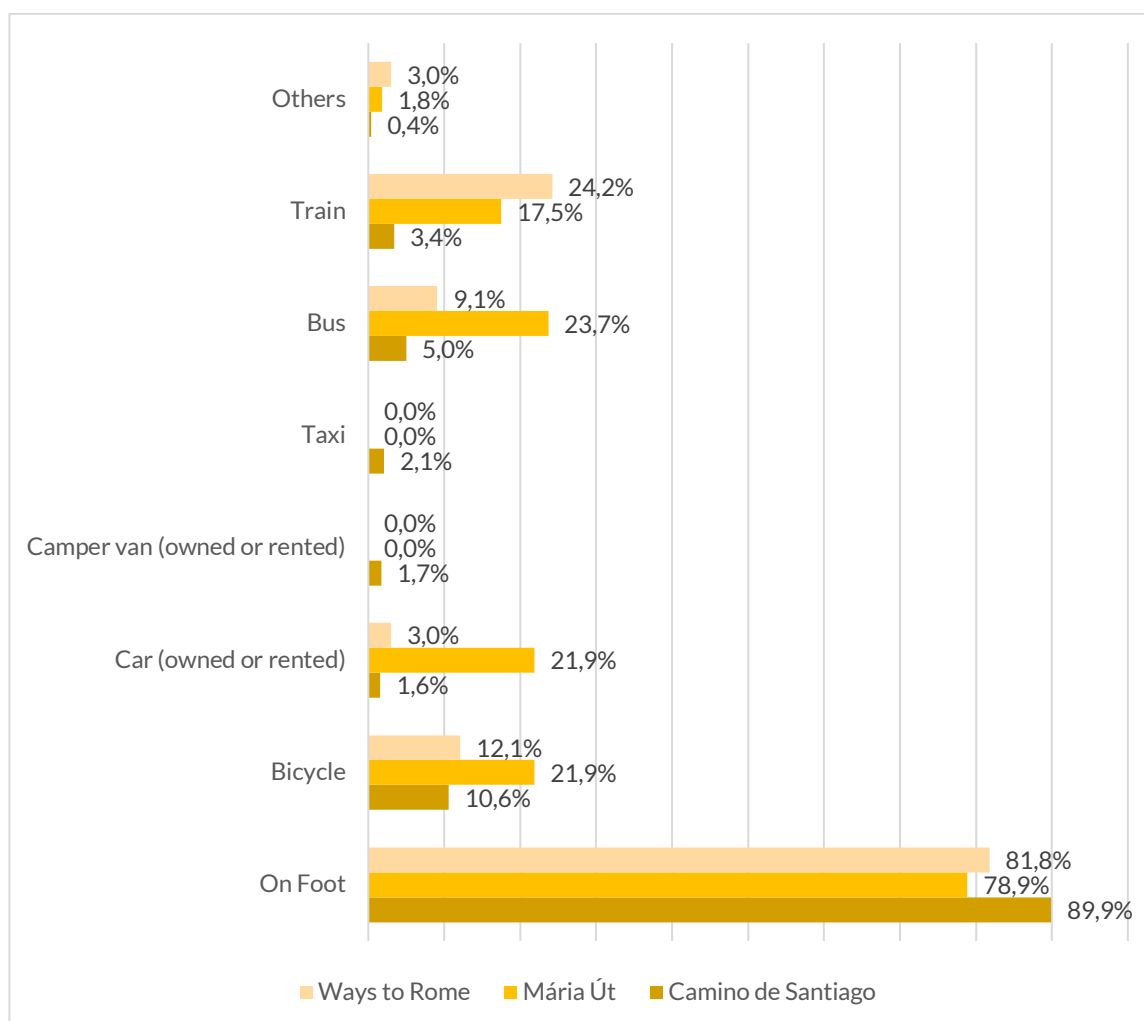


Figure 7. Means of transport.

Length and flexibility of the trip

As shown in Figure 10, The route in which pilgrims spent the longest was the Ways to Rome, since 2 thirds travelled it for 10 or more days (66.7%), followed by the Camino de Santiago where almost half of travellers spent between 6 and 7 days doing it (42.6%). Lastly, Mária Út had the shortest time spent on it with almost half of pilgrims staying for 3 or less days (47.4%). Therefore, in terms of days spent, Ways to Rome could be considered a long route, Camino de Santiago would be an average one and Mária Út a short one. This phenomenon is related to the location of the sanctuaries and the means of transportation employed.

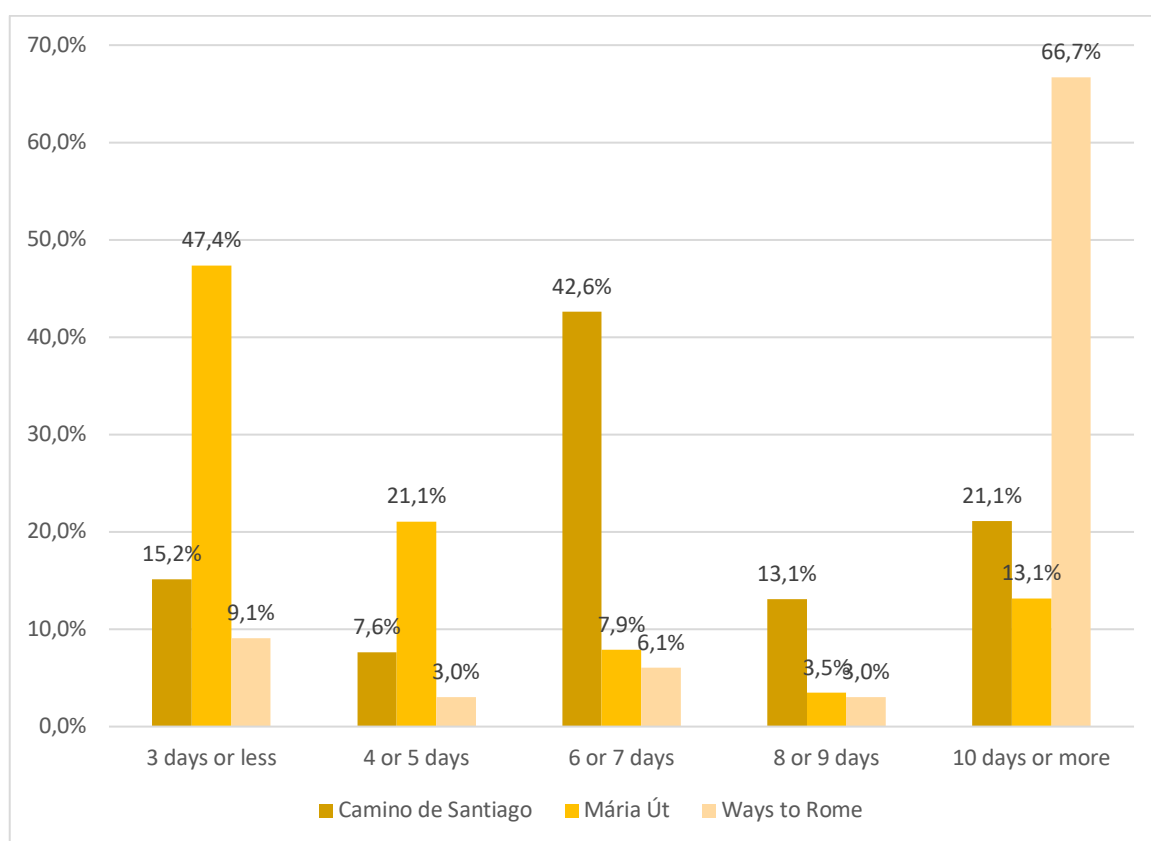


Figure 8. Planned days to travel in the pilgrimage route.

The analysis may be complemented with the information about starting and ending points in the routes. For the Camino de Santiago route (Table 4), most relevant starting points were Saint-Jean-Pied-de-Port (16.9%) where the French Way starts, Ponferrada (15.6%), León (14.8%), O Cebreiro (9.7%) and Astorga (8.9%) all of them located between 300 to 150 km from Santiago. Another far point mentioned was Roncesvalles (5.9%) while the rest of the sample mentioned different Spanish locations.

Regarding the destination, most pilgrims mentioned Santiago (69.2%) as the ending point. There was a 13.9% that mentioned Fisterra, since it is an annexed route mostly done once the pilgrims reach Santiago. The rest of the sample were heading to halfway points.

Table 4. Starting and ending point.

CAMINO DE SANTIAGO ROUTE					
STARTING POINT	N	%	ENDING POINT	N	%
Saint-Jean-Pied-de-Port	40	16.9	Santiago de Compostela	164	69.2
Ponferrada	37	15.6	Fisterra	33	13.9
León	35	14.8	Blank space	15	6.3



O Cebreiro	23	9.7	Sarria	10	4.2
Astorga	21	8.9	Muxía	5	2.1
Roncesvalles	14	5.9	O Cebreiro	2	0.8
Others	12	5.1	A Laxe	2	0.8
Villafranca del Bierzo	10	4.2	Monforte	2	0.8
Triacastela	7	3	Fátima	1	0.4
Ribadavia	6	2.5	Porto	1	0.4
Burgos	5	2.1	Triacastela	1	0.4
Pamplona	5	2.1	Don't know	1	0.4
Logroño	4	1.7			
La Laguna	3	1.3			
Sevilla	3	1.3			
Porto	3	1.3			
Madrid	2	0.8			
Pazos de Arenteiro	2	0.8			
Pedrafita do Cebreiro	2	0.8			
Zamora	2	0.8			
Blank space	1	0.4			
Total	237	100	Total	237	100

For Mária Út (Table 5), many of the surveyed people acknowledged diverse starting points (50%) while others left the question unanswered (15.8%). For those who adjusted themselves to the given options, Budapest (27.2%) was the most common departure site. Other mentioned places were Zalaegerszeg (3.5%), Miskolc (1.8%) and Sepsiszentgyörgy (1.8%). On the other hand, regarding the ending point, most people did not answer the question (35.1%). The most named place was Csíksomlyó (29%), but there were mentioned many other destinations in smaller proportions by the rest of the sample (35.9%).



Table 5. Starting and ending point. Mária Út.

MÁRIA ÚT					
STARTING POINT	N	%	ENDING POINT	N	%
Others	57	50	Blank space	40	35.1
Budapest	31	27.2	Csíksomlyó	22	29
Blank space	18	15.8	Bodajk	4	3.5
Zalaegerszeg	4	3.5	Márianosztra	4	3.5
Miskolc	2	1.8	Máriapócs	4	3.5
Sepsiszentgyörgy	2	1.8	Malsa	3	2.6
			Mariazell	3	2.6
			Szentendre	3	2.6
			Bakonybél	2	1.8
			Bélapátfalva	2	1.8
			Budapest	2	1.8
			Dobogókő	2	1.8
			Eger	2	1.8
			Gödöllő	2	1.8
			Máriagyúd	2	1.8
			Marosvásárhely	2	1.8
			Szombathely	2	1.8
			Zeteleka	2	1.8
			Zirc	2	1.8
			Zsámbék	2	1.8
			Dunaföldvár	1	0.9
			Lébény	1	0.9



			Mátraverebély-Szentkút	1	0.9
			Sopron	1	0.9
			Sumeg	1	0.9
			Szentgothárd	1	0.9
			Vác	1	0.9
Total	114	100	Total	114	100

In the Ways to Rome route (Table 6) there was no standing starting point named by a majority, on the contrary, it was observed quite a dispersion between cities of Austria (Innsbruck: 9.1%), France (Louvre: 3%, Reims: 3%), Germany (Stade: 12.1%, Landsberg: 6.1%, Harz: 3%, Rothenburg ob der Tauber: 3%, Scheessel: 3%, Donauwörth: 3%), England (Canterbury: 9.1%), Italy (Lucca: 6.1%, Viterbo: 6.1%, Aquileia: 6.1%, Dovadola: 3%, Fucecchio: 3%, Gran San Bernardo: 3%, Pavia: 3%, San Giovanni Rotondo: 3%) and Estonia (Tallinn: 3%). Regarding the ending point, almost half of the sample indicated that their destination was Rome (48.5%), while some chose not to answer (18.2%) and the rest of the sample mentioned isolated options of cities.

Table 6. Starting and ending point. Ways to Rome.

WAYS TO ROME					
STARTING POINT	N	%	ENDING POINT	N	%
Stade	4	12.1	Rome	16	48.5
Innsbruck	3	9.1	Blank space	6	18.2
Canterbury	3	9.1	Bergen	1	3.0
Landsberg	2	6.1	Brixen	1	3.0
Lucca	2	6.1	Brindisi	1	3.0
Other	2	6.1	Bressanone	1	3.0
Viterbo	2	6.1	Lausanne	1	3.0
Aquileia	2	6.1	Gambassi Terme	1	3.0
Dovadola	1	3.0	Mestre	1	3.0
Fucecchio	1	3.0	Jerusalem	1	3.0
Gran San Bernardo	1	3.0	Mittenwald	1	3.0



Harz	1	3.0	Siena	1	3.0
Louvre	1	3.0	Assisi	1	3.0
Reims	1	3.0			
Pavia	1	3.0			
Rothenburg ob der Tauber	1	3.0			
San Giovanni Rondondo	1	3.0			
Tallinn	1	3.0			
Scheessel	1	3.0			
Donauwörth	1	3.0			
Total	33	100	Total	33	100

It is also important to know whether pilgrims had flexibility for deviating or adding more days to their journeys. Figure 11 shows that for the Mária Út most people had closed schedules (68.4%) while a quarter of people considered that they could use more days (24.6%) and some chose not to answer (7%). People doing the Camino de Santiago also showed a high tendency to closed schedules (58.7%) but the proportion of people open to change their plans was higher (40.5%), while there was a small number of people not answering (0.8%). The case of the Ways to Rome route is slightly different, since it can be appreciated a parity between those who claimed to have closed schedules (45.5%) and those open to modify the itinerary (45.5%), at the same time, some people chose not to answer either (9.1%).

There is a clear tendency in pilgrims showing a higher flexibility in their itineraries while they are travelling longer routes. Mária Út, where pilgrims spent mostly 3 days or less shows the highest lower level of flexibility (24.6%), while the Camino de Santiago, where pilgrims mostly spent between 6 or 7 days, shows an average level of flexibility (40.5%). Ways to Rome, being the longest route in which pilgrims would spend 10 or more days is the one showing the highest tendency to flexibility (45.5%).

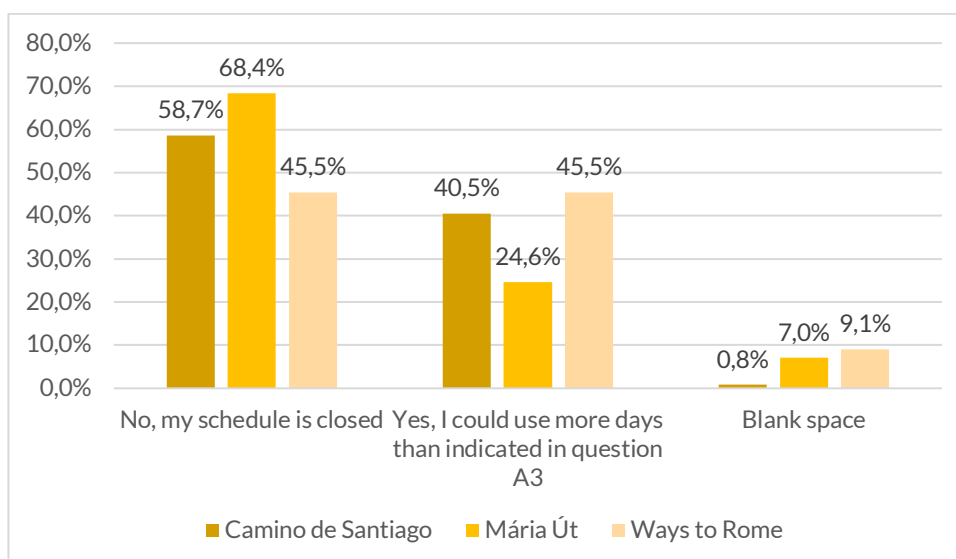


Figure 9. Do you have flexibility regarding the dates of the rest of your current trip?

In the case of deviating, it is very important to know the reasons for doing it. Pilgrims in route were given a set of reasons and were invited to rate them from 1 to 5 (1 = “strongly disagree”; 5 = “strongly agree”), in figure 12 it is appreciated the mean scores. The highest valued reason was related to cultural interest in the surrounding areas of the route (Camino de Santiago: 4.0, Mária Út: 4.1, Ways to Rome: 3.8). Another well valued reason was related to the natural environment of the rural areas of the route (Camino de Santiago: 2.9, Mária Út: 3.7, Ways to Rome: 3.9). Some people could feel motivated to deviate if they were offered a package including activities and transportation (Camino de Santiago: 4.0, Mária Út: 3.5, Ways to Rome: 2.5). The less popular motivation for deviating was related to engagement in unexpected activities (Camino de Santiago: 2.8, Mária Út: 2.5, Ways to Rome: 2.5).

The importance of cultural heritage in these routes is undeniable and that might be the reason of the high acceptance of that aspect as a motive of deviation. On the other hand, as it has been pointed earlier, the Camino de Santiago has a more secular profile of travellers, and this might be the explanation for the interest of those in that route in touristic packages offered as an important reason for detouring.

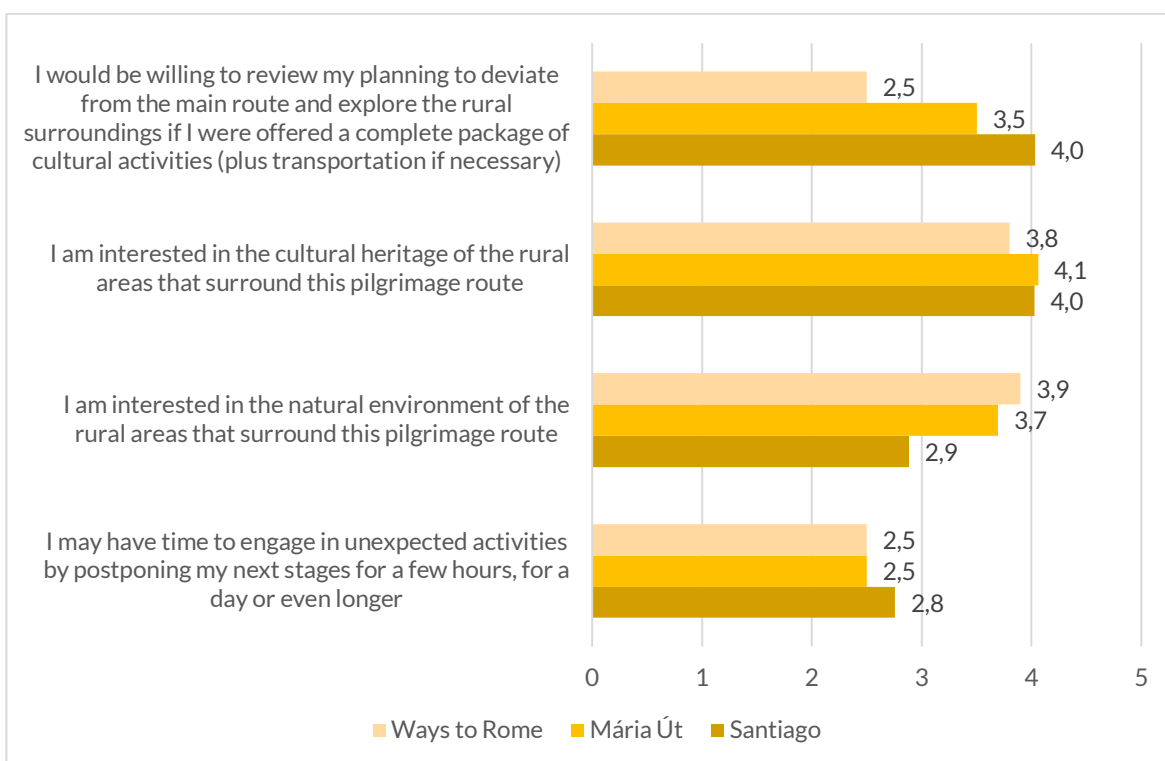


Figure 10. Reasons for a detour.

Accompaniment

When pilgrims were asked about who they were travelling with (see Figure 13), many of them were on their own or travelling with friends. In the Camino de Santiago route pilgrims were mainly on their own (39.2%), followed by those travelling with friends (29.5%), with their partners (12.7%), with family and/or relatives (10.1%), with others kind of companionship (7.2%) or with a tourist group (1.3%). In the case of Mária Út, most people were travelling with friends (29.8%), followed by those who were with their partners (21%), with family and/or relatives (14%), on their own (12.3%), with a group of tourists (9.7%) and with others (9.7%). On the other hand, in the Ways to Rome route people were mostly travelling alone (33.3%), with friends (27.3%) and partners (27.3%), there was also a small proportion that were travelling with families and/or relatives (3%) or with other (3%), there was nobody travelling with a tourist group.

Noticeably, there is a tendency of travelling with someone else in the Mária Út route, where the number of people travelling alone was twice shorter than in the other routes. It is interesting too, the fact that there is little number of people travelling with a tourist group which could be related to the religious character of these pilgrimage routes and the high number of people who had planned the trip without any help from travel agencies.

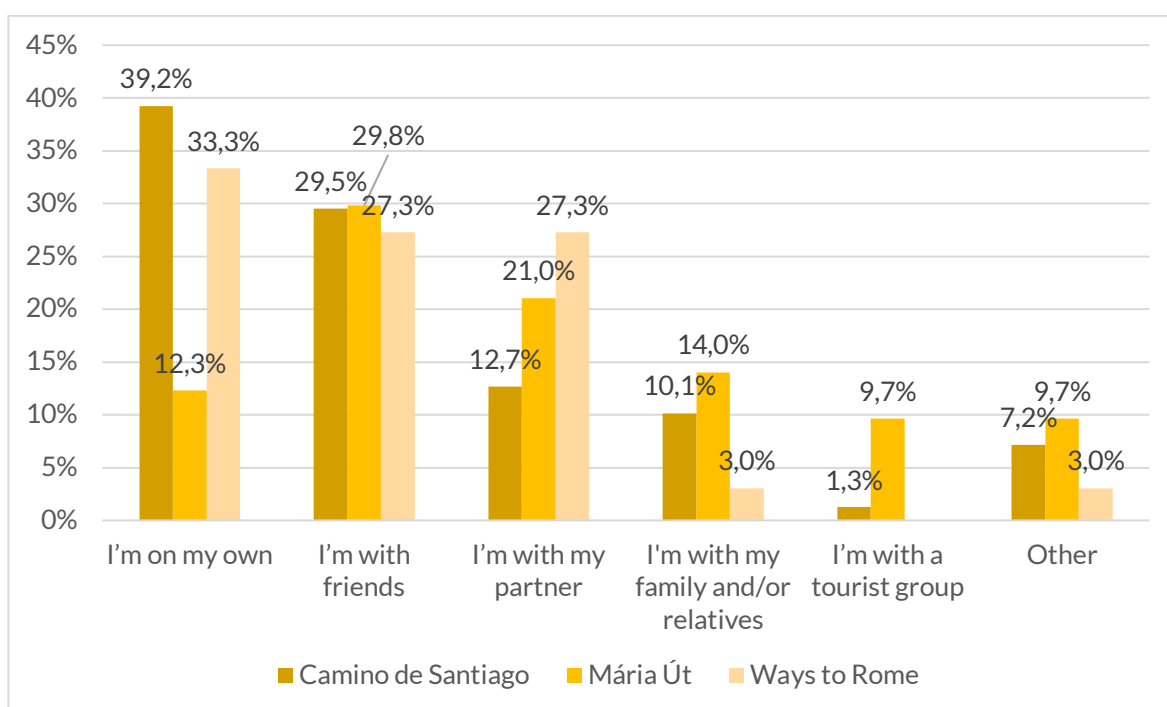


Figure 11. Who are you traveling with?

Expenditure

Pilgrimage routes tend to be a low-cost travel option so the expenditure per day tends to be quite low. As seen in Figure 14, in the Camino de Santiago route, the most popular daily expenditure was between 21 and 35 euros (38%), followed by those who expended between 36 and 50 euros (28.7%), between 51 and 75 euros (19%), less than 20 euros (8.9%) and more than 75 euros (5.5%). In Mária Út, on the other hand, the commonest expenditure per day was lower than 20 euros (44.7%), followed by those who expended between 21 and 35 euros (37.7%) and between 36 and 50 euros (14%), it is quite remarkable that nobody expended more than 50 euros in this route. In the case of the Ways to Rome route, the most popular expenditures per day were between 21 and 35 euros (33.3%) and between 36 and 50 euros (33.3%), followed by those expending between 51 and 75 euros (15.2), less than 20 euros (6.1%) and more than 75 euros (3%).

It is seen that a shorter route would redound in lower expenditure. However, the mean expenditure was low since barely any pilgrims had a daily budget higher than 75 euros.

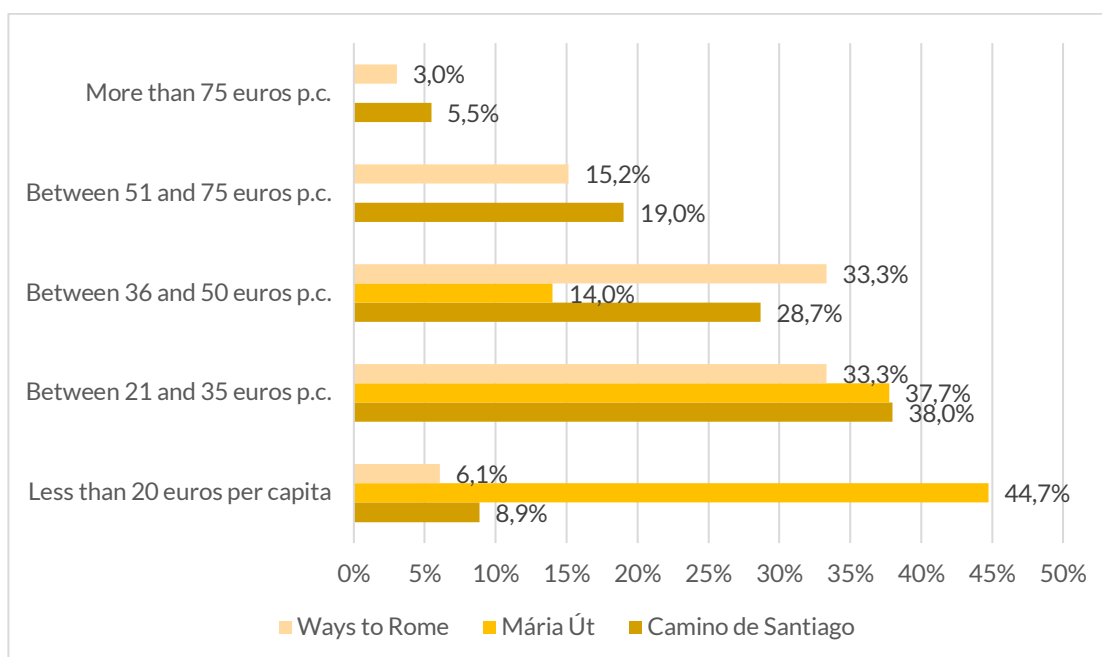


Figure 12. Daily expenses.

Predominant languages

This section is closed bringing a description about the languages used in each of the routes (see Table 7). In three routes English is quite a common language (Camino de Santiago: 67.1%, Mária Út: 22.8%, Ways to Rome: 81.8%). Anyway, in the Camino de Santiago the most popular was the local language, Spanish (79.3%) followed by French (18.6%). In Mária Út, other popular languages apart from English were German (15.2%), Russian (5.9%) and Slovak (5.9). As far as the Ways to Rome route is concerned, other popular languages were the local ones, Italian (54.5%) and German (51.5) if it is contemplated that Germany is part of the route.

Table 7. Languages.

LANGUAGE	CAMINO DE SANTIAGO		MÁRIA ÚT		WAYS TO ROME	
	N	%	N	%	N	%
Spanish	188	79.3			5	15.2
English	159	67.1	54	22.8	27	81.8
French	44	18.6	3	1.3	9	27.3
German	29	12.2	36	15.2	17	51.5
Catalan	23	9.7				
Others	19	8	7	3	3	9.1



Italian	19	8	2	0.8	18	54.5
Galician	15	6.3				
Portuguese	14	5.9			2	6.1
Basque	4	1.7				
Dutch	4	1.7			3	9.1
Blank Space	3	1.3	25	10.5		
Danish	4	1.7	3	1.3		
Valencian	3	1.3				
Bulgarian	2	0.8				
Hungarian	3	1.3	3	1.3		
Japanese	2	0.8			1	3
Russian	3	1.3	14	5.9	1	3
Slovak			14	5.9		
Czech			7	3		
Romanian			6	2.5		
Total	538	100	171	100	86	100

Information sources

When promoting a certain touristic product, it is crucial to reach the potential customers. It is interesting to know which the most used canals are to get information about the products, mostly to be able to create more effective campaigns of publicity. To get to know this, pilgrims on route were asked to rate information sources from 1 to 5 (1 = “has not contributed at all”; 5 = “has contributed significantly”). In all three routes (see Figure 15), the main contribution was brought by social media, blogs, web sites or apps (Camino de Santiago: 3.2, Mária Út: 3.3, Ways to Rome: 3.8), followed by word of mouth of friends and relatives (Camino de Santiago: 3.1, Mária Út: 3.2, Ways to Rome: 2), articles, news, reports or adds on the media (Camino de Santiago: 2, Mária Út: 2.9, Ways to Rome: 2.3), tourist guides (Camino de Santiago: 1.9, Mária Út: 2.6, Ways to Rome: 2.2), movies, documentaries or series (Camino de Santiago: 1.9, Mária Út: 2.3, Ways to Rome: 1.9), tourist leaflets (Camino de Santiago: 1.3, Mária Út: 2.2, Ways to Rome: 2), tour operator catalogues (Camino de Santiago: 1.2, Mária Út: 1.5, Ways to Rome: 1.4) and, lastly, travel agency staff (Camino de Santiago: 1.2, Mária Út: 1.4, Ways to Rome: 1.2).

It is seen that more traditional sources of touristic information, such as tourist guides and tourist leaflets are considered more useful in the Mária Út route, compared with the rest of the routes.

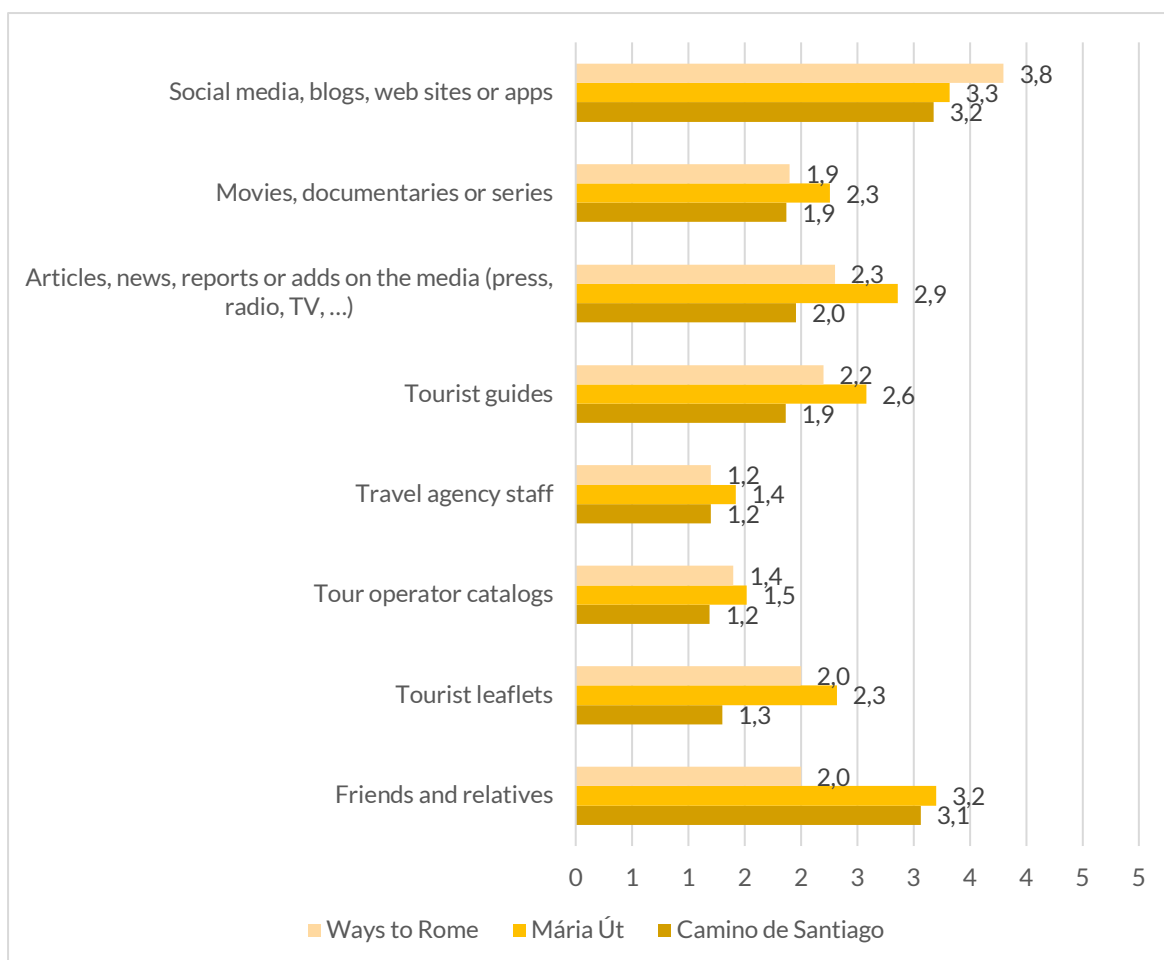


Figure 13. Information sources.

Motivations

Pilgrims were asked to score different motivations for doing a pilgrimage route on a scale from 1 to 5, according to the importance given by them (1 = no important at all; 5 = very important). As shown in Figure 16, it is quite interesting that in the three routes *enjoying the landscape and having direct contact with nature* was very highly rated (Camino de Santiago: 4.2, Mária Út: 4.3, Ways to Rome: 4.4), also *having a different personal/spiritual/psychological experience* was quite important (Camino de Santiago: 4, Mária Út: 4.6, Ways to Rome: 3.8). In the Camino de Santiago route, another important motivation was *resting/relaxing/disconnecting from routine* (3.7) showing the more touristic profile of the route. When it comes to Mária Út, religious related motivations were the outstanding ones such as *religious experiences* (4.5) the above mentioned *having a different personal/spiritual/psychological experience* (4.6) and even *fulfilling a promise or a tradition* (3.2). For the Ways to Rome route, another important motivation was *knowing the cultural heritage of the places along the route* (3.8), showing the importance of the historical patrimony of the route.

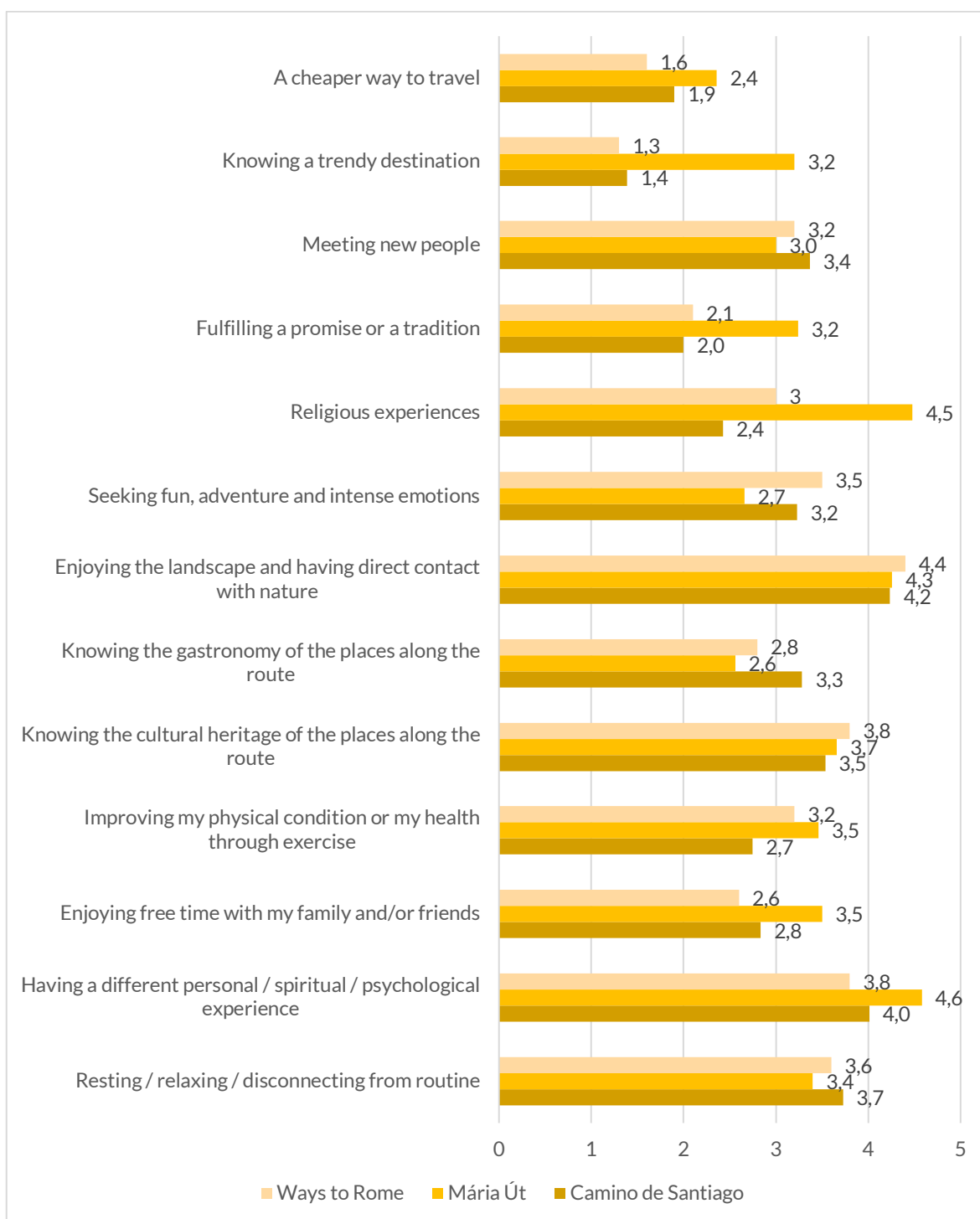


Figure 14. Motivations that took you to make a trip on this route, indicating the corresponding level of importance.

Regarding the activities made or planned by the pilgrims en route (see Figure 17), *visiting religious sites* was common to the three routes (Camino de Santiago: 52%, Mária Út: 83.8%, Ways to Rome: 69.7%), which for religious tourists might have a religious meaning, but for other may become an artistic, historic, or cultural attraction. In the case the Camino de Santiago and the Ways to Rome routes, *experiencing the diversity of the landscape, flora and fauna* was very important (Camino de Santiago: 64%, Ways to Rome: 69.7%) which can be related to a touristic attitude. On the other hand, for pilgrims in Mária Út *religious services and related events* was a crucial activity (66.2%).

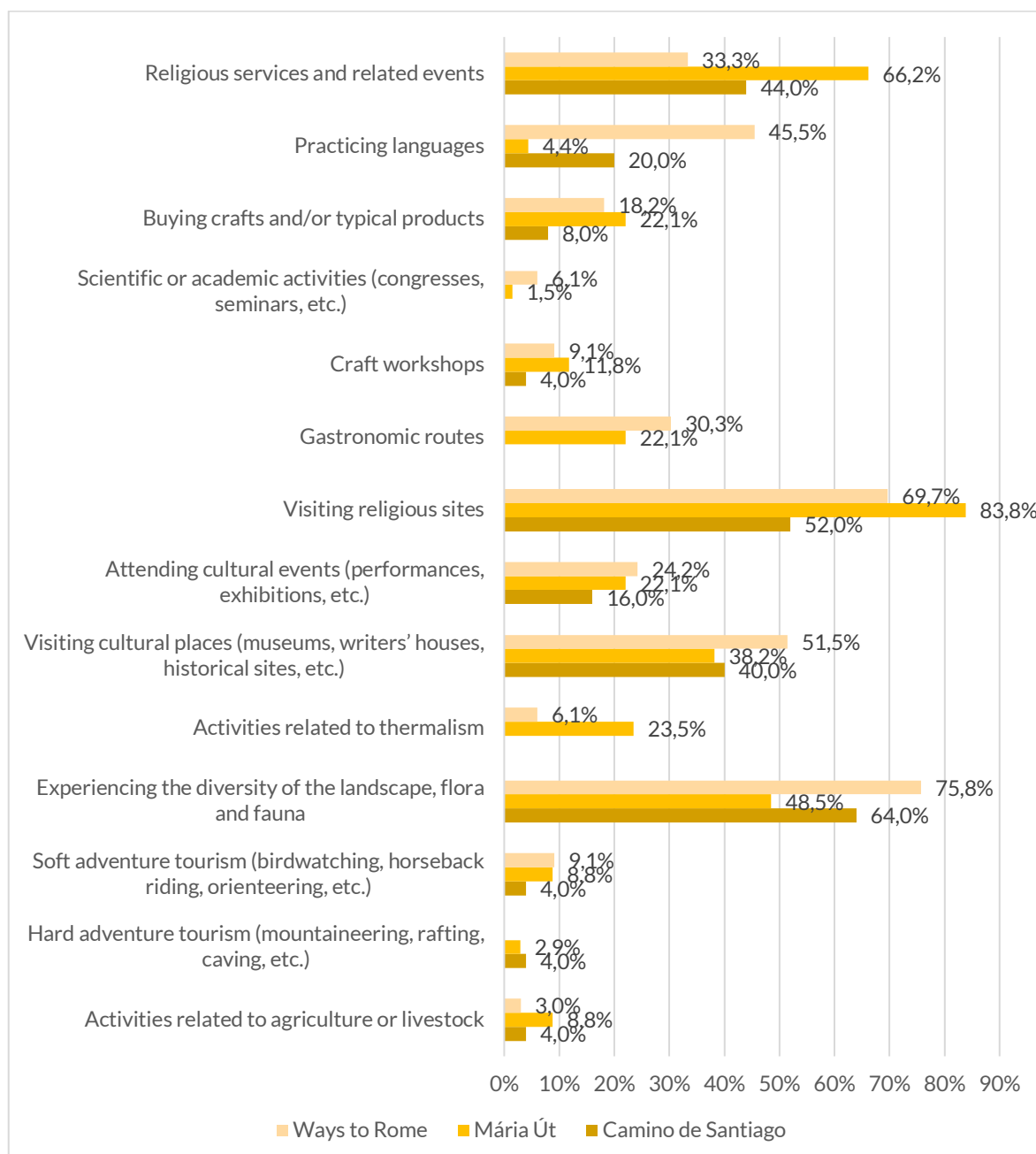


Figure 15. Activities you have participated in (or plan to) along the route.

What has been deduced about the religious profiles of these routes, through different choices by the pilgrims, is quite confirmed when seen what they said about their religious practices (see Figure 18). In the Camino de Santiago, most people surveyed was non-believer or atheists (32.9%), followed by believer non-churchgoers (26.6%), spiritual people (19.8%) and believer and churchgoers (19%). In the case of Mária Út, most people asked were believer and churchgoers (73.7%), followed by believer non-churchgoers (14.9%), spiritual people (5.2%) and non-believer or atheists (2.6%). Finally, in Ways to Rome, most people were believer non-churchgoers (39.4%), followed by believer and churchgoers (30.3%), spiritual people (24.2%) and non-believer or atheists (6.1%).

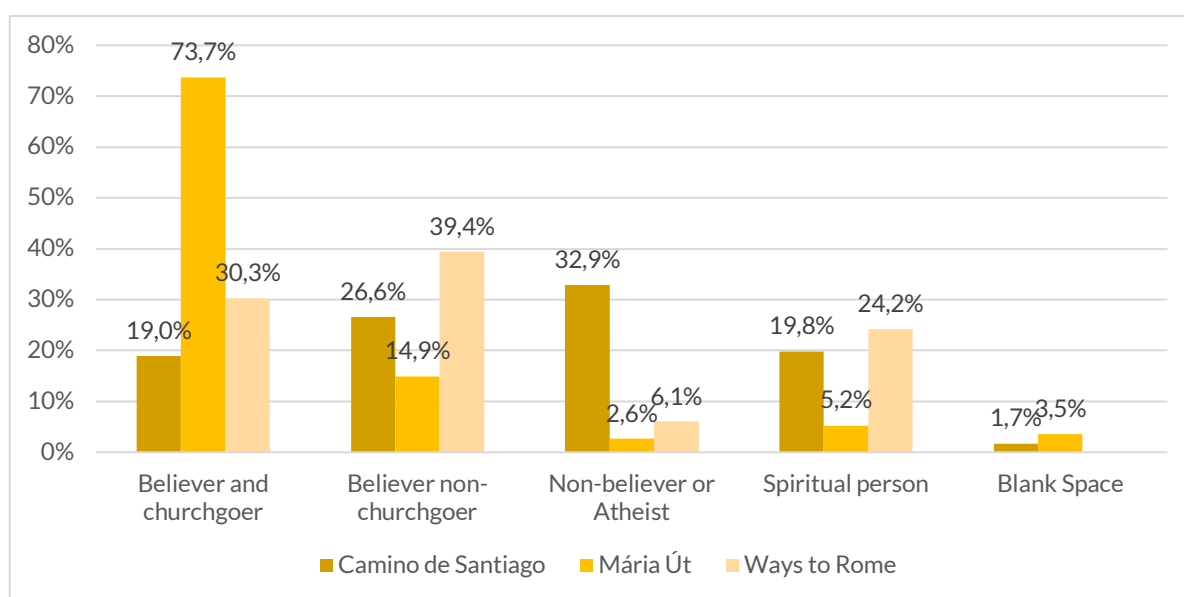


Figure 16. Religious practice.

Lastly, people were asked about how did they considered themselves regarding their image (see Figure 19). Most people asked considered themselves pilgrims (Camino de Santiago: 50.2%, Mária Út: 50%, Ways to Rome: 51.5%), followed by those who considered themselves as much pilgrims as tourists (Camino de Santiago: 36.7%, Mária Út: 36.8%, Ways to Rome: 42.4%) and finally the small proportion of those who considered themselves tourists (Camino de Santiago: 13.1%, Mária Út: 7.0%, there were no cases for Ways to Rome).

This shows that the condition of pilgrims might not be directly related to the religiosity but to be depending on the travel choices, including type of accommodation, level of expenditure, all related to certain level of austerity.

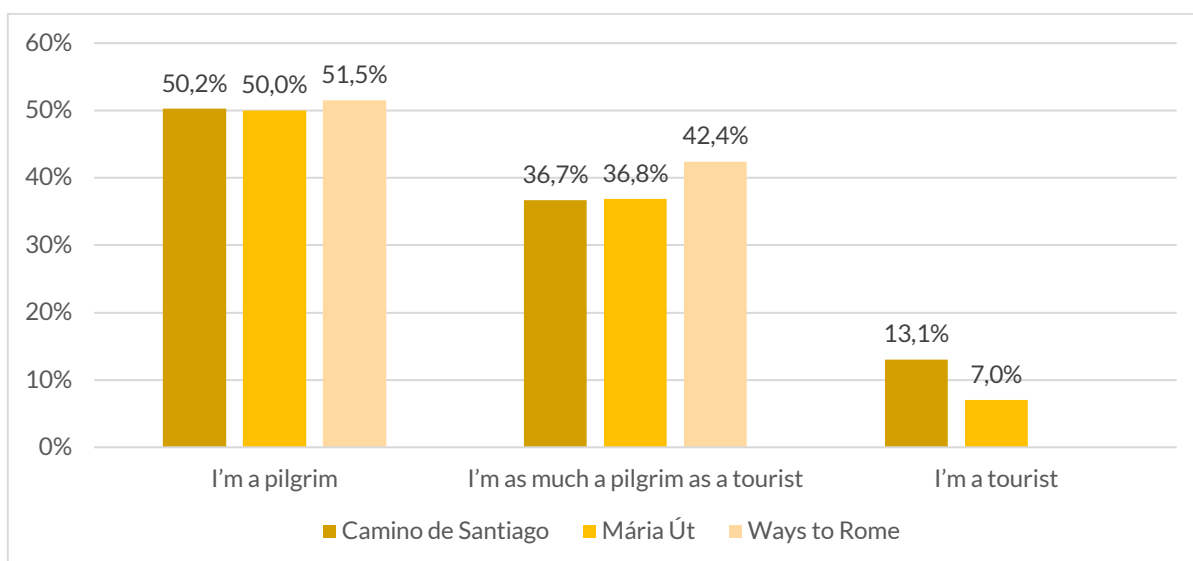


Figure 17. Which of the following options defines better your experience on the route?

Impact of COVID-19

Since COVID-19 is still an issue of our times, pilgrims were asked about the impact that the health situation had in their plans of pilgrimage. First, pilgrims were asked to make a 1 to 5 rating of the question “How much has the COVID-19 situation affected your experience on the route?”. In the three routes the impact seemed to be moderated since in the Camino de Santiago people gave an average rating of 2.5, same situation was observed in Mária Út where rating was 2.8 and in Ways to Rome with pilgrims rating the impact with 2.2, as seen in Figure 20.

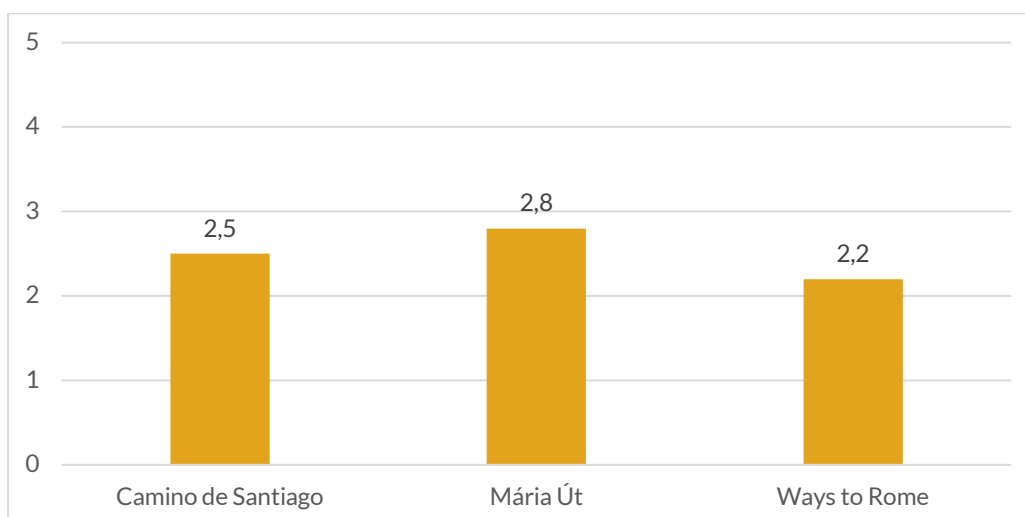


Figure 18. How much has the COVID-19 situation affected your experience on the route?

Finally, when pilgrims were asked about the influence of COVID-19 in the aspects of the trip (see Figure 21). An important aspect for the three routes was *I think this route has proper prevention and security measures* (Camino de Santiago: 3.8, Mária Út: 3.7, Ways to Rome: 3.6), so that pilgrims felt safe enough to make the trip. At the same time, *I prefer less-congested routes* was well scored



(Camino de Santiago: 3.6, Mária Út: 3.6, Ways to Rome: 3.6), showing that keeping social distance is still a relevant aspect.

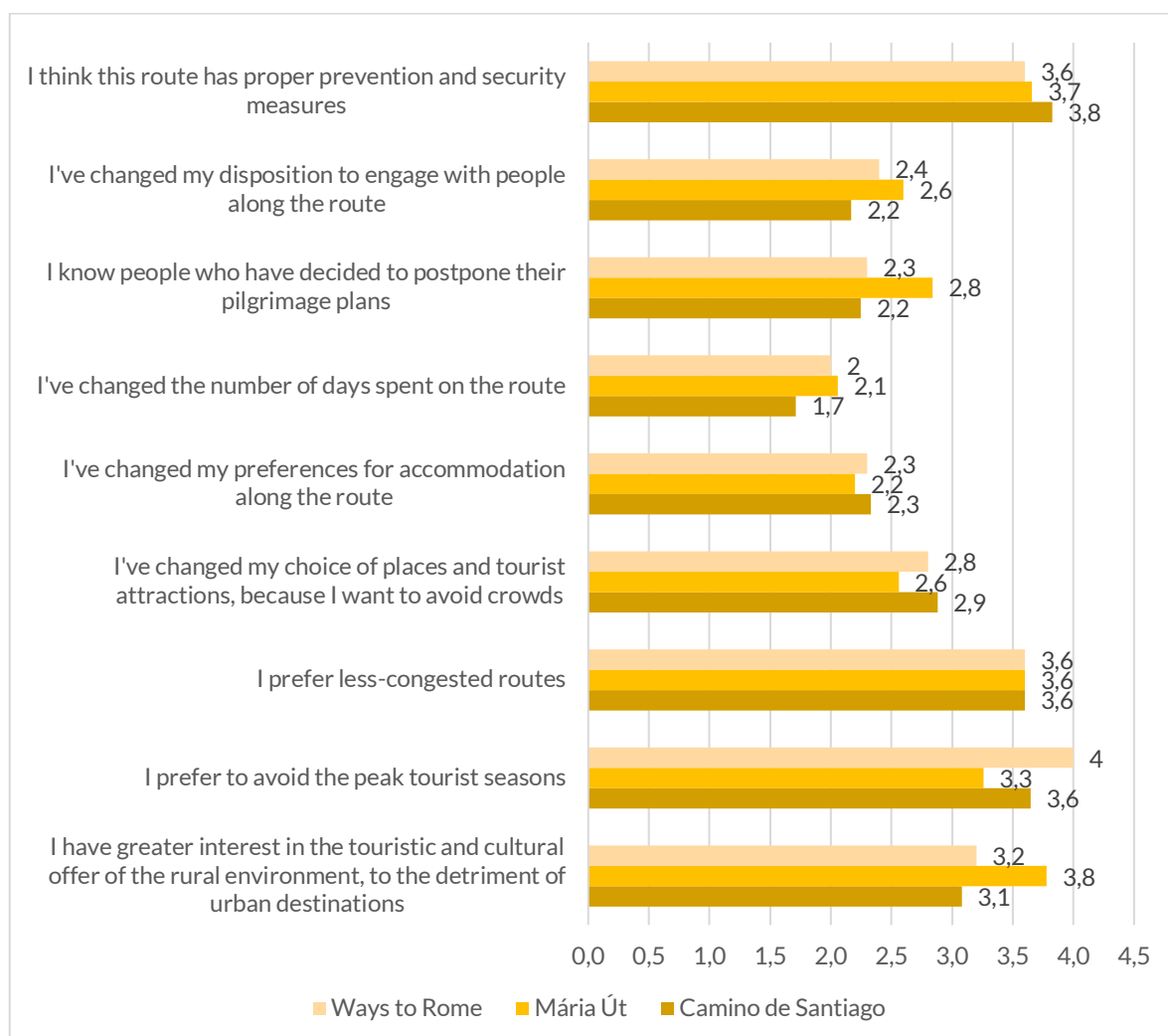
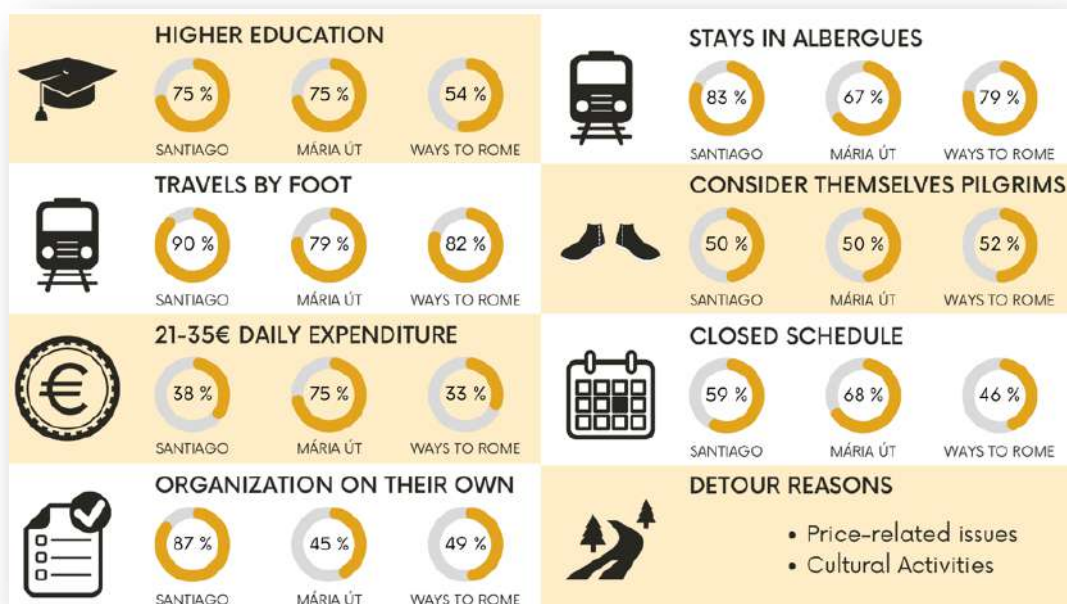


Figure 19. Disagreement/agreement with certain statements.

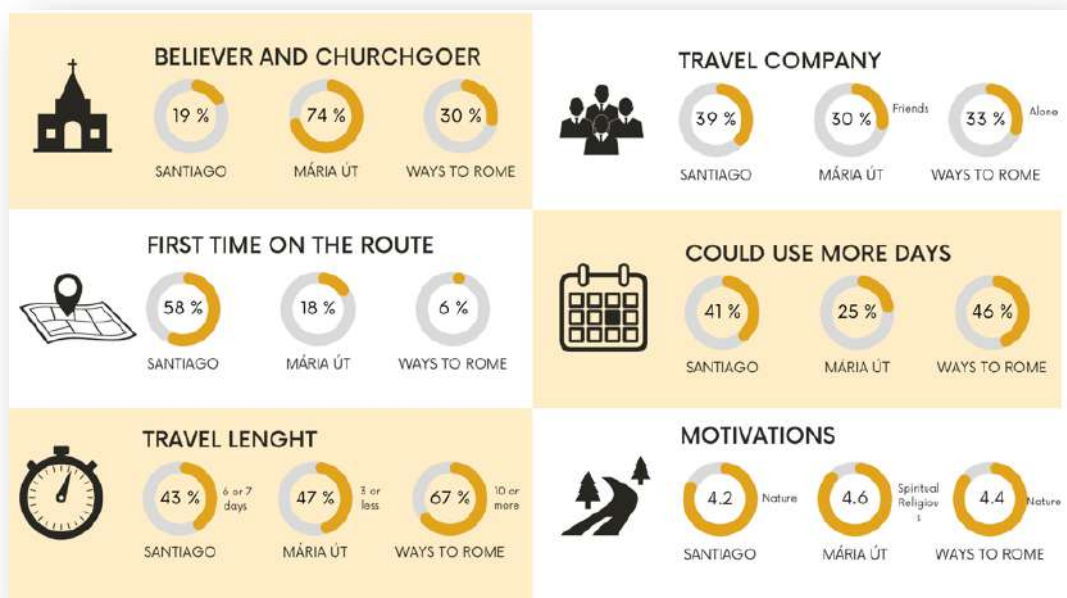
In summary

As a summary of the analyses on the preceding pages, below are some infographics on the main results for the Camino de Santiago, the Mária Út Route and the Ways to Rome.

As **common aspects**, the pilgrims whose profile presents a high educational level stand out, their preference for making the trip on foot and organizing it themselves, as well as staying in hostel-type accommodation on the Jacobean routes.



As **divergent aspects**, the differences stand out in topics such as “first time on the route”, “travel company”, “more days could use”, “believer and parishioner” and “motivations”. These results, without a doubt, depend on the degree of development of the route as well as the articulations that each one offers.



reach out!

Thirdly, important issues for the project have also been highlighted, such as **activities, flexibility and motivations**. It can be pointed out that in terms of motivations it seems that enjoying the landscape, living a different personal/spiritual/psychological experience and getting to know the cultural heritage are the three motivations with the greatest presence. Related to this, activities of interest, in general terms, are declined by visiting religious sites, related religious services and events, as well as nature experiences. However, there is a high percentage of intention to be flexible in order to learn about the cultural and natural heritage of the rural areas near the pilgrimage routes, also indicating their preference to acquire it through a package.



Finally, we have created individual “Personal buyer” type cards for each route that represent, in a synthesized and visual way, information collected about information from the different profiles for each route. This information synthesizes everything mentioned above and are meant to be a useful tool for pilots when defining a marketing strategy. Early cards for the St. Olav ways are included in the second yearly report from WP6 (D6.2), derived from a sample that does not yet reach the level of statistical significance of the other datasets.



JOAN SANTANDREU Camino De Santiago

Male
35-44 years old
Nationality: Spanish
Language: Spanish, Catalan, English



Degree of repetition	Accommodation	Motivations
Not his first time as a pilgrim	Albergue or pilgrimage accommodation	1- Having a personal different experience 2- Enjoy landscape and nature
Length of the trip	Travel company	Activities
3 or less days	Group of friends	1- Experiencing the diversity of the landscape, flora and fauna 2- Visiting religious sites and attending to religious services
Flexibility	Detour Motivations	
Closed Schedule	1-Natural Environment 2-Religion	

WALTER KAHN Camino De Santiago

Male
55-64 years old
Nationality: German
Language: German, English



Degree of repetition	Accommodation	Motivations
Not his first time as a pilgrim	Hotels	1- Resting, relaxing, disconnecting 2- Enjoy landscape and nature 3- Knowing the gastronomy
Length of the trip	Travel company	Activities
10 or more days	Group of friends	1- Experiencing the diversity of the landscape, flora and fauna 2- Visiting cultural places
Flexibility	Detour Motivations	
Flexible, could use more days	1-Natural Environment 2-Cultural Heritage	

reach out!



KLEMENTINA NOVAK
Female
18-24 years old
Nationality: Slovenian
Language: Slovenian and English

Mária Út



Degree of repetition	Accommodation	<div style="background-color: #fff; padding: 5px;">Motivations</div> <div style="background-color: #fff; padding: 5px;"> <ol style="list-style-type: none"> 1- Having a personal different experience 2- Enjoy freetime with family 3- Religious Experiences </div> <div style="background-color: #fff; padding: 5px;">Activities</div> <div style="background-color: #fff; padding: 5px;"> <ol style="list-style-type: none"> 1- Visiting religious sites 2- Assisting to religious services 3- Visiting cultural places </div>
First time as a pilgrim	Bed and Breakfast	
Length of the trip	Travel company	
3 days or less	Family	
Flexibility	Detour Motivations	
Closed Schedule	<ol style="list-style-type: none"> 1-Cultural Heritage 2-Religion 	



ENDRE FARKAS
Male
55-64 years old
Nationality: Hungarian
Language: English

Mária Út



Degree of repetition	Accommodation	<div style="background-color: #fff; padding: 5px;">Motivations</div> <div style="background-color: #fff; padding: 5px;"> <ol style="list-style-type: none"> 1- Having a personal different experience 2- Enjoy landscape and nature 3- Religious Experiences </div> <div style="background-color: #fff; padding: 5px;">Activities</div> <div style="background-color: #fff; padding: 5px;"> <ol style="list-style-type: none"> 1- Visiting religious sites 2- Assisting to religious services </div>
Not his first time as a pilgrim	Albergue or pilgrimage accommodation	
Length of the trip	Travel company	
4 to 5 days	Partner	
Flexibility	Detour Motivations	
Closed Schedule	<ol style="list-style-type: none"> 1-Natural Environment 2-Religion 	



LARA MÖLLER

Female
65-74 years old
Nationality: German
Language: German and English

Via Romea Germanica



Degree of repetition Not her first time as a pilgrim	Accommodation Albergue or pilgrimage accommodation	Motivations 1- Having a different experience 2- Enjoy landscape and nature 3- Get to know the cultural heritage
Length of the trip 10 or more days	Travel company Partner	
Flexibility Flexible, could use more days	Detour Motivations 1-Natural Environment 2-Cultural Heritage	
		Activities 1- Experiencing the diversity of the landscape, flora and fauna 2- Visiting religious sites



ANGELO SICARDI

Male
35-44 years old
Nationality: Italian
Language: Italian

Via Francigena



Degree of repetition Not his first time as a pilgrim	Accommodation Albergue or pilgrimage accommodation	Motivations 1- Resting, relaxing, disconnecting from routine 2- Enjoy landscape and nature
Length of the trip 8 or 9 days	Travel company On his own	
Flexibility Closed Schedule	Detour Motivations 1-Natural Environment 2-Cultural Heritage	
		Activities 1- Experiencing the diversity of the landscape, flora and fauna 2- Visiting cultural places

Preliminary summary report on the “questionnaire for pilgrims-to-be”

The second questionnaire for pilgrims-to-be was created based on the findings of the literature review and launched at the end of August 2021. This survey was completely anonymous and its purpose was to help identify the interests, preferences and needs of people who travel on pilgrimage routes in relation to cultural heritage, the rural environment and the situation derived from COVID-19.



This questionnaire was ready aimed at people who were in the stage of preparing their trip. They may have known us on social media, or they may have visited our website or the website of some associate stakeholder. The questionnaire is available in Annex II of Deliverable 2.1.

The questionnaire purpose was to characterize socio-demographic profiles and gather information about the preferences of pilgrims and tourists in relation to resources located in the vicinity of the routes they were traveling. Throughout this questionnaire, we ask about:

- Personal data: gender, age, nationality and language.
- Interests in certain aspects of cultural and natural heritage.
- Interest in activities that may be done by taking detours into the rural surroundings of the route.
- Elements that could influence the decision to engage in the activities.

Since the questionnaire was launched, the survey was continuously promoted in order to increase the amount of participants and to update and verify the initial findings. The media used for dissemination were the rurAllure website, the websites of the rurAllure partners and associated partners, and the social media channels, as documented in the WP8 communication reports.

The sample is defined by the answers of 792 participants that took part in this survey up to now.

Sociodemographic information

Regarding the sociodemographic profile of the surveyed pilgrims to be, in Table 8, the first and fourth columns (Variables) shows the sociodemographic aspects analysed (gender, age, language and nationality) as well as the possible answers. The second and fifth columns (N) show the frequencies for each item, while in the third and sixth ones (%) are displayed the percentages related to the previous frequencies.

By gender, 41.9% were women, so that they established as the most represented group, compared to men which were a 30.9% and those who are gender non-conforming, a 1.9%. There were also other answers (0.3%) and blank spaces (25%).

Seen by age, the sample was mostly between 35 and 74 years (84.2%). The most representative group were those between 55 and 64 years (29.5%) followed by those between 45 and 54 years (21%), between 65 and 74 years (19.3%), between 35 and 44 years (14.4%) and between 25 and 34 years (7.6%). The extremes ranges were the least represented, those between 18 and 24 years (2.3%) and people over 75 years (2.1%).

As far as the language is concerned, most people of the sample were Italian (46%) or English (29.9%) speakers, with lower representation of those speaking Hungarian (8.6%), Norwegian (5%), French (4.4%), Others (3%), Spanish (1.6%) and Portuguese (0.8%).

Respondents were from 20 different countries. The most representative nationalities were Italian (43.8%), Hungarian (7.9%), Danish (4.8%), USA (4.7%), Norwegian (4.6%) and French (4%). With a smaller presence were British (3.3%), Spanish (2.8%), Australian (2.4%), Canadian (1.1%) Romanian (1%), Irish (1%), Swish (0.9%), Dutch (0.8%), Belgian (0.8%), Portuguese (0.8%), New Zealander (0.7%), Swedish (0.5%) and South African (0.4%).

A pilgrim-to-be accurate buyer persona would be a woman between 55 and 65 years old, Italian speaker, from Italy.



Table 8. Sociodemographic variables. Frequency value and percentage.

SOCIODEMOGRAPHIC CHARACTERISTICS					
VARIABLES	N	%	VARIABLES	N	%
Gender			Nationality		
Male	245	30.9	Italian	347	43.8
Female	332	41.9	Hungarian	63	7.9
Prefer not to answer	15	1.9	Blank space	55	6.9
Other	2	0.3	Others	55	4
Blank space	198	25.0	Danish	38	4.8
Total	792	100	United States	37	4.7
Age			Norwegian	36	4.6
18-24	18	2.3	French	32	4
25-34	60	7.6	British	26	3.3
35-44	114	14.4	Spanish	22	2.8
45-54	166	21	Australian	19	2.4
55-64	234	29.5	Canadian	9	1.1
65-74	153	19.3	Romanian	8	1
Over 75	17	2.1	Irish	8	1
Total	792	100	Swish	7	0.9
Language			Dutch	6	0.8
Italian	365	46	Belgian	6	0.8
English	237	29.9	Portuguese	6	0.8
Hungarian	68	8.6	New Zealander	5	0.7
Norwegian	40	5	Swedish	4	0.5
French	35	4.4	South African	3	0.4



Others	24	3	Total	792	100
Spanish	13	1.6			
Portuguese	6	0.8			
Total	792	100			

These pilgrims-to-be were asked about the pilgrimage routes they were willing to travel in the future (see Figure 22). The most mentioned was the Camino de Santiago (60.7%), followed by Via Francigena (56.4%), St Olav Ways (18.3%), the Chemins du Mont-Saint-Michel (17.6%), Via Romea Germanica (16.9%), Caminho de Fatima (15.7%), Via Romea Strata (13.1%), Kumano Kodo (12.8%), Pilgrim's way (12%) and Mária Út (10.9%).

As seen, most popular routes were located in Europe, but Kumano Kodo in Japan was quite popular (12.8%) despite most of surveyed people were from Europe.

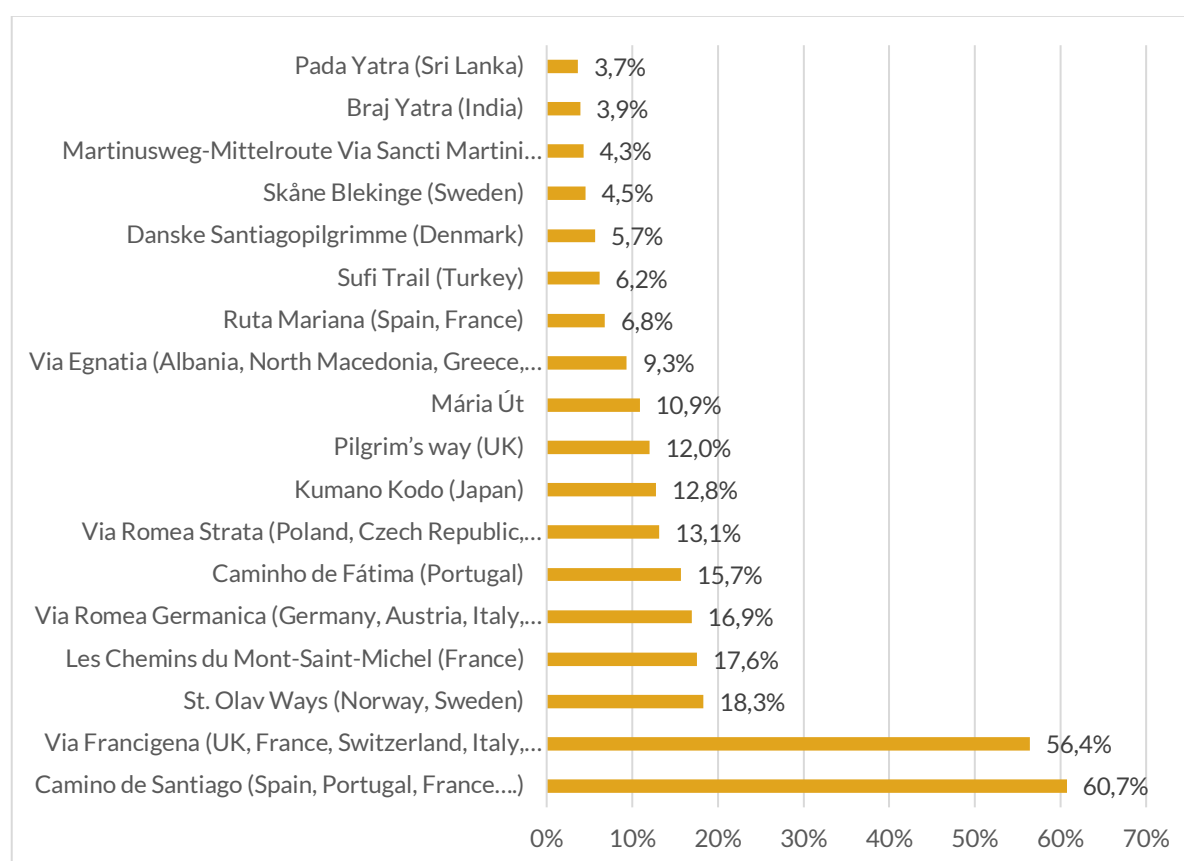


Figure 20. Routes to visit in the future.

Trip characteristics

As seen in Figure 23, when people were asked if the next trip would be their first pilgrimage experience, more of two thirds of the sample answered that it was not (71.6%). Only a small number would be first timer (28.4%). These numbers are similar to those given by the pilgrims in Mária Út route.

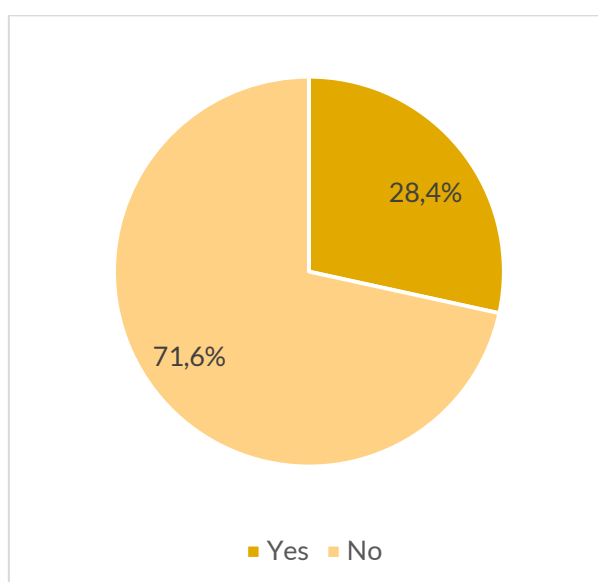


Figure 21. First time on a pilgrimage route.

Regarding the travel plan (Figure 24), most people assured that they were planning to travel on their owns (38.6%), followed by those travelling with their partners (22.7%), with family and/or relatives (21.6%), with a tourist group (6.7%), with friends (5,7%) or with others (3%). It is shocking how low the option travelling with friends, since in the study carried out with the pilgrims in route that option represented more than a quarter of the sample. Travelling with family and/or relatives nearly doubled the proportion in this sample than in the one of pilgrims in route.

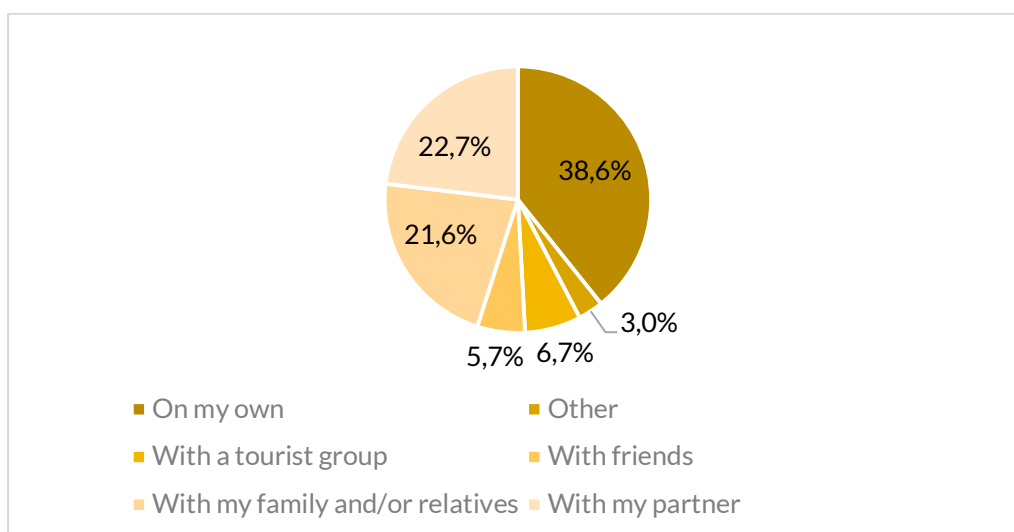


Figure 22. Travel plan.

Regarding the planned months for pilgrimage route (see Figure 25), springtime seemed to be the most chosen by the surveyed individuals. May was the highly chosen month (24.1%), followed by June (15.8%) and April (13%). Cold weather months were the less chosen (November: 0.9%, December: 0.6%, January: 0.8%, February: 0.3%). It is quite remarkable that the traditional highly touristic season, summertime, was moderately chosen (July: 6.9%, August: 6.6%) and it could be related to pilgrimage and the difficulties presented by the exposition to high temperatures.

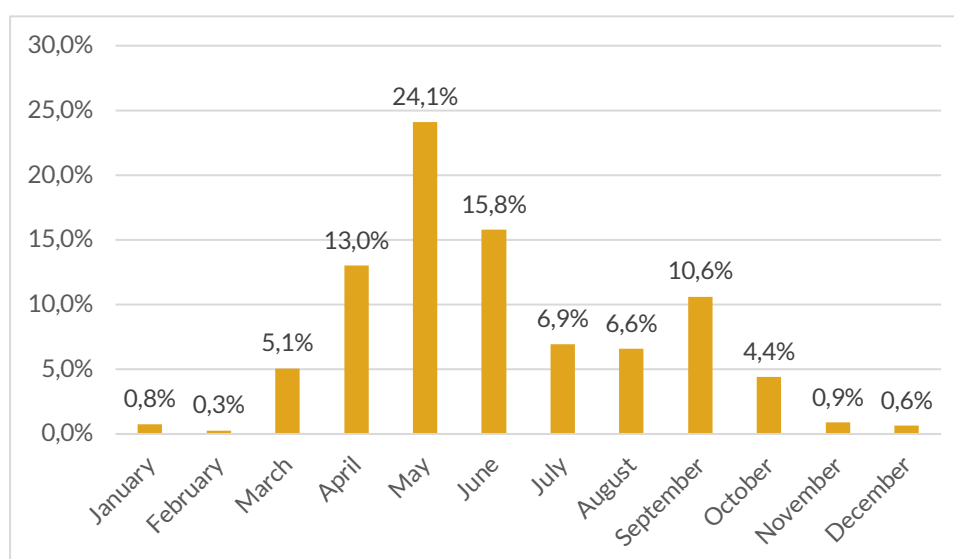


Figure 25. Planned month for starting the pilgrimage route.

When it comes to the longitude of the trip, it is appreciated that most of the people, as seen in Figure 26, would plan a pilgrimage route of 10 or more days (61.4%), followed by those who would plan a trip of 6 or 7 days (14.3%), 4 or 5 days (9.3%), 8 or 9 days (8%) and 3 or less days (5.6%). Therefore, there was an important tendency, between pilgrims-to-be, to prefer long trips of 10 or more days. This might be related to the visualization and desire of completing the routes. As seen

between pilgrims in route, sometimes these wishes turn into different plans related to shorter trips of about a week.

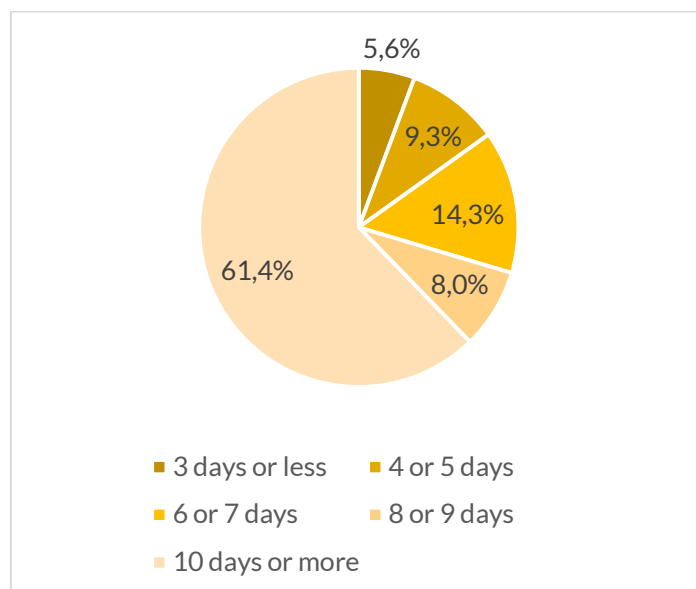


Figure 26. Days planned for the pilgrimage route.

Interests

Figure 27 shows interests of pilgrims-to-be for a possible route. Surveyed people were asked to rate the options from 1 to 5. There were 2 highly rated options: *the cultural and ethnographic heritage of the rural areas that surround the route* (4.3) and *the natural environment of the rural areas that surround the route* (4.3). Other 2 options were not so popular: *activities related to literary tourism (writers' houses, literary routes, bookstores, etc.) while travelling the route* (2.9) and *activities related to thermal heritage while travelling the route* (2.8). Therefore, nature and culture were considered as strong pull factors able to attract pilgrims to the routes.

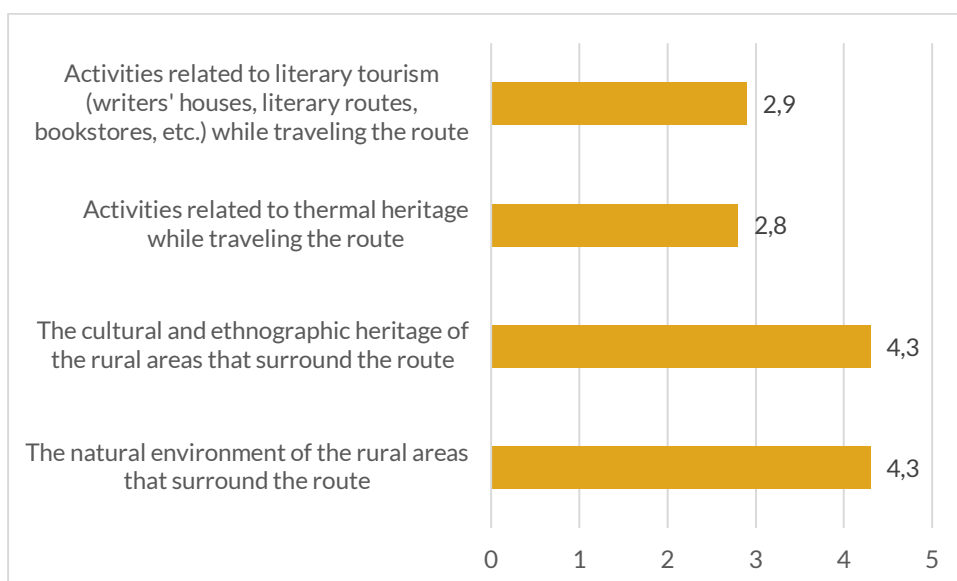


Figure 27. Possible interests of pilgrims-to-be.

Perception of COVID-19

Due to the health context, it was important to know how pilgrims-to-be managed their perception about COVID-19. First, people were asked if the pandemic had influenced their decision to travel on a pilgrimage route compared to other holiday destinations. Related to this, 59.5% claimed that their decisions had stayed the same, while 38.3% effectively changed their plans (see Figure 28).

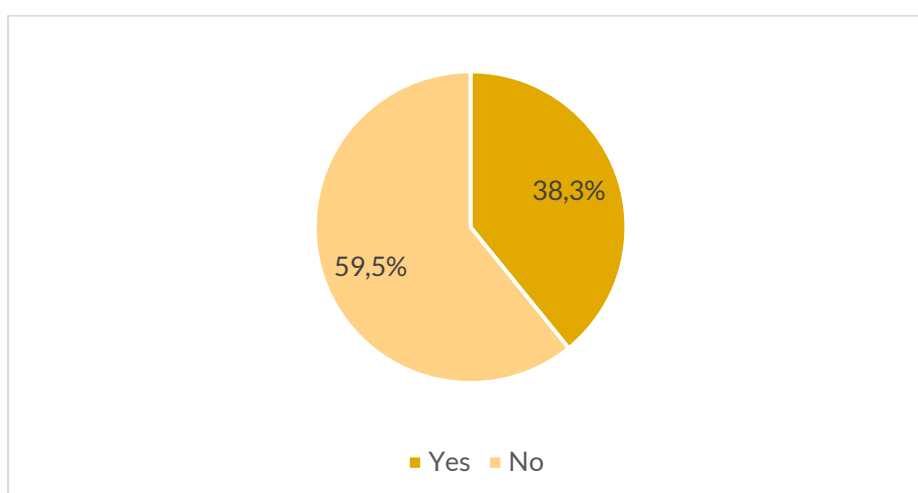


Figure 28. Influence of the COVID-19 on the decision to travel on a pilgrimage route compared to other holiday destinations.



Detours

People were asked about reasons for deviating from the route, by giving them a series of reasons and demanding to rate them from 1 to 5 (see Figure 29). There were 2 main reasons, one of them was deviation but depending on the price (3.1) and the other was deviation if a package of cultural activities is offered (3.1). The other reason for deviating, less chosen though, was deviation depending on language (2.4). Finally, there were some people no interested in deviating, and that their only interest was walking and reaching the end of the route (2.7).

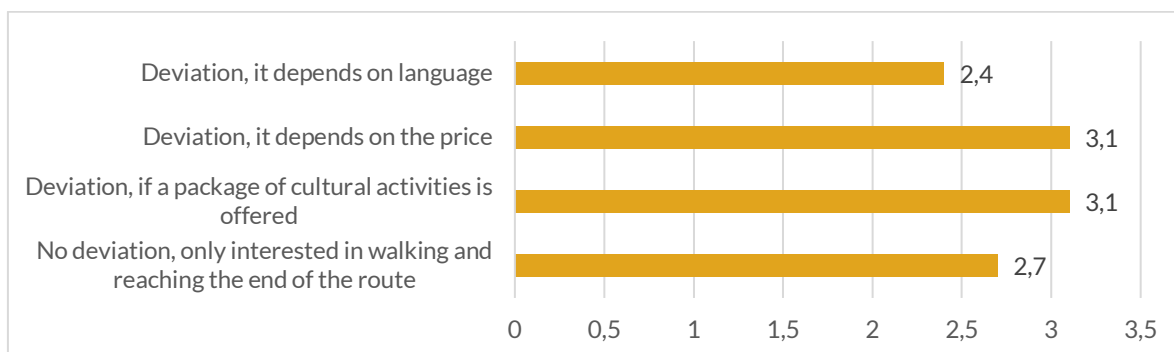


Figure 23. Reasons for route deviation.

Information sources

The last aspect tackled by the survey was about travel planning websites (see Figure 26). The most desired feature was *Tourist information: maps, points of interest, activities, services* (4.4), followed by *Advice and recommendations about walking or cycling on the route* (4.2), *Tools to book accommodation and activities* (4.2), *Information about places of cultural or historical significance in the rural surroundings of the route* (4.1), *Tools to prepare a personalized trip* (3.7), *Comments, ratings and experiences provided by other people* (3.7) and *Guides or podcasts to consume before and/or during the trip* (3.5). As seen, most of the features were considered desirable.

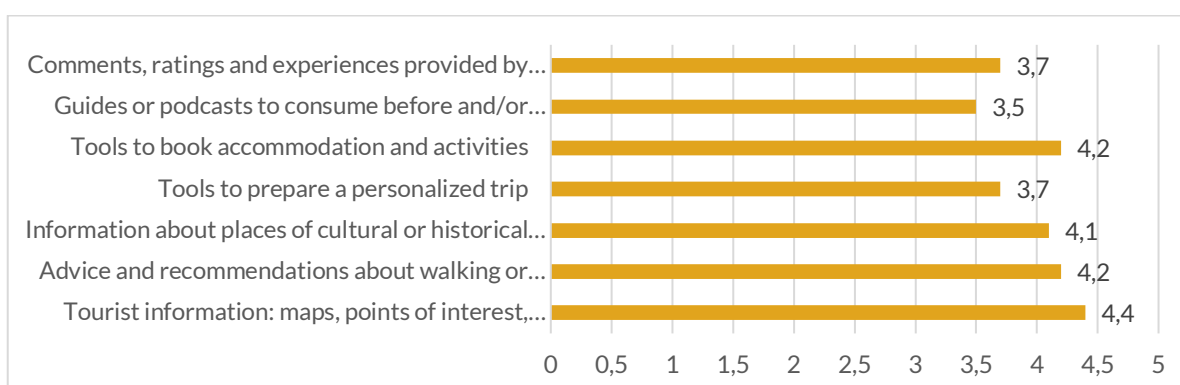


Figure 24. Desired features of a travel planning website.



5. Conclusions and recommendations

As it was proposed in the pilots coordination strategy presented in Deliverable 2.1 (“Common strategies for pilots”) [page 10], during the second year we have walked towards more consolidated guidelines in order to progressively gain understanding about the implementation and evaluation of actions in different territories.

While during the first year, the pilots were given space for autonomy and creativity, in the second year we tried to progressively give way to a catalogue of action types, categorizing previous, ongoing, and future actions along a number of different axes, such as their topic, geographical scope, scheduling, targets, etc. The findings of this process of harmonized cataloguing will allow us to foster an exchangeability of the observations and outcomes across different territories involved in the project at present, but also in its future growing towards rural areas in the vicinity of other pilgrimage ways.

Analysis of first pilots reports

The starting point to give way to a catalogue of action types has been the analysis of the four pilots reports from M12 (Deliverables 4.1, 5.1, 6.1 and 7.1). Here a very first gathering of pilot actions was included within a common section devoted to freely document them through a general classification into two main groups (or types):

- Newly-created actions (not happening without rurAllure).
- Previously-existing activities integrated in the pilot.

This classification was aligned to two Complementary Performance Indicators (CPIs) that were also defined in our initial framework to assess the pilots’ performance and impact [see D2.1, page 55]:

- CPI3: Number and type of newly-created actions for pilgrims
- CPI4: Number and type of previously-existing activities integrated in the pilots.

When we analyse the four pilots reports from M12 for the first review as of March 2022, we counted a total of **73 newly-created actions for pilgrims** that were implemented, that is, new actions developed in the rural areas that were not happening without rurAllure, as well as a total of **121 previously-existing activities** that, in general, are a continuation of past experiences that found a way to be repeated and enhanced thanks to the present European project.

If we pay attention to these numbers per pilgrimage route (Table 9), it is easy to recognize that the amount of previously-existing activities integrated in rurAllure pilots was significantly higher for the cases of the ways to Santiago de Compostela and Rome in comparison with the newly-created ones. Both ways to Santiago de Compostela and Rome share the fact of being consolidated European pilgrimage routes in which the number of initiatives and projects in the fields of cultural tourism and sustainable development is well-established.

The greater number of previously-existing activities in comparison with the newly-created ones implemented during 2021 in rurAllure is a consequence of the stage of the project at that point, the first year. All these actions contributed to the development of practices with previously tested impacts on the territory. Therefore, their reedition was considered a proper way to guarantee a solid base towards rurAllure aims [**Conclusion 1**].



Table 9. Performance indicators per pilot [CPI3] and [CPI4]: number (but not types) of actions as of March 2022.

PILOT	PILGRIMAGE ROUTE	CPI3 (NEWLY-CREATED ACTIONS)	CPI4 (PREVIOUSLY-EXISTING ACTIVITIES)
WP4	Santiago de Compostela	22	55
WP5	Rome	18	30
WP6	Trondheim	8	0
WP7	Csíksomlyó	25	36
ALL	All	73	121

Previous table give us a general image of the “number” of actions, but both CPI3 and CPI4 are also expected in our initial framework **to measure the “type” of actions** far beyond our first distinction between “newly-created” and “previously-existing”. Now we are going to present the diversity of types of actions implemented by project pilots and documented in their first reports from M12, in which we should recall that they were able to gather and document those activities freely, that is, without a common pre-set structure. On the one side, this will allow us to identify a first list of different types of actions and, on the other, to analyse them in comparative perspective towards the implementation of a common strategy for actions gathering as well as to extract some first conclusions and recommendations that were taken into account in our second year works for the creation of a catalogue of rurAllure action types.

To start with **WP4**, we could identify a total of **41 different types of actions** in their report D4.1 that are the following:

- [4.1] Inventory of heritage assets
- [4.2] Design of itineraries
- [4.3] Profiling pilgrims
- [4.4] Narratives creation
- [4.5] Route signage (stickers design)
- [4.6] Field study + trail cleaning
- [4.7] Organized walks
- [4.8] Leaflet and brochures creation / Dissemination materials
- [4.9] Workshops with local tourism business
- [4.10] Children and family programs
- [4.11] School visits
- [4.12] Itinerant exhibition
- [4.13] Stakeholder engagement



- [4.14] Implementation of a rest stop for bikers
- [4.15] Publications (tourist guides)
- [4.16] Cultural Agenda
- [4.17] Study visit
- [4.18] Congress
- [4.19] Literary and artistic cartographies (conferences + exhibitions)
- [4.20] Enhancement and adaptation of a museum house
- [4.21] Summer course
- [4.22] Itinerant poetry residences
- [4.23] Festivals
- [4.24] Guided tours
- [4.25] Dance performances
- [4.26] Arts and crafts workshops
- [4.27] Dramatized guided tours
- [4.28] Music series
- [4.29] Seminar
- [4.30] Film series
- [4.31] Organ recitals
- [4.32] Musical journeys
- [4.33] Performative walks
- [4.34] Concert series
- [4.35] Web series (dramatized readings)
- [4.36] Dance workshops
- [4.37] Theatre for kids
- [4.38] Poetry readings / Literary dialogues
- [4.39] Rehabilitation and refurbishment of a concert hall
- [4.40] Music week
- [4.41] Show Film exhibit

In case of **WP5**, a total of **23 different actions types** can be identified in the first report D5.1 as follows:

- [5.1] Work area selection
- [5.2] Inventory of heritage sites
- [5.3] Design of cultural itineraries



- [5.4] Analysis of existing POIs in websites
- [5.5] Pilgrims profiling
- [5.6] Site visit (guided tour + discussion about contents for narratives + informal interviews)
- [5.7] Creation of a narrative
- [5.8] Guided tour
- [5.9] Walk-shop (path recognition + signage availability)
- [5.10] Museum visit
- [5.11] Fieldwork / Study visit
- [5.12] Stake holding
- [5.13] Dissemination activities (workshop, conference)
- [5.14] Cycling event
- [5.15] Storytelling/storytrekking podcasts
- [5.16] Creation of green corridors
- [5.17] Illustrative signage
- [5.18] LandArt installations
- [5.19] Route maintenance
- [5.20] Route enhancement (construction of a cycle-pedestrian footbridge, of a sanctuary)
- [5.21] Cycle route
- [5.22] Community maps
- [5.23] Accessibility improvements

In the case of **St. Olav's ways** (WP6), the types of actions identified in D6.1 were a total of **8**:

- [6.1] Kick-off workshop
- [6.2] Field research
- [6.3] Observational/digital ethnography
- [6.4] Preparatory research
- [6.5] Surveying user engagement
- [6.6] Monitoring pilgrimage-relevant articles
- [6.7] Conferences preparation
- [6.8] POI transfer from the site www.pilegrimsleden.no to the rurAllure platform



Finally, **14 types of actions** were identified in **WP7** first report D7.1:

- [7.1] Featured trips
- [7.2] Stakeholder event
- [7.3] International pilgrimage day activity
- [7.4] Photo contest
- [7.5] Scout marches
- [7.6] Stake holding
- [7.7] Exhibition
- [7.8] Conference
- [7.9] Meeting with vendors
- [7.10] Leaflet creation
- [7.11] Route development
- [7.12] Infrastructural survey
- [7.13] Partnership built
- [7.14] Building stakeholder relationships

In the work of reading and extracting the previous lists of types of actions per pilgrimage route it is easy to find common experiences that were run or planned by the four pilots in the course of 2021 and the beginning of 2022. Likewise, within each pilot a same type of action may have been implemented more than once in different rural areas nearby the various segments of a pilgrimage route. As a consequence, the number of (previously-existing or newly-created) actions is not really the same number of total action types for each pilot (Table 10). Therefore, both CPI3 and CPI4 should not measure both issues at the same time if we aim to use the analysis of the type of actions as a way to know, for instance, what type is more common [**Conclusion 2**].

Table 10. Number **and types** of actions as of March 2022

PILOT	PILGRIMAGE ROUTE	CPI3	CPI4	TYPE OF ACTIONS
WP4	Santiago de Compostela	22	55	41
WP5	Rome	18	30	23
WP6	Trondheim	8	0	8
WP7	Csíkсомlyó	25	36	14

Another important conclusion of the analysis of the first pilots reports in comparative perspective is that we can already identify a series of types of actions that were common both for previously-existing and newly-created activities in 2, 3, or 4 pilots, and we should go deeper on the understanding of what ones and why [**Conclusion 2**].

In the first pilots gathering it is important to highlighted that “action” and “activity” were terms used indistinctively as nouns meaning that something is done to achieve a particular purpose of the rurAllure project. In the following initial categorization, we focus on the main purpose of the action that was documented to give a name to the action itself, and then, we include a series of activities that were implemented to achieve a purpose-driven and strategic aim. We firstly recognized four main types of actions that may also illustrate the initial flow of the project:

- Researching
- Profiling
- Stake holding
- Designing

Researching actions

The first action type, Researching, aims to research/document the rural areas of the pilgrimage ways through a work area selection, the inventory of heritage assets, study visits/field studies/site visits, the analysis of POI on existing websites and their transfer to the rurAllure platform, observational or digital research, collaborative workshops, etc. Within this first action type we count a total of **15 activities** run by pilots (WP4: 3; WP5: 5; WP6: 6; WP7: 1) (Figure 31).

WP4	WP5	WP6	WP7	Count
		[6.1] Kick-off workshop		•1•
	[5.1] Work area selection			•1•
[4.1] Inventory of heritage assets	[5.2] Inventory of heritage sites			•2•
	[5.4] Analysis of existing POIs in websites	[6.8] POI transfer from Olav Portal to rurAllure platform	[7.12] Infraestructural survey	•3•
		[6.5] Observational/digital ethnography; [6.6] Monitoring pilgrimage-relevant articles		•1•
[4.6] Field study + trail cleaning; [4.17] Study visit	[5.11] Fieldwork/Study visit; [5.6] Site visit	[6.2] Field research; [6.4] Preparatory research		•3•

Figure 25. Activities run by rurAllure pilots within first action type “Researching” .

In Figure 31 we show the selection of pilot activities that can be classified under the general action of Researching. When a research activity was carried out by two or more pilots, they are placed in the same horizontal level in Figure 31 and it is assigned a number to indicate that frequency. This way, we are able to analyse them in comparative perspective and to come to some initial conclusions about first pilots gathering that are briefly highlighted in the last column of the same figure. We can identify a set of activities such as the “work area selection” or the “inventory of heritage assets” that were both documented by only one or two pilots in the first reports, but in reality they were run by four rurAllure pilots. Therefore, we come to the conclusion that there is not a common understanding of what to document as an action and/or activity, and some common steps of the rurAllure strategic workplan were not seen as actions to be documented despite the amount of work that is behind them **[Conclusion 3]**.

We also identified a series of common activities that were run and documented by most of the pilots, such as “field studies/sites visits” and the “analysis of existing POIs in existing web sites” to be transferred to the new rurAllure platform. These common activities might be considered as good practices for the achieved of the shared action of POI documentation. Therefore, they might need to be properly documented if we aim to make them replicable in future pilgrimage routes to keep rurAllure alive during its three years duration, and most importantly, after its conclusion **[Conclusion 4]**.

Some activities are singular, as only pilot implemented and gathered them, such as “Observational/digital ethnography” from WP6. The identification of these distinctive activities within the general action of researching could give way to innovative practices to be replicated in other pilots or, at least, their possibilities for replication should be explored **[Conclusion 5]**.

Profiling actions

The second action type, Profiling, aims to identify the main characteristics of potential pilgrims and their motivations through diverse methods such as interviews, surveys, questionnaires, developing personas, statistical analysis, observations, etc. Although it is highly important to identify the current and desired pilgrims and tourists and what the target audiences demands for the successful of any project, only a few activities were dedicated to this purpose in the first pilots gathering as it can be seen in Figure 32 **[Conclusion 6]**. To document how we can learn about (existing and desired) audiences through the application of different methodologies and the proper documentation of the steps, pitfalls and opportunities that these type of activities may bring to the table through particular examples, might be an issue to take into account in our way towards a catalogue of actions types with a real impact on future practices.

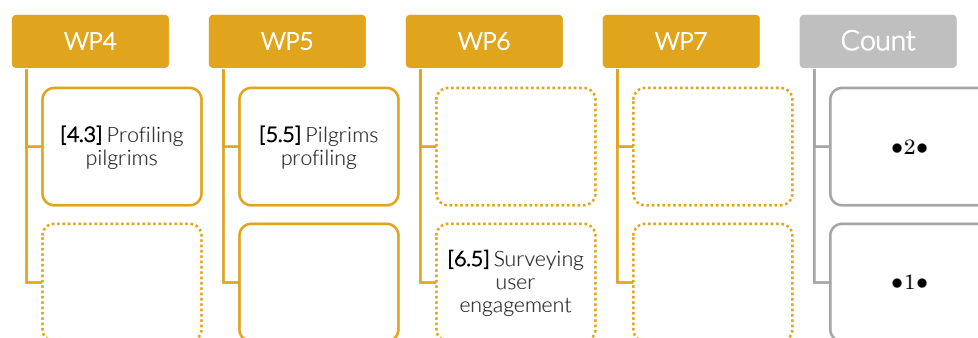


Figure 26. Activities run by rurAllure pilots within second action type “Profiling”.

Stake holding actions

The third action type, Stake holding, aims to engage stakeholders that may be interested in the development and promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes through agreements, workshops, meetings, or any other event. The action aims to build collaborations with any public body, agency, institution, organization, ongoing project, potential vendors, local communities, or any person or group with an interest or concern in rurAllure project.

In comparison with the second action, this third one was more documented by pilots, with a particular emphasis in the case of the ways to Csíksomlyó. This can be read as the importance of engaging stakeholders in the case of less consolidated pilgrimage ways to the success of actions [Conclusion 6]. In addition, if we analyse Figure 33 we can see that, with the exception of WP7, there were not documented different types of activities within the general action of stake holding as it did happen in the case of “Researching”.

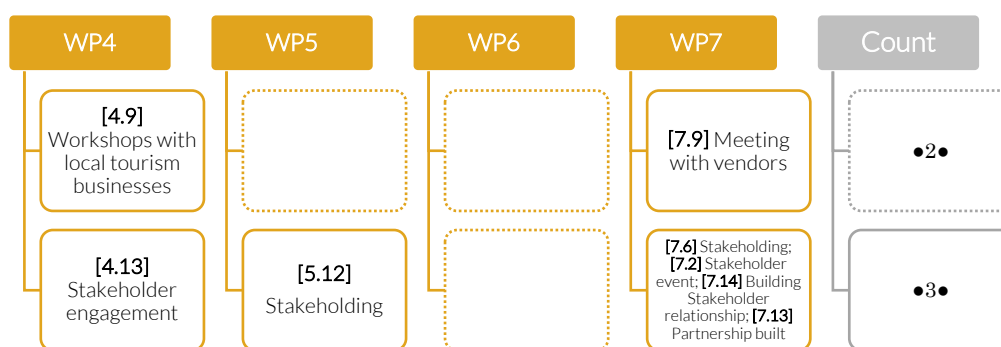


Figure 27. Activities run by rurAllure pilots within third action type “Stake holding”.

Designing actions

Finally, we distinguish a four action type we call “Designing” that aims to make a design for an activity devoted to the promotion of museums and heritage sites nearby European pilgrimage routes. This is the action type that includes a wider range of activities that may be mainly oriented for one of the following purpose-driven aims or a mixed of various of them:

- **Designing for activation:** The action aims to promote museums and heritage sites nearby European pilgrimage routes through designing route signage, onsite path recognition, trail cleaning, the enhancement or adaptation of a museum house, the rehabilitation and refurbishment of a point of interest, or the construction of new infrastructures that may activate, maintain, or enhance the physical reality of a detour from the original pilgrimage route to cross a rural area. Within this action type we count a total of **11 activities** (WP4: 4; WP5: 6; WP6: 0; WP7: 1) (Figure 34).
- **Designing for enrichment:** The action aims to promote museums and heritage sites nearby European pilgrimage routes through designing new cultural itineraries, digital narratives, featured tours/trips, guided tours, organized walks, performative walks, storytelling/story-trekking podcasts, dramatized guided tours, musical journeys or dramatized readings (web-series) that enable new approaches to and connections between rural heritage and pilgrims. Within this action type we count a total of **13 activities** (WP4: 8; WP5: 4; WP6: 0; WP7: 1) (Figure 35).

- Designing for entertainment:** The action aims to promote museums and heritage sites nearby European pilgrimage routes through designing festivals, children, and family programmes, dance performances, theatre for kids, cycle routes or events, music/film/concert series, organ recitals, or music weeks that hold the attention and interest of an audience or give pleasure and delight. Within this action type we count a total of **9 activities** (WP4: 7; WP5: 2; WP6: 0; WP7: 0) (Figure 36).
- Designing for education:** The action aims to promote museums and heritage sites nearby European pilgrimage routes through designing summer courses, workshops (arts and crafts workshops, dance workshops...), seminars, school visits, scout marches, itinerant residences, , ... that make the public gain knowledge. Within this action type we count a total of **10 activities** (WP4: 8; WP5: 1; WP6: 0; WP7: 1) (Figure 37).
- Designing for inclusion/engagement:** The action aims to promote museums and heritage sites nearby European pilgrimage routes through collaborative events, such as community maps creation, photo contests, international pilgrims day activities, poetry readings/literary dialogues, ... that encourage the audience to work together and give equal access and opportunities to everyone wherever possible. Within this action type we count a total of **4 activities** (WP4: 1; WP5: 1; WP6: 0; WP7: 2) (Figure 38).
- Designing for dissemination/raising awareness:** The action aims promote museums and heritage sites nearby European pilgrimage routes through leaflet and brochures, tourist guides, congresses, conferences, exhibitions, exhibits, ... to raise awareness and increase public understanding. Within this action type we count a total of **12 activities** (WP4: 6; WP5: 2; WP6: 1; WP7: 3) (Figure 39).

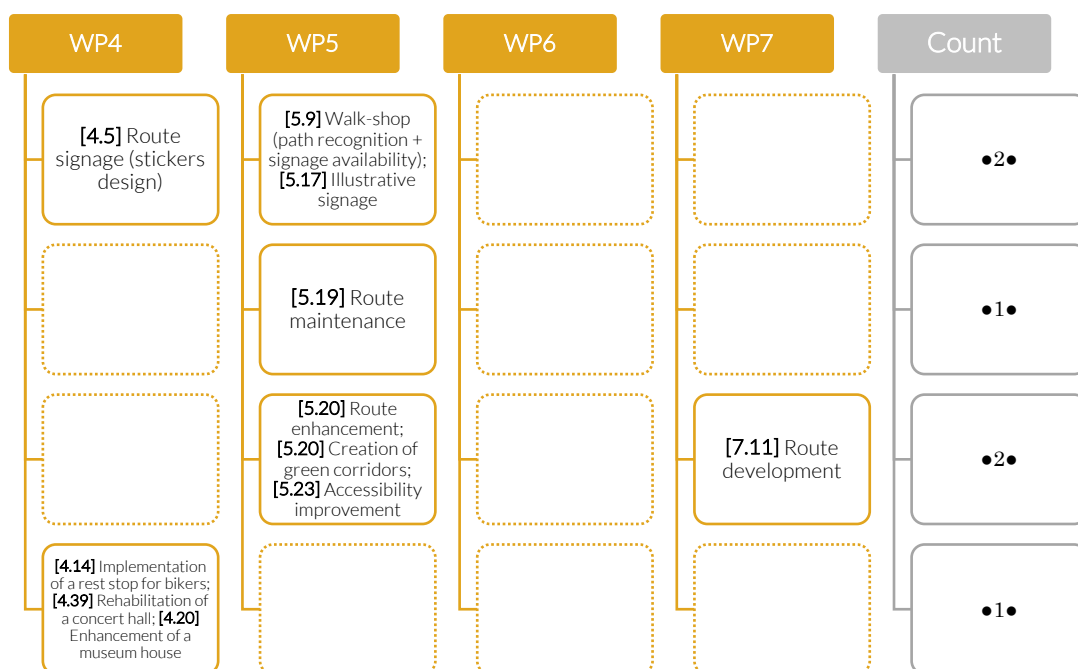


Figure 28. Activities run by rurAllure pilots within fourth action type “Designing” for activation.



WP4	WP5	WP6	WP7	Count
[4.2] Design of itineraries	[5.3] Design of cultural itineraries		[7.1] Featured trips	•3•
[4.4] Narratives creation	[5.7] Creation of a narrative			•2•
[4.7] Organized walks; [4.24] Guided tours	[5.8] Guided tour			•2•
[4.33] Performative walks; [4.27] Dramatized guided tours; [4.32] Musical journeys				•1•
[4.35] Web series (dramatized readings)	[5.15] Storytelling / storytrekking podcasts			•2•

Figure 29. Activities run by rurAllure pilots within fourth action type “Designing” for enrichment.

WP4	WP5	WP6	WP7	Count
	[5.14] Cycling event; [5.21] Cycle route			•1•
[4.25] Dance performances; [4.23] Festivals; [4.23] Organ recitals				•1•
[4.30] Film series; [4.34] Concert series; [4.28] Music series; [4.40] Music Week				•1•

Figure 30. Activities run by rurAllure pilots within fourth action type “Designing” for entertainment.

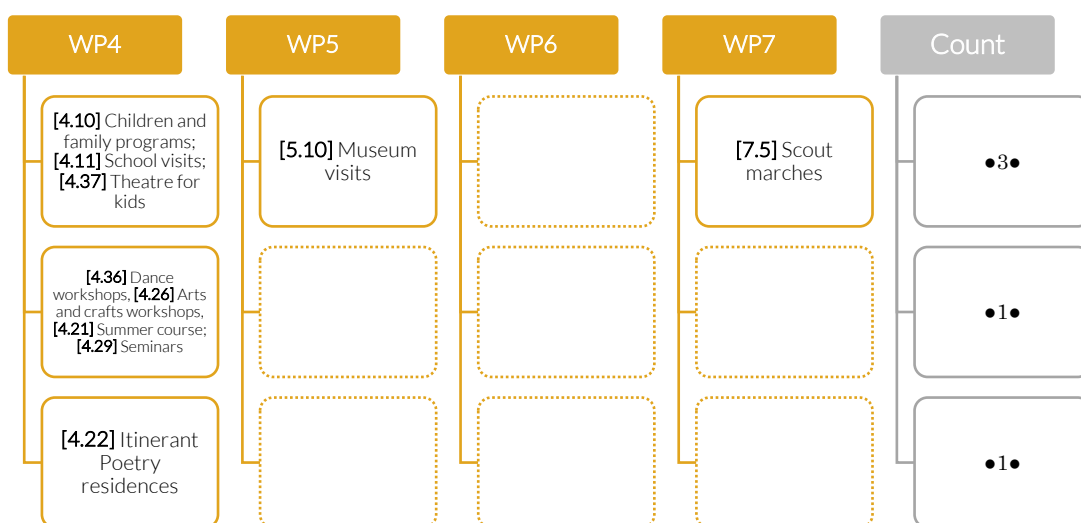


Figure 31. Activities run by rurAllure pilots within fourth action type “Designing” for education.

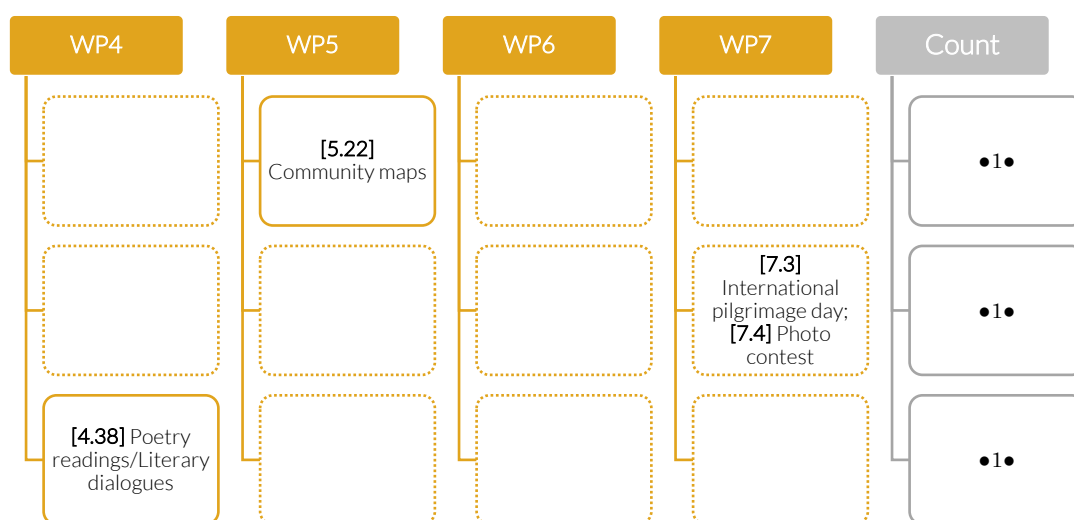


Figure 32. Activities run by rurAllure pilots within fourth action type “Designing” for inclusion/engagement.

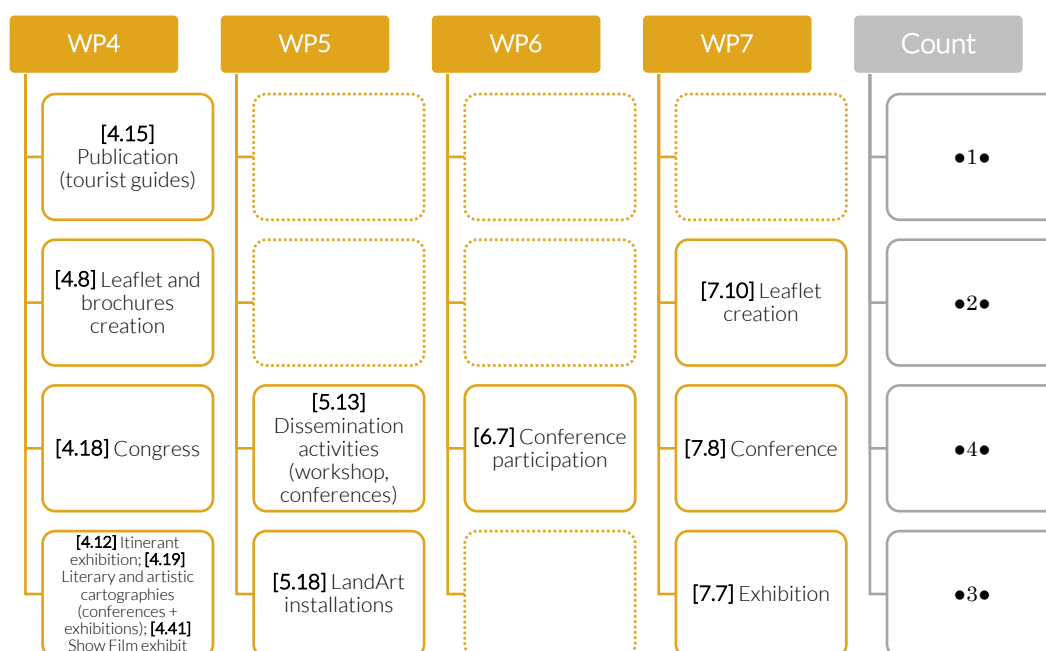


Figure 33. Activities run by rurAllure pilots within fourth action type “Designing” for dissemination/raising awareness.

If we pay attention to the first group “Designing for activation” (Figure 34), we can identify a set of needed practices for the success of an activity in a pilgrimage route or in the nearby rural area, which are “path recognition”, “route signage”, and “route maintenance”. Others, such as “route enhancement” may involve different tasks and, within the ones implemented, it is possible to identify scarce initial experiences towards the improvement of physical accessibility, but also a series of ones that have been considered by most pilots out of the initial rurAllure scopes, such as the rehabilitation of facilities and museums in the pilgrimage routes and their surroundings [Conclusion 7].

In the case of actions classified under “Designing for enrichment” (Figure 35), we have to distinguish between some activities in which all pilots are working such as “designing itineraries”, “narratives creation”, or “featured trips” that were not gathered and documented by all pilots in the first reports. This reinforces a conclusion already stated in previous paragraphs, the need of establishing a common framework to gather and document rurAllure shared actions [Conclusion 3]. In addition, both ways to Santiago and ways to Rome ran some common practices in the field, such as guided walks or tours, but also some singular practices more focused on the emotional sense of the act of walking in a physical environment, such as performative walks, dramatized guided tours, or musical journeys. In addition, in this group we find the first and only activity that makes use of digital technology to enhance pilgrims experiences, through storytelling/story-trekking podcasts (a previously-existing activity). The use of new technologies still need to be developed to improve the pilgrims experience as rurAllure proposes [Conclusion 8].

Regarding activities designed for entertainment (Figure 36), we identified a number of singular practices, that were mainly carried out by WP4 and WP5, but with potential to be replicated in other pilgrimage segments and routes such as cycling events or routes, festivals, music series, etc. In the case of the activities that were mainly focused on education, kids and young people as target audiences are seen as potential audiences in a number of them [Conclusion 9]. As in the previous case, some previously-existing activities were included mainly by WP4, to make the



participants gain knowledge. In both previous cases, ways to Santiago de Compostela might be considered as an incubator of already tested practices with potential to be replicated in other territories, but we need to better document the activities if we aim to facilitate their success [Conclusion 10].

The lower number of activities is found in the case of the ones orientated towards the engagement not only of different agents, such as local communities, to work together towards rurAllure aims, but also for disability inclusion, that is, to give equal access and opportunities to everyone [Conclusion 11]. We also recognized a significant number of dissemination activities, some of them are common for most pilots, such as the participation in congresses or conferences, as well as the creation of leaflets, brochures, and exhibitions, but other, while common, were not gathered by all pilots, such as the publication of tourist guides. Therefore, designing for dissemination seems to be a well-established practice in which it could be interesting to identify and implement some innovative paths [Conclusion 12].

After this initial comparative analysis of action data gathering based on M12 reports we can summarize a set of final conclusions that we took into account for the work done towards a catalogue of actions types from March 2022 to November 2022.

First of all, data gathering is still diverse and needs further harmonization. As a consequence, the descriptions of actions range from a few sentences to several pages in the four first pilots reports and within each one of them. We are aware of the fact that this is a direct result of the freedom given to gather and document newly-created actions and previously-existing activities during the first year of rurAllure development, but if we aim to come to relevant conclusions and to facilitate the identification of good practices and their exchangeability or replicability within and outside rurAllure, we need to better describe each action, the steps towards its implementation, the impacts, the pitfalls, and difficulties.

While some pilots reports include several activities devoted to research, stake holding and, in a lower number, profiling, other pilots do not gather them, so it is needed to agree on a common framework and to provide pilots with a common structure for actions cataloguing. We expect that this way we will also be able to easily analyse the increasing amount of rurAllure activities during the project duration and the future dissemination of the results achieved.

Towards a catalogue of action types

Based on the previous conclusions, WP2 developed an update on the common strategy towards a catalogue of actions types that was presented to pilot leaders on April 2022 as an initial proposal to be tested for 2 months (May-June) that was finally extended to July 2022. This update on the common strategy to give way to a catalogue of action types is explained in Deliverable 2.3.

Pilots were asked to start from the actions gathered for M12 and to test the viability of the proposed catalogue structure with them by fill in a common excel file [See D2.3, Annex I]. Now we are going to present some preliminary results of the application of that common strategy as for July 2022.

We start with the column devoted to gather the Action Group that only distinguished between newly-created and previously-existing. At that point, a total of 110 actions were included in the catalogue from which 72 are newly-created and 38 previously-existing integrated in rurAllure. Therefore, it seems that the application of the common structure decreased the gathering of pre-existing activities in favour of new ones (see Table 3 in comparison to Table 1). In fact, new activities were already better documented in the first pilots reports. However, the gathering of



all expected information in the update structure might be more difficult in case of past activities than for the ones that have taken place recently or in which rurAllure partners were more involved. However, this classification did not allow us to learn about the type of continuation of the activity in case it is previously-existing far beyond if any data in that regard are collected in the following column devoted to a Short Action Description. Therefore, in an update of this first structure we should include a dedicated box to document how a specific action relates to others done in the past and how it was integrated in rurAllure [Conclusion 13].

Table 11. Number of newly-created and previously existing actions per pilgrimage route that were documented in the catalogue as for July 2022.

PILOT	PILGRIMAGE ROUTE	NEWLY-CREATED	PREVIOUSLY-EXISTING
WP4	Santiago de Compostela	10	4
WP5	Rome	39	33
WP6	Trondheim	3	0
WP7	Csíksomlyó	20	1
ALL	All	72	38

From the actions documented, most of them gathered information about the Pilgrimage Route, Pilgrimage Segment and Location/s, but only 40 from the total of 110 (36%) indicate an average value of the population density of the place/s where the action was carried out. In other 20 cases it was indicated that this information does not apply and for a minor number (13) this information was not collected, but without comments about why (perhaps difficulties for finding data in national surveys). The N/A option was selected in the cases of events with stakeholders, research and dissemination activities, fieldwork and profiling, also in same cases in which the action took place along long itineraries that cross several countries, meetings, trade fairs, round tables, and workshops. For the 40 cases documented we can see that most of them were developed in rural areas in which the 67,5% have a population density under 100 in/km² (Table 12) [Conclusion 14].

Table 12. Average population density of the locations where rurAllure actions took place.

POPULATION DENSITY	NUMBER OF ACTIONS
0-50 in/km ²	8
50-100 in/km ²	19
100-150 in/km ²	1
150-200 in/km ²	2
200-250 in/km ²	2
250-300 in/km ²	0



300-350 in/km ²	1
350-400 in/km ²	0
400-450 in/km ²	5
>450 in/km ²	2

In what refers to distance of the action location from the official pilgrimage routes, it was an item gathered for 59 actions from the total of 110, while for 31 cases it was stated that the inclusion of these data does not applied. The later happened in the case of stake holding, profiling and research activities, mainly. If we analyse the data collected for that 59 actions (Table 13), we see that 42 of them took place out of the official routes, and the distance was always less than 45 km (71,2%) **[Conclusion 15]**. In addition, a total of 21 actions took place in locations place up to 10 km from an official route (50%) and another 21 actions in locations place between 10 and 45 km (50%). A number of 17 actions were organized along the routes and most of these actions were newly-created (12) instead of previously-existing (5) (28,8%).

Next column of the excel catalogue is focused on gathering information about the provision of transport from the official route to the action location. The answer was positive for only 17 actions, negative for 12, and N/A in 55 experiences. Therefore, it seems that the success of the action is not directly tight to the provision of transport from the official routes to the location where it takes place as we can see if we cross these results with the ones related to distances from the official routes **[Conclusion 16]**.

Table 13. Distance from the official route of rurAllure actions.

DISTANCE FROM THE OFFICIAL ROUTE	NUMBER OF ACTIONS
= 0 km (on route)	17
> 0 - 5 km	5
5 - 10 km	16
10 - 15 km	4
15 - 20 km	7
20 - 25 km	5
25 - 30 km	1
35 - 40 km	3
40 - 45 km	1
> 45 km	0

In what refers to the Geographical Scope of the actions gathered we can see that a total of 22 were classified as Local, followed by 20 Provincial and another 20 Supranational, 17



Supramunicipal, 14 Regional and 13 National (Table 14). Therefore, most of the actions are focused on reaching Local, Supramunicipal, Provincial and Regional areas traverse by pilgrimage routes [Conclusion 17]. The organization of joint actions between different pilots may favour more ambitious geographical scopes that overpass regional and national borders.

Table 14. Geographical scopes of the rurAllure actions.

GEOGRAPHICAL SCOPE	NUMBER OF ACTIONS
Local	22
Supramunicipal	17
Provincial	20
Regional	14
National	13
Supranational	20
Undefined	2
Blank space	2

In what refers to who coordinates the action, the information gathered in this first excel catalogue reveals that most of the actions were coordinated by one of the rurAllure partners, with the exception of the case of a total of 23 previously-existing actions and 2 newly-created ones that were coordinated by other entities (Table 15). It is important to highlight that at this stage of the project, there was not included in the catalogue any action that was co-organized by two or more rurAllure partners, far beyond the participation of several partners in the presentation of rurAllure at the 9th Annual Training Academy of Cultural Routes of the Council of Europe, in Fontainebleau (France).

In addition, the catalogue was also prepared to collect information about the participant stakeholders that allow us to identify a list of the main types (Table 16). If we pay attention to the number of each type of stakeholders that participates in a rurAllure action (based on the names provided by pilots in the catalogue), we can see that the municipalities leads the ranking, followed by associations and universities so far [Conclusion 18]. Another observation we can make is regarding the number of stakeholders involved per action. In Table 17 we can see that an 80% of rurAllure actions involved stakeholders in the coordination and implementation of the action, that is a total number of 88 actions from 110. From that total amount (88), 73 actions involved less than 7 different stakeholders, and only 15 actions attracted more than 7 stakeholders. From actions with less than 7 stakeholders we can see that in 30 cases only 1 stakeholder was involved and in 27 cases, between 2 or 3 stakeholders participated in the action. Therefore, we can observe that the participation of less than 7 stakeholders in rurAllure actions has been more frequent so far, and specially common only 1 stakeholder, or 2 or 3 [Conclusion 19].



Table 15. Action management (coordination and supervision) of the rurAllure actions.

ACTION MANAGEMENT	NUMBER OF ACTIONS
One rurAllure partner	84
More than one rurAllure partners	0
External partners	25
Blank space	1

Table 16. Types of participant stakeholders in the rurAllure actions.

TYPE OF PARTICIPANT STAKEHOLDERS	NUMBER OF THIS TYPE IN RURALLURE ACTIONS
School	3
Highschool	4
University	21
Heritage manager	10
Association	25
Museum	9
Documentation center	1
Cultural center	10
Foundation	12
Small and medium enterprises (SMEs)	1
Tourism office	7
Locals	7
Local vendor (accommodation, ...)	12
Local action group	6
Local consortium	2
Private sponsor	1
Pilgrimage center	1



Municipality	48
Religious community	1
Parish office	8
Dioceses	15
Regional government or council	5
National tourism agency	1
National park and forestry entities	3
Regional project	3
European council	3
European project	4

Table 17. Amount of participant stakeholders in the rurAllure actions.

NUMBER OF PARTICIPANT STAKEHOLDERS	NUMBER OF ACTIONS
1	30
2	10
3	17
4	9
5	1
6	6
>7	15
N/A	11
Blank space	11

The next axis of the catalogue is focused on the date in which an action took place. When we read altogether the collected data (without taking into account the ongoing or planned activities and the non-reported ones), we found that more than a half of the actions developed within rurAllure were designed to last less than a week (59,4%) **[Conclusion 20]**. Most of this short-term actions are linked to actions related to pilgrims, tourists, stakeholders or policymakers, while the medium and long-term actions are mainly related to research, previously-existing activities integrated in rurAllure or narratives creation (Table 18).



Table 18. RurAllure actions from the perspective of Date.

	ACTION DURATION	NUMBER OF ACTIONS	
IN DAYS	1 day	28	41
	2 days	4	
	3 days	3	
	4 days	3	
	5 days	1	
	6 days	0	
	7 days (or a week)	2	
WEEKS	> 1 - 2 weeks	3	10
	≈ 2 weeks	1	
	≈ 3 weeks	0	
	≈ 4 weeks (or a month)	6	
MONTHS	> 1 - 2 months	5	16
	3 months	2	
	4 months	4	
	5 months	1	
	7 months	2	
	12 months (or a year)	2	
YEARS	> 1 - 2 years	1	2
	2 years	1	
	Ongoing	25	
	Planned for 2023	2	
	N/A	8	
	Blank space	6	



In what refers to the general section devoted to gather information about the purpose of the Action, or to answer the question what it was created for, the first column is devoted to the Action Heritage Focus. Here, data collected revealed that 39 of the total number of actions are focused on one of the specific types of heritage that each of four rurAllure pilots are working on (Ethnography, Literature, Nature and Thermalism), followed by 25 actions in which the focus is Other types of heritage (also included in WP5), such as rural heritage in general, industrial heritage, religious heritage, gastronomic heritage, both in tangible and intangible forms (Table 19). We found also a few actions (6) that mix two of three of the four principal types in which is always present Nature plus any of the others (Literature, Ethnography or Thermalism) as a heritage focus that can be interwoven with any other in the field of pilgrimage routes.

Table 19. Types of heritage focus of rurAllure actions.

HERITAGE FOCUS	NUMBER OF ACTIONS
Ethnography	8
Literature	7
Nature	9
Thermalism	15
Others (rural heritage in general, industrial, religious, gastronomic, ...)	25
Literature + nature	3
Literature + nature + thermalism	1
Nature + thermalism	1
Ethnography + nature	1
Blank space	40

Next we are going to sum up the main motivations behind the actions gathered in this first catalogue. Here we need to remind that in the instructions given to fill in the excel catalogue we specified that the stated motivations to implement an action could be in relation with the Strengths and Opportunities, but also the Weaknesses and Threats already analysed in advance for each rural territory traversed by rurAllure pilgrimage routes. Therefore, they must be read also in that sense.

From the 110 actions collected, we can sum up a set of motivations that can also be classified in accordance with two main types of target audiences (pilgrims and tourists, stakeholders and policymakers) and we also distinguish the ones related to the general action of researching. Within the motivations of the actions designed and documented for pilgrims and tourists, we identify the following ones:

- [WP4] To create new audiences and a deeper knowledge of the Way to Santiago.



- [WP4] To provide attractive opportunities to approach literature and poetry and its connections to the territory and memory.
- [WP4] To provide on-site information about the intangible values of a location to enrich the experience.
- [WP4] To support the creation of new tourism products around a consolidated pilgrimage way.
- [WP4] To share knowledge about traditional handcrafts under risk of disappearance.
- [WP4] To make children aware of the benefits of culture, sports, and the need for more sustainable mobility.
- [WP5] To motivate young children to discover their surroundings and the values of pilgrimage and walking as a health and wellbeing practice besides its spiritual dimension.
- [WP5] To identify pilgrims profiles, to understand their motivations and their willingness to spend more time on the road to discover heritage.
- [WP5] To spread the value of pilgrimage routes as a form of intercultural and interreligious dialogue and mutual respect.
- [WP5] To raise awareness about the non-consolidated pilgrimage routes.
- [WP5] To promote historical places and cultural heritage.
- [WP5] To promote the creation of digital products to be consumed by pilgrims and tourists.
- [WP5] To promote the creation of digital tools.
- [WP5] To enjoy a slow tourism experience in safety.
- [WP5] To enhance a short segment of a pilgrimage route.
- [WP5] To give and adequate visibility of a path without altering its environmental values.
- [WP5] To involve citizens and tourists to learn about photography while enjoy nature.
- [WP5] To give access to unknown heritage, which is not often open to public.
- [WP5] To diversify the tourism offer of a region to new opportunities far beyond the traditional ones (sea and sun tourism).
- [WP5] To promote bike tourism.
- [WP5] To spread visitors from a city on the way to its rich rural surroundings.
- [WP5] To re-launch slow and sustainable tourism along cultural routes after the pandemic.
- [WP5] To experiment forms of accessible tourism related to thermal heritage.
- [WP6] To draw attention to the rich history and variation of church buildings in the vicinity of St. Olav's ways.
- [WP7] To introduce natural heritage as an artistic inspiration.



- [WP7] To raise awareness about the local connections between well-known artworks and artists with a particular territory.
- [WP7] To highlight the timeless aspect of pilgrimage routes, the historical knowledge and legends associated with the first Christian kings of Hungary.
- [WP7] To show local crafts and give more visibility to craftsmen and their activities.
- [WP7] To show how much value the biblical imagery can give to a natural scenery.
- [WP7] To highlight how religious orders were and still are related to the protection of natural heritage.
- [WP7] To train, motivate and provide rich contents to volunteers.
- [WP7] To draw attention on the Way of St. Mary via universal concepts such as sacred wells, water.

In case of actions designed for stakeholders and policymakers, we can highlight the following motivations:

- [WP4] To create a network of associations for the management of heritage assets along the territory.
- [WP4] To engage local tourism professionals in the development of a route.
- [WP4] To recover literary detours in specific segments of the ways to Santiago.
- [WP5] To establish synergies with existing initiatives and to not duplicate efforts in the same territory.
- [WP5] To stimulate MA students creativity to let them understand the importance of storytelling to promote a tourist destination.
- [WP5] To involve local actors through the validation of the narratives and foster the relationship between students and local communities.
- [WP5] To train high school students on practical experiences (field work).
- [WP5] To reflect about specific models of tourism adapted to the need and also the challenges of a particular territory.
- [WP5] To train students on management skills through real case studies.
- [WP5] To further explore the relationships between public and religious stakeholders in the promotion of pilgrimage routes.
- [WP5] To align new actions with goals and priorities of key stakeholders.
- [WP5] To establish long-term partnerships.
- [WP5] To create a stakeholders map and to have a clear understanding of the actors involved in tourism and walking/cycling promotion in an area.
- [WP5] To understand the relationships among actors, conflicts, ways of collaboration, opportunities, etc.
- [WP5] To build capacities in terms of tourism development and promotion among stakeholders to act as ambassadors of a destination.



- [WP5] To reflect with local community about particular aspects of the surroundings of a pilgrimage route.
- [WP5] To involve local communities, associations and citizens in documentation and design processes.
- [WP5] To promote social relations between members of local associations.
- [WP5] To disseminate activities.
- [WP5] To network with local, regional and transnational stakeholders.
- [WP5] To ask for collaboration in pilgrims profiling.
- [WP5] To create real connections with those who meet the pilgrims on a daily basis and share experiences with them.
- [WP5] To share experiences and best practices and its results.
- [WP5] To share ongoing actions.
- [WP6] To get insights into preferences for planning and the use of digital tools in pilgrimage ways.
- [WP7] To raise awareness about rurAllure aims between official sectors of tourism, forestry and nature conservation.
- [WP7] To learn about what young people find important at events related to pilgrimage.
- [WP7] To assess stakeholders needs and start to build a regional network.
- [WP7] To organize programs that are prepared for all-aged audiences.
- [WP7] To assess stakeholders needs.

And finally, there are a number of specific motivations in case of actions focused on research that may not only be worried about the final product itself for one type of specific audience, but also on going deeper into the knowledge of pilgrimage ways themselves and their surrounding rural heritage as a solid base for the success of later activities:

- [WP4] To develop and promote the development of alternative routes.
- [WP4] To diversify the present offer literary references and authors in a specific territory.
- [WP5] To provide accurate information about the effort needed to abandon the main pilgrimage route towards a detour.
- [WP5] To investigate the networks of actors involved in a pilgrimage route.
- [WP5] To understand the role of pilgrimage routes in shaping the cultural and tourism policies and their role in rural development.
- [WP5] To better understand the priorities of a particular destination in terms of tourism and marketing strategies.
- [WP5] To create a comprehensive catalogue of information for pilgrims.
- [WP5] To enrich and complete pre-existing catalogues of POIs.



- [WP5] To test distances and territorial characteristics of potential detours.
- [WP5] To create content for new narratives about heritage.
- [WP5] To integrate missing important data on existing POIs.
- [WP5] To inspect first-hand a heritage site and its potentials.
- [WP6] To explore a narrative /storytelling /thematic approach to presenting a museum collection.
- [WP7] To learn how to create a string of POIs and feature trips that can be shaped into thematic units and narratives.
- [WP7] To renew the spiritual content of the Way of St. Mary to be able to address wider audiences.

In the presentation of motivations we have already made reference to the target audience of the actions that is another item of the catalogue. In Table 20, we show how many types a specific audience has been the target of any rurAllure action so far in solitude or along with another type. We can see that 21 different target audiences were reported although in some cases it could be argued that there is an overlap between a number of them. In any case, the top 5 target audiences of rurAllure actions has been stakeholders, local community, traditional pilgrims, tourists and general public so far [Conclusion 21].

Table 20. Target audiences in rurAllure actions.

TARGET AUDIENCE	NUMBER OF ACTIONS
Traditional pilgrims	22
Tourists	19
Hikers	6
Cyclists	0
Local community	31
Stake holders	33
Pilgrimage experts	4
Policy makers	14
Children	3
Teens	4
Youth	3
Schools	4



University students	8
Adults	14
Families	2
General public	18
Civil society	13
Writers	1
Cultural associations	3
Academics/scientific community	4
Media	1
Blank space	8

In what refers to the strategies implemented to achieve the aims of each action, we can identify a number of them, that could also be considered as recommended practices for the success of certain action types, as follows:

- **[Writers involvement]:** to involve writers to write about the topic of pilgrimage.
- **[Artists involvement]:** to involve artists artisans to run workshops on the topic of the relations between art and pilgrimage ways.
- **[Knowing authors in person]:** to give children and teens the possibility to listen to and get in contact to authors and their work.
- **[Being attractive]** by mixing a heritage topic with a festive activity.
- **[Tradition and modernity hand in hand]:** to recover the memory of traditional festive days to implement a contemporary event.
- **[Turn the intangible into tangible]:** through physical references to heritage values that may remain invisible, silent, untouchable, etc.
- **[Offer expert support and training]:** to external partners that want to participate in an action.
- **[Support shared research]:** by involving stakeholders, such as local communities, heritage specialists, professionals of various disciplines, academics, etc.
- **[Local communities as knowledge-holders]:** that is born in their tight connection to places, their role in their shaping, their knowledge of past and present events, local cultures, traditions, etc.
- **[Understanding rural heritage and their values]** as a basis of any process for the creation of new content about pilgrimage routes.



- **[Documenting heritage]** through inventories and catalogues to develop a detailed understanding of the rural heritage in the vicinity of pilgrimage routes.
- **[Identifying target audiences]** to conceptualize any idea or concept for a new activity.
- **[Identifying user demands]** of new digital tools for pilgrimage routes.
- **[Working with key stakeholders]** to learn about expectations, to guaranty the sustainability of any action, to promote new experiences in line with the challenges and expectations of a particular territory.
- **[Local communities as heritage-keepers]:** to involve locals in the preservation of their own heritage.
- **[Being sustainable]:** by promoting new forms and models to discover heritage in the surroundings of pilgrimage ways.
- **[Setting synergies with existing initiatives]:** to signed partnerships, and collaborations.
- **[Co-creation to develop new solutions]:** with citizens, stakeholders, a community, policy makers, experts, or students.
- **[Co-design for new interpretational content]:** for heritage sites and museums in which teachers, students, and museum staff take part.
- **[Review of policy frameworks]:** to better integrate pilgrimage in policy makers' priorities.
- **[Research for stake holding]:** to get valuable information to plan/revised current strategies to attract pilgrims and other types of audiences to a destination.
- **[Developing semi-structured interviews]:** to identify needs, opportunities, strengths, weaknesses of a work area.
- **[Running surveys and statistical analysis]:** as a starting point for deeper understanding of current pilgrims/tourists and pilgrims/tourist to be.
- **[Promote cooperation]:** for any stage of the process of action creation.
- **[Communicate awareness]** of pilgrimages way and rural heritage in their surroundings through collaborative participatory actions that involve a wide range of audiences.
- **[Being active in social media]:** to promote any activity and facilitate participation.
- **[Favour open access]:** to new knowledge to be reused by previously-existing, ongoing, and future activities, but also to ensure a long-term continuity.
- **[Foster cooperation]** between the public sector and the religious stakeholders.
- **[Being accurate]** in the creation of narratives and contents by being based on scientific evidence and reliable historical facts.
- **[Ready for constant development]:** to be designed in a way that allows updates, improvements and further development.
- **[Walking and On site research]:** whenever possible to offer the most updated information regarding the present stage of a detour, pilgrimage way and heritage site.



- **[Stimulating narratives]:** to get a conscious perception of a territory by means of stimulating narratives that offer increased awareness of the landscape that pilgrims/tourist are traversing.
- **[Information curation]:** when it is reused from existing platforms, or when it comes from different sources of information.
- **[Encourage participation with incentives]:** such as games, challenges, aperitifs, quizzes, gadgets, information materials, postcards, etc.
- **[Variability of contents formats]:** from text to images, videos, audios, but also 3D printed models, braille 3d printouts and sensory experiment to encourage inclusive approaches to pilgrimages ways and their heritage.
- **[Gathering of participants' feedback]:** to be later able to monitor and evaluate the experience, to understanding reasons of its success or failures, and to make changes, and improvements.
- **[User experience]** of technological tools integrated in the action to anticipate, evaluate and improve the interaction between the user and the provided solution.
- **[Being locative]:** to tie historical narratives to certain places and routes to get a better understanding of where we are standing or walking through.
- **[Artisans' involvement]:** as keepers of the knowledge and skills to produce traditional crafts and, therefore, of traditions or living expressions inherited from our ancestors, also spread through pilgrimage ways.

The previous list of strategies could be the basis to start a proposal for a manual of good practices classified, for instance, into each of the main action types to provide a sort of the key elements we identified for the success of the action itself **[Conclusion 22]**.

The next column of the excel catalogue is focused on gathering information related to the impact of the action and this was mainly understood by pilots as the number and types of participants, and the physical/digital product that derived from them. However, it is also important to highlight that 37 actions from the total number of 110 collected as for July 2022, did not fill in this row. The results of the analysis of the cases in which the number and/or type of participants were collected (a total of 20) are shown in Tables 21 and 22.

Table 21. Type and number of participants in the action.

TYPE OF PARTICIPANTS	TOTAL NUMBER
General	515
High school students	120
University students	58
Teachers	12
Children	30



Cyclists	1100
Guest artists	30
Poets	6
Volunteers	10
Stakeholders	75

Table 22. Type of products of rurAllure actions gathered as impacts.

TYPE OF PRODUCT	TOTAL NUMBER
Book	1
School materials	1
Definition of a featured trip	8
Pois documentation	300
Agreement	5
Narratives	5
Report	1
Scientific publication	1
Maps	4

Finally, the very last column of the excel catalogue pays attention to the websites in which the action was promoted/disseminated prior/during or after its implementation. A total of 56 websites are included that are different from the official site of rurAllure project and help to reach a variety of audiences. These data could also feed the information need to assess the Media Impact of rurAllure actions to document CPI5.

All in all, on the basis of the analysis performed and the opportunities and challenges identified, this fifth section derives the following recommendations:

- **[Recommendation 1]** To set a common understanding of what is meant by action and/or activity within rurAllure project.
- **[Recommendation 2]** To identify the main type of rurAllure actions for the promotion of heritage sites and museums in the vicinity of European pilgrimage routes.
- **[Recommendation 3]** To test and come to an agreement in setting a common framework to gather and document rurAllure shared actions.



- **[Recommendation 4]** To identify and document the common activities/tasks that are needed for the success of each main type of rurAllure actions.
- **[Recommendation 5]** To foster the reedition of actions types with previously tested impacts on the territory in case of new pilots or less consolidated pilgrimage routes.
- **[Recommendation 6]** To use consolidated pilgrimage routes as an incubator for already tested practices with potential to be replicated in other territories.
- **[Recommendation 7]** To identify distinctive/singular activities within each main rurAllure action that may give way towards innovative practices.
- **[Recommendation 8]** To explore the possibilities of replication of those singular activities that have been the least implemented so far.
- **[Recommendation 9]** To promote the implementation of actions for the least represented target groups in the existing ones.
- **[Recommendation 10]** To work together to give equal access and opportunities to everyone in the conceptualization, design and implementation of new actions.
- **[Recommendation 11]** To identify the main characteristics of potential pilgrims and their motivations through diverse methods such as interviews, surveys, questionnaires, developing Personas, statistical analysis, observations, ... and to document how we can learn about (existing and desired) audiences through the application of different methodologies and the proper documentation of the steps, pitfalls and opportunities that these type of activities may bring to the table through particular examples.
- **[Recommendation 12]** To engage stakeholders in the case of less consolidated pilgrimage ways to the success of actions.
- **[Recommendation 13]** To implement different performances indicators to measure, first, the type of action, and secondly, the number of actions per type.
- **[Recommendation 14]** To explore innovative paths in what refers to dissemination activities.
- **[Recommendation 15]** To encourage project pilots towards a more balanced gathering of actions in order to be able to reach more significant conclusions.
- **[Recommendation 16]** To start from the strategies applied by project pilots in their actions to identify the key factors of a successful action for promotion of heritage sites and museums in the vicinity of pilgrimage routes.

All in all, the harmonized structure implemented along the second year of rurAllure project already allowed us to come to some relevant conclusions and recommendations for the next steps in the implementation of the coordination strategy. Once the M24 reports from pilots are finished, we will be able to again analyse the results achieved and consolidate or propose changes based on them towards new significant conclusions and recommendations towards the objectives set for Year 3 of rurAllure project.



6. Final remarks

Pilgrimage has intensified and diversified since the 21st century and, nowadays, the routes can be seen as a symbol of European identity, an expansion of cultural heritage and a strategy of tourism-cultural development (Pereiro, 2019). Today, pilgrimage in the most religious sense but in contact with tourism is redefined and becomes a complex and polysemic social phenomenon (Sousa et al., 2017), more spiritual, tourist and postsecular.

Slow tourism trends align well with pilgrim tourism. Based on this consideration, the objective of rurAllure is to take advantage of the charm of the cultural heritage found in rural areas based on the opportunity represented by the fact that the pilgrimage is usually planned with some flexibility in terms of dates, distances travelled, places to rest, etc. There is, therefore, a clear need to attract the traveller interest more towards the trip than towards the final destination (Trono & Olsen, 2018) and, in this sense, slow tourism emphasizes the stages of the trip and the enjoyment of the time spent in it (Trono & Castronuovo, 2021).

According to these considerations, WP2 has continued to study in a reflective, analytical and critical manner strategies aimed at promoting museums and rural heritage sites and/or sustaining the development of rural areas through cultural and natural heritage. The UDC team will continue to work along this line with the goal of:

- Identifying good practices through the analysis of experiences and international initiatives implemented in the pilots.
- Supporting the transfer of good practices between the EU countries, with a forward-looking perspective from the outset.
- Supporting the exploitation of the project results through the assessment and mitigation of exploitation risks.

The findings resulting from the pilots will lead to the publication of a manual for the transfer of good tourism practices and a white paper of recommendations and a clearly defined exploitation strategy which, taken together, will cover all the needs of new technologies, materials, management tools, legal solutions, DPI management, financing tools and visitor and community participation.

WP2, between M13 and M24, has carried out an important coordination task to design common strategies, exchange findings and plan additional steps. Meanwhile, the pilots have investigated various actions related to the multiple aspects of cultural heritage in their respective territories. Although, as already noted, it is based on the consideration that the four pilot projects (WP4 to WP7) should follow a largely decentralized approach which allows them to enjoy a high level of autonomy in comparison with the actions carried out. In this sense, the UDC team work plan has been designed to ensure the alignment of strategies from the beginning and provide continuous evaluation as well as the exchange of best practices by adjusting to the complexity and scale of the pilots.

On the other hand, the policy review produced four recommendations:

- Developing a common governance framework with shared priorities and clear responsibilities, allowing dialogue and coordination.
- Supporting infrastructure development and management of pilgrimage routes through the Recovery and Resiliency Facility (RRF) and current programming period funds.



- Setting common standards and criteria to measure the performance and impacts of pilgrimage routes.
- Fostering opportunities for public authorities' capacity building.

These recommendations emerged from the abovementioned evidences. Their suitability and rigour were then tested via a DELPHI test with all involved stakeholders in the rurAllure project from all the studied countries and regions. The results were a solid agreement among stakeholders with all these 4 statements and solid agreement among all stakeholders on these 4 statements. We then took these recommendations to a focus group with expert and policy makers, who provided feedback that permits to add nuance to all 4 recommendations in terms of their applicability and opportunity.

The recommendations are thus a good, evidence-based road map to achieve our long term vision to promote joint formulations of policies in the field of tourism and heritage alongside pilgrimage routes, which will occupy a central position in the White Book of the rurAllure project, as well as to recommend best practices for other routes. It prioritizes actions, acknowledges barriers, ensures a sense of ownership among stakeholders at all levels, and pays attention to the nitty-gritty of implementing measures and changing governmental dynamics beyond consolidated political traditions in different regions, territories and countries.

Based on that SWOT analysis of the rural areas by the pilot projects a CAME (Correct, Adapt, Maintain and Explore) analysis has been carried out. It is considered an indispensable tool to make the most of the conclusions drawn. Strategies in which the question of WHAT WE CAN DO WITHIN RURALURE? is expected to be more focused.

In this way, it is pointed out, among other aspects, the need to join forces at the international level to actively promote the regions where pilgrimage routes cross by showing better examples and practices from other rural areas. It is also considered essential to take advantage of the potential of the project and the rurAllure platform (through POIs) to arouse tourists/pilgrims interest and gain visibility. It is also important to make stakeholders aware on the importance of slow and sustainable tourism for the development of the communities through which the route passes. Under these considerations, it is also urgent to address the need for routes to have good governance and establish cooperation networks.

Regarding the analysis and updating of new results of questionnaires obtained by pilots through M22, it is necessary to highlight once again the effort made by the pilots in recent months to obtain a greater number of responses. This has made it possible to obtain an analysis sample that provides interesting and significant results.

As common aspects, pilgrims whose profile presents a high level of education stand out, their preference for making the journey on foot and organizing it by themselves, as well as staying in hostel-type accommodation on pilgrimage routes.

As divergent aspects, the differences in issues such as "first time on the route", "travel company", "could use more days", "believer and churchgoer" and "motivations" stand out. These results, without a doubt, are dependent on the degree of development of the route as well as the particularities that each one offers.

Lastly, regarding the issue of greatest interest for the project, it can be noted that in terms of motivations it seems that enjoying the landscape, having a different personal/ spiritual/ psychological experience, and learning about cultural heritage are the three motivations with the greatest presence. Related to this, the activities of interest, in general terms, are declined by



visiting religious sites, related religious services and events, as well as nature experiences. However, there is a high percentage of the intention to be flexible in order to learn about the cultural and natural heritage of rural areas close to the pilgrimage routes, also indicating their preference for choosing to purchase it through a package.

In what refers to the first gathering of pilot actions, it is clear that the effort made by pilots to design and implement actions for diverse types of audiences in the vicinity of the European pilgrimage ways has a significant potential to turn into recommendations that can be communicated across Europe and be the basis of future actions to promote cultural heritage of rural areas in the vicinity of pilgrimage ways.

For that purpose, the harmonization of the gathering process of all implemented actions, in a bottom-up way, has been key, but it also reveals that a bigger effort to encourage a more balanced effort in the way that the four pilots document their actions is needed to make possible not only a more equal analysis among different rural territories, but also the achievement of more significant conclusions in a number of different axes (target audiences, geographical scope, type of actions, management, participation, duration, ...). The identification of common rurAllure actions, the definition of the needed steps to conceptualize, design and implement each of them, and the identification of the key factors for their success, may be a relevant contribution to share and transfer knowledge from rurAllure project and to inspire others.

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Annex I: Rural surroundings and nearby heritage missed

This annex contains the results of the process of gathering information about rural surroundings and nearby heritage missed that aimed to improve the information from M12 deliverables in the cases of WP5, WP6 and WP7. The information for WP4 was already included in Deliverable 2.1.

WP5

HERITAGE GROUP 1	THERMAL HERITAGE
Brief introduction	<p>Thermal heritage has a great potential and it has had a very significant role in European history (EHTTA):</p> <ul style="list-style-type: none">• Very rich heritage, still in use since more than 2000 years• A strong economic role in some towns or regions• Thermal towns in rural areas needed to be activated• Thermalism is “on fire” (wellness and natural treatments)• The wonderful connection between PILGRIMS + NEED TO RECOVER ENERGY / resting time
List of relevant missed POIs	<p>In Veneto:</p> <ul style="list-style-type: none">• Montegrotto Terme• Abano Terme <p>In Tuscany:</p> <ul style="list-style-type: none">• Thermal towns of Gambassi Terme and Chianciano Terme; Cooperative Terme e Valle del Lucido, Fivizzano.• Thermal town of Montecatini Terme (EHTTAMember); Terme di Montepulciano and Terme di Sorano; thermal baths and thermal towns of Equi Terme, Carlo Terme, Cinquale, Bagni di Lucca, Monsummano Terme, San Giuliano Terme, Bagno Vignoni, Bagni San Filippo and San Casciano. <p>In Lazio:</p> <ul style="list-style-type: none">• Thermal town of Viterbo, Bagni di Stigliano and thermal baths of Bagni di Tivoli



HERITAGE GROUP 2

WATER AND INDUSTRIAL HERITAGE

Brief introduction

The path of the Romea Germanica in the stretch between Ferrara and Ravenna follows the ancient course of the Po of Primaro river, which no longer exists.

The Po Delta is an enchanting area between land and water at the mouth of Italy's longest river, the Po. Because of its important value and presence, the Po Delta Park can boast two UNESCO awards. In 1999, in fact, the Ferrara-based part of the Po Delta was included in the list of World Heritage sites as an exceptionally-planned cultural landscape that preserves its original form in a remarkable way. In addition to this, in 2015, the territory of the whole Po Delta (also the part stretching into the Veneto area) was recognized with the international qualification as a Biosphere Reserve for the conservation and protection of the environment, under the Man and the Biosphere (MAB) Programme. Biosphere Reserves are areas of terrestrial, coastal and marine ecosystems where, through appropriate land management, the conservation of the ecosystem and its biodiversity is combined with the sustainable use of natural resources for the benefit of local communities.

The water theme is clearly present in this territory, which is testimony of a long relationship between man and water: its management allow life in this previously swamped area and the VRG itinerary itself wouldn't be the one we know today, without the water reclaiming efforts.

List of relevant missed POIs

- Po Delta Regional Park
- Industrial water heritage: the different water management plants and land reclamation systems comprising almost 2.000 km of artificial canals:
 - Hydrovorous plant of Baùra (Ferrara)
 - Hydrovorous plant of S. Antonino (Ferrara)
 - Museum of Land Reclamation and active hydrovorous plant of Saiarino (Argenta)
 - Marsh Museum (Museo delle Valli di Argenta)
 - Argenta Valleys: These are among the largest fresh-water wetlands in northern Italy and were recognized as being of international interest in 1976 under the Ramsar Convention. They constitute the sixth station of the Po Delta Park-Emilia Romagna



HERITAGE GROUP 3

THERMAL HERITAGE

Brief introduction

The religious heritage along the stretches selected to be in the pilot area is rich and heterogeneous.

List of relevant missed POIs

Walking from Padua and heading to Monselice, the ancient pilgrims left the main path of the Via Romea Strata and traversed the rural areas at South-East of the route – the ancient Via Annia. Starting from the Basilica of Sant’Antonio in Padua, several religious heritage sites are touched:

- the Oratory of San Michele in Pozzoveggiani, of Caroligian origin and remodeled over time,
- in the hamlet of Arzercavalli where there is the church dedicated to S. Giacomo Maggiore Apostolo,
- the Cathedral of Candiana dedicated to St. Michael the Archangel and called the “Cathedral of the Countryside” for its grandeur and beauty,
- the Villa Arca del Santo and the Oratory of Sant’Antonio Abate in Aguiilara Veneta,
- the facade of an ancient Hospitale in Conselve, witness to the passage of the ancient pilgrimage routes,
- the ancient church of San Matteo, built in 1275 in a late Romanesque style in Vanzo,
- in Monselice, the Jubilee Sanctuary of the Seven Churches, consisting of six chapels that follow one another along the road that climbs up to the square in front of Villa Duodo, where the church of San Giorgio is located.

Crossing Colli Euganei, the religious heritage merged with the richness of the nature both wild and structured:

- the Camaldolese Hermitage of Monte Rua testifying the link that this community has with the spiritual symbolism of plants and nature,
- the Praglia Abbey where the Benedictines monks practice their Ora et Labora motto fostering the biodiversity in the area,
- the Hermit Cave within the Monumental Garden of Valsanzibio as symbol of the earthly journey of each human being.

Reaching the area of Borgoricco, attention should be driven to the Ancient Church of Saint Massimo in Borghetto, dated 7th-8th century and established by the Langobard.



WP6

HERITAGE GROUP 1	ETHNOGRAPHICAL HERITAGE: LOCAL MUSEUMS AND HERITAGE SITES
Brief introduction	<p>The term “ethnographical heritage” for the pilot in WP6 is used in a broad sense to differentiate from natural heritage and can to a certain degree be seen to be synonymous with the term “cultural heritage”, but at the same time having a wide scope to also include immaterial heritage, like folklore, literature, music and such. The first main group of ethnographic heritage that we aim to cover in the pilot is Local Museums and Heritage Sites, often a mix of outdoors and indoors collections of buildings, artefacts, traditions and immaterial heritage.</p>
List of relevant missed POIs	<ul style="list-style-type: none">• Stiftelsen Lillehammer museum• Mjøsmuseet A/S• Hadeland Folkemuseum• Jernbanemuseet• Skogmuseet• Norsk Vegmuseum• Ullisvin• Kistefoss museum• Peder Balke senteret• Erkebispegården• NTNU Vitenskapsmuseet• Sverresborg Trøndelag Folkemuseum• Trondhjems Sjøfartsmuseum• Ringve Musikkmuseum• Rockheim



HERITAGE GROUP 2

ETHNOGRAPHICAL HERITAGE: CHURCH HISTORY

Brief introduction

The second main group of ethnographic heritage that we aim to cover in the pilot is Church History. Churches along the pilgrim path that are of interest out of building/architectural history, religious history, social history and church art history. The stave church is probably Norway's most important contribution to a shared architectural history and local churches offer a rich variety of church types, building material, techniques as well as histories along the social role of the church in local communities through the times.

List of relevant missed POIs

- Gamle Aker kirke
- Søsterkirkene på Gran
- Tingelstad gamle kirke
- Domkirkeodden Hamar
- Ringsaker kirke
- Biri kirke
- Garmokirka
- Ringebu stavkirke
- Nidarosdomen

HERITAGE GROUP 3

ETHNOGRAPHICAL HERITAGE: ECONOMIC/INDUSTRIAL HISTORY

Brief introduction

The third main group of ethnographic heritage that we aim to cover in the pilot is Economic / industrial history. The Innlandet region has a varied economical history of how people have made a living out of the natural recourses of the region, ranging from farming and sharecropping, fresh water fisheries, forestry, early and more contemporary industry, hydro power, tourism, winter Olympics and more.

List of relevant missed POIs

- Fisheries in lake Mjøsa and the Gudbrandsdalslågen river
- Industrial history in Gjøvik with Mustad fabrikker, Gjøvik Glassverk and others
- Farming and farming history and conditions in the region: Sharecropping, tenant farming, mountain farming and current farm tourism.
- Forestry and wood-based industry in the region; Wood hotel, Moelven, Kartong og celluloseindustri, Hunton.
- Hydro power as basis for industry and current green energy.
- The 1994 winter Olympics and regional development.
- The Olympic museum.



WP7

HERITAGE GROUP 1	NATURAL HERITAGE. SPECIAL GEOGRAPHICAL SITES: CAVES AND CAVE SYSTEMS, WATERFALLS, GORGES, CREEKS, SCENIC OBSERVATION POINTS
Brief introduction	<p>These wonders of nature were formed during long periods, they enable us to connect to the past and to “creation”. The deepness of the caves often offer retreat (e.g. hermits,) a place for introspection. Natural waters resemble us the flow of life and provide vitality , for pilgrimage the sacred wells are particularly important due to their miraculous healing potential and often the promise of “eternal life”. From the practical perspective, they refresh the tired pilgrims. Water from rainfalls is often a scarcity in rural areas especially in the south, so its presence is highly appreciated on various ways. Observation points offer a wider horizon, allow us to think of the future ahead and contemplate on our lives. The high peaks are also often linked to the presence of the divine, even in Christian culture a connecting point to God.</p>
HERITAGE GROUP 2	NATURAL HERITAGE. FAUNA
Brief introduction	<p>Pasture areas with traditional facilities of animal husbandry; bird parks (with observation stations). This heritage group has conservation of nature as its main focus. Although it overlaps with the other sub-group (flora), the meadows reaped with a sickle allow traditional plants to grow. Bird parks allow a habitat for birds otherwise often on the border of extinctions: Bird-watching stations allow us to observe them without disturbing them. Birds often represent freedom and distance bird watching can also become a “spiritual” activity.</p>
HERITAGE GROUP 3	NATURAL HERITAGE. FLORA
Brief introduction	<p>Botanical gardens, protected plants areas, (natural) herb gardens. Nature protection is also a strong focus within this sub-category. An important aspect is also the access to knowledge for the pilgrims in various ways. E.g. the categorizations and latin names in the botanical gardens, the beneficial effects of herbs in form of a workshop (e.g. at Majk) These can be practical take-aways from the trip.</p> <p>Presenting some traditional jobs are part of these heritage offers, like that of a shepherd, a reaper (with sickle), a charcoal burner (their kilns can still be observed in Transylvania), a lime-burner (good presentations in Hungary) “pákász”(a swamp fisherman, also hunting swamp animals and collecting berries)</p>



Annex II: Top-5 or top-10 POIs and Tourist Functionality

This annex contains, first, the template provided to pilots to select and document the tourist functionality per POI selected and, secondly, the results achieved. Regarding POIs, the four pilots must choose a list of the Top 5 or Top 10 points of interest and fill in the following template for each of them.

For this question, UDC team consider top points of interest those ones that in the rural area could behave as poles of attraction that may catch the attention of pilgrims to leave the main route to visit and discover the surroundings along with other points of interest, that is a resource that is suitable for a tourist development in the vicinity of the pilgrimage routes.

Tourist Functionality template

POI NAME						
GENERAL ASPECTS	Location					
	Type of property	Public, private, etc.				
	Construction date					
	Category	Heritage Type				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes		No		
	Tourist signage	Yes		No		
	Assessment of tourist functionality*	1	2	3	4	5

*This last cell is focused on gathering a final assessment of the current tourist functionality based on the information already answered in the previous rows of the table (possibility or not to do a visit, existent or non-existent tourist signage, ...), that is, the current tourist capacities and limits of the selected POI.



Tourist Functionality of selected POIs by WP4

POI NAME	WRITER'S HOME AND MUSEUM UXÍO NOVONEYRA					
GENERAL ASPECTS	Location	Parada do Courel, Lugo				
	Type of property	Private				
	Construction date	19th century				
	Category	Manor house, Singular building, Writer's Home, Museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	WRITER'S HOME AND MUSEUM ROSALÍA DE CASTRO					
GENERAL ASPECTS	Location	Padrón				
	Type of property	Private				
	Construction date	19th century				
	Category	Manor house, Singular building, Writer's Home, Museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	DEVESA DA ROGUEIRA					
GENERAL ASPECTS	Location	Folgosó do Courel				
	Type of property	Public				
	Construction date	N/A				
	Category	Forest, Botanical reserve				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	PAZO DE TOR					
GENERAL ASPECTS	Location	Monforte de Lemos				
	Type of property	Public				
	Construction date	N/A				
	Category	Forest, Botanical reserve				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	CASTRO DE BAGUNTE / CIVIDADE DE BAGUNTE					
GENERAL ASPECTS	Location	Rua da Cidade 4480-227 Bagunte Vila do Conde				
	Type of property	Public: Municipality of Vila do Conde				
	Construction date	Protohistory				
	Category	National Monument – Romanized Iron Age Fortified Settlement of considerable dimensions and typical of Northwest of the Iberian Peninsula.				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	IGREJA PAROQUIAL DE BAGUNTE / IGREJA DE SANTA MARIA / IGREJA DE NOSSA SENHORA DO Ó					
GENERAL ASPECTS	Location	Rua da Igreja, 4480-209 Bagunte Vila do Conde				
	Type of property	Private: Catholic Church (Braga Diocese)				
	Construction date	[1758?]				
	Category	National Heritage: Religious/Church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	PAÇO DO CASAL DOS CAVALEIROS					
GENERAL ASPECTS	Location	Rua dos Cavaleiros 4480-330 Outeiro Maior Vila do Conde				
	Type of property	Private property: natural person				
	Construction date	14/16/18th century				
	Category	Monument of Public Interest: Residential House				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes		No		
	Tourist signage	Yes		No		
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	CAPELA DE NOSSA SENHORA DAS NEVES					
GENERAL ASPECTS	Location	Rua da Bela Vista, 4480 Arcos Vila do Conde				
	Type of property	[Public]:(without reference)				
	Construction date	[1758?]				
	Category	National Heritage: Religious/Church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes		No		
	Tourist signage	Yes		No		
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	CONVENTO DE NOSSA SENHORA DOS ANJOS / IGREJA DE SÃO FRANCISCO DE AZURARA / IGREJA DE SÃO DONATO					
GENERAL ASPECTS	Location	Rua Francisco Gonçalves Monteiro - 4480 Azurara Vila do Conde				
	Type of property	Private: Catholic Church (Oporto Diocese)				
	Construction date	17/18th century				
	Category	Public Interest Monument: Religious-building Convent and Church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	IGREJA DE MINDELO / IGREJA DE SÃO JOÃO EVANGELISTA					
GENERAL ASPECTS	Location	Largo da Igreja,1 - 4485-474 Mindelo				
	Type of property	Private: Catholic Church (Oporto Diocese)				
	Construction date	18/19/20th century				
	Category	Public Interest Monument: Religious-building Convent and Church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	PAISAGEM PROTEGIDA REGIONAL DO LITORAL DE VILA DO CONDE E RESERVA ORNITOLÓGICA DE MINDELO					
GENERAL ASPECTS	Location	Between the left bank of the mouth of the river Ave and the right bank of the river Onda, on the border of Matosinhos. It is spread over five parishes in the municipality, namely Azurara, Árvore, Mindelo, Vila Chã and Labruge, in a total area of 380 ha.				
	Type of property	?				
	Construction date	N/A				
	Category	Regional Protected Landscape of the Coast of Vila do Conde and Ornithological Reserve of Mindelo				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



Tourist Functionality of selected POIs by WP5

POI NAME	LAND RECLAMATION MUSEUM (MUSEO DELLA BONIFICA RENANA)					
GENERAL ASPECTS	Location	Argenta				
	Type of property	Public-private consortium (legal entity under public law)				
	Construction date	1925				
	Category	Industrial Heritage Museum (active hydrovorous plant)				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes (in Italian)			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	MARSH MUSEUM (MUSEO DELLE VALLI DI ARGENTA)					
GENERAL ASPECTS	Location	Argenta				
	Type of property	Public but manage by a private company who works for the Municipality				
	Construction date	18th century building used initially for agricultural purposes and then as a hunting house. Renovated in keeping with its original characteristics and inaugurated as Museum in 2007.				
	Category	Historical and naturalistic museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes (In Italian)			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	ARGENTA VALLEYS (6 TH STATION OF THE PO DELTA PARK)					
GENERAL ASPECTS	Location	Argenta				
	Type of property	Public (part of the Po Delta Regional Park)				
	Construction date	Natural area				
	Category	Natural Heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes (In Italian)			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	MONTEGROTTO TERME					
GENERAL ASPECTS	Location	Montegrotto Terme (PD)				
	Type of property	Public (some specific site require booking)				
	Construction date	Natural area + Roman sites				
	Category	Thermal Heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	SAN PAOLO MONUMENTAL COMPLEX					
GENERAL ASPECTS	Location	Monselice				
	Type of property	Private				
	Construction date	7-8th century				
	Category	Religious heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	MUSEUM OF ROMAN CENTURIATION					
GENERAL ASPECTS	Location	Borgoricco				
	Type of property	Public				
	Construction date	1999 (actual location since 2009)				
	Category	Roman history				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	PARCO DEI MULINI					
GENERAL ASPECTS	Location	Bagno Vignoni (Comune di San Quirico d'Orcia, Provincia di Siena, Tuscany)				
	Type of property	Public				
	Construction date	N/A				
	Category	Natural heritage; Thermal heritage; Archaeological heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	FOSSO BIANCO (TERME LIBERE DI BAGNI SAN FILIPPO)					
GENERAL ASPECTS	Location	Bagni San Filippo (Comune di Castiglione d'Orcia, Provincia di Siena, Tuscany)				
	Type of property	Public				
	Construction date	/				
	Category	Natural Heritage, Thermal Heritage, Geological Heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	MUSEO MINERARIO DI ABBADIA SAN SALVATORE					
GENERAL ASPECTS	Location	Abbadia San Salvatore (Provincia di Siena, Tuscany)				
	Type of property	Private				
	Construction date	2000 (Municipal property)				
	Category	Geological Heritage; Cultural and Ethnographic Heritage				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



Tourist Functionality of selected POIs by WP6

POI NAME	MJØSMUSEET AS					
GENERAL ASPECTS	Location	Gjøvik, Kapp				
	Type of property	Public museum.				
	Construction date	1900s				
	Category	Outdoors and indoors museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	LILLEHAMMER MUSEUM MAIHAUGEN					
GENERAL ASPECTS	Location	Lillehammer				
	Type of property	Public museum				
	Construction date	1100s – 2000s				
	Category	Outdoors and indoors museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME		RINGEBU STAVKIRKE				
GENERAL ASPECTS	Location	Ringebu				
	Type of property	Church				
	Construction date	1200s				
	Category	Stave church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME		MJØSAS ARK				
GENERAL ASPECTS	Location	Kapp				
	Type of property	Public museum				
	Construction date	2000s				
	Category	Outdoors and indoors museum				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	NIDAROSDOMEN					
GENERAL ASPECTS	Location	Trondheim				
	Type of property	Cathedral church				
	Construction date	1070 - 1800s				
	Category	Church				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



Tourist Functionality of selected POIs by WP7

POI NAME	GÁNT GEOLOGICAL PARK AND EDUCATIONAL TRAIL					
GENERAL ASPECTS	Location	Gánt, Hungary				
	Type of property	Public				
	Construction date	open for tourism since the mid-eighties, educational trail renewed in 2021				
	Category	Special geographic site				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	HAND OR "PALM OF GOD" PANORAMIC VIEWPOINT					
GENERAL ASPECTS	Location	Hollókő, Hungary				
	Type of property	Public, private, etc.				
	Construction date	2020				
	Category	Special geographic site				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	MÁTRAVEREBÉLY - HERMIT CAVES					
GENERAL ASPECTS	Location	Mátraverebély -Szentkút, Hungary				
	Type of property	Public				
	Construction date	n/a				
	Category	Special geographic site				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	FARKASLAKA -CHARCOAL BURNER					
GENERAL ASPECTS	Location	Lupeni/Farkaslaka, Romania				
	Type of property	Public,				
	Construction date	n/a				
	Category	flora/traditional crafts				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	SÁSTÓ "FROG" EDUCATIONAL TRAIL					
GENERAL ASPECTS	Location	Sástó, Gyöngyös, Hungary				
	Type of property	Public				
	Construction date	in several steps				
	Category	Fauna				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5

POI NAME	SZENTEGYHÁZA DAFFODIL MEADOW					
GENERAL ASPECTS	Location	Szentegyháza/Vlahita ,Romania				
	Type of property	Public				
	Construction date	n/a				
	Category	Flora				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes			No	
	Tourist signage	Yes			No	
	Assessment of tourist functionality*	1	2	3	4	5



POI NAME	RESIDENCE AND HERBS' GARDEN OF THE CAMALDOLESE HERMITS, MAJK					
GENERAL ASPECTS	Location	Majkpuszta, Hungary				
	Type of property	Public				
	Construction date	1733 (building)				
	Category	Flora				
STATE OF CONSERVATION AND USE	State of conservation	1	2	3	4	5
	Level of current tourist cultural use	1	2	3	4	5
TOURIST ASPECTS	Possibilities to develop a tourist visit	Yes		No		
	Tourist signage	Yes		No		
	Assessment of tourist functionality*	1	2	3	4	5

Annex III: M18 report of profiling pilgrims results

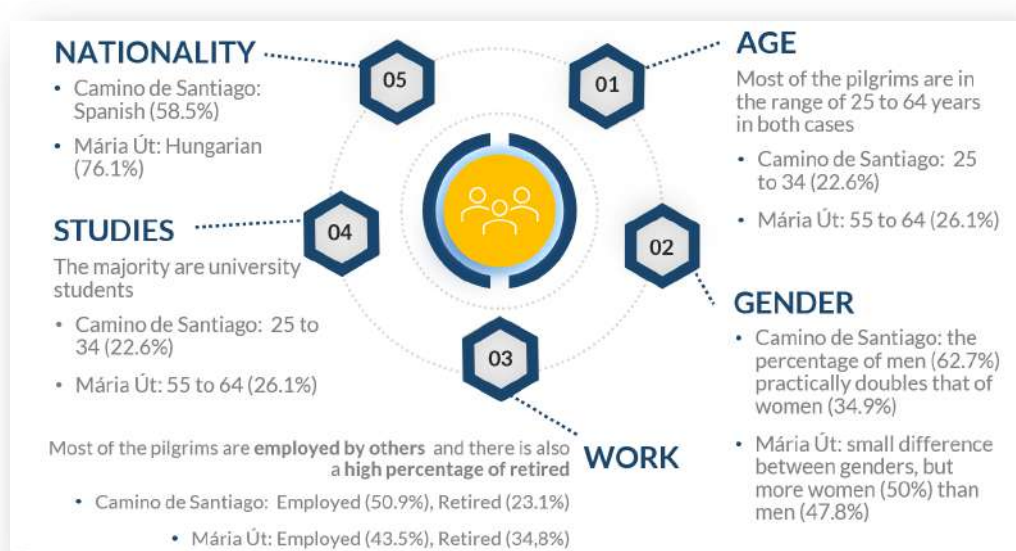
This annex includes an analysis of the profiling pilgrims results in the form of highlights per each of the main topics in question. The analysis is based on the first year of the work done for profiling both en-route pilgrims and pilgrims-to-be, on the samples that were statistically significant by M18 (June 2022), i.e. those of WP4 and WP7.

Questionnaire for en-route pilgrims

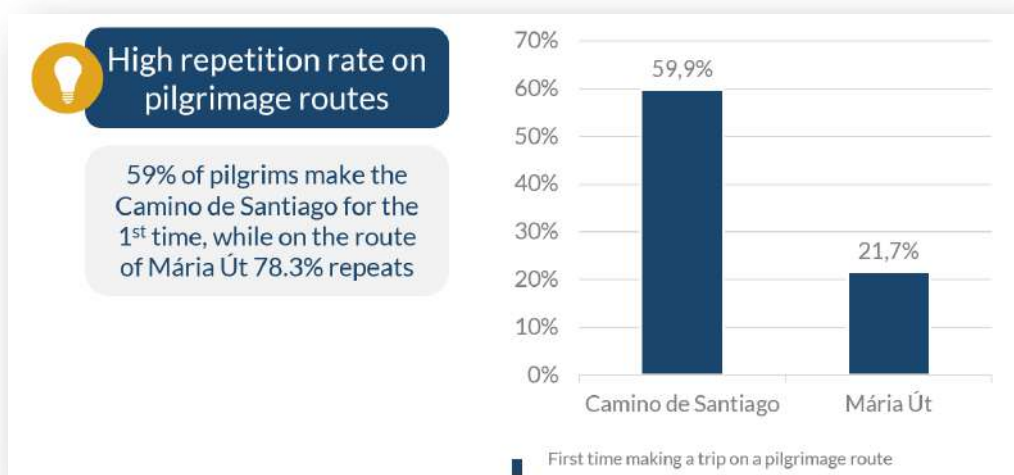
This report is based on a sample of 259 surveys from which 212 comes from Camino de Santiago [WP4] and 46 from Mária Út [WP7]. The aim of this profiling task is:

- To characterize socio-demographic profiles.
- To gather information about the preferences of pilgrims and tourists in relation to resources located in the vicinity of the routes they are traveling.
- To identify the most appropriate resources to recommend to each individual or groups, and the organizational aspects that need to be implemented or improved (in terms of transport, accommodation, meals, etc.) to meet the most common needs.

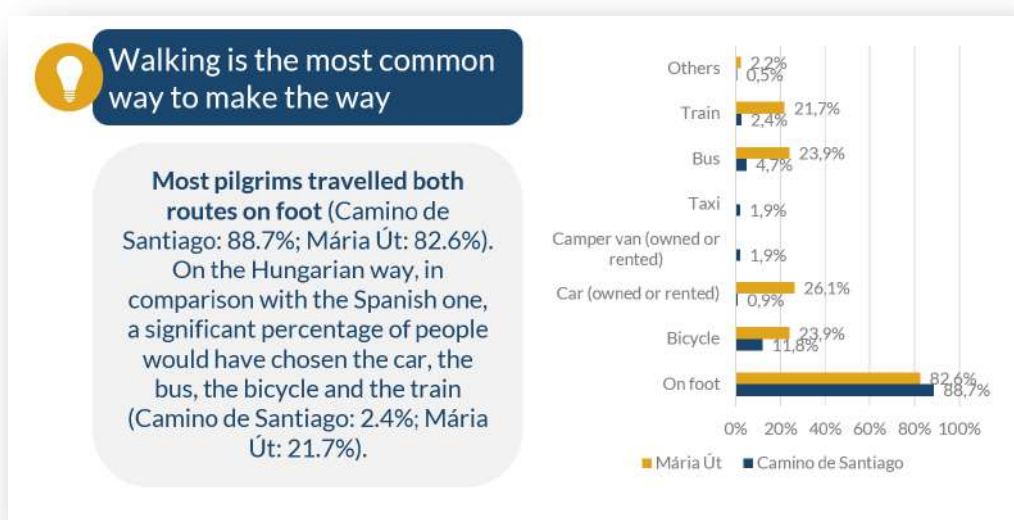
Sociodemographic characteristics



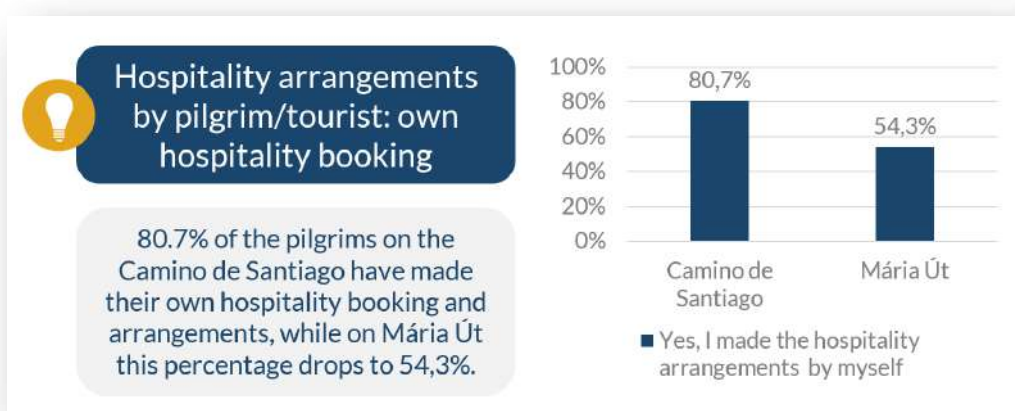
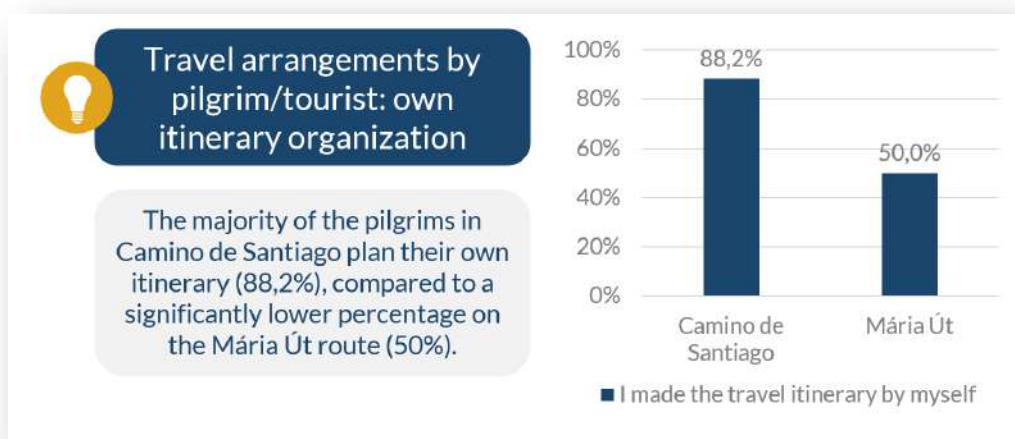
Pilgrim/tourist behaviour: degree of repetition



Pilgrim/tourist behaviour: means of transport



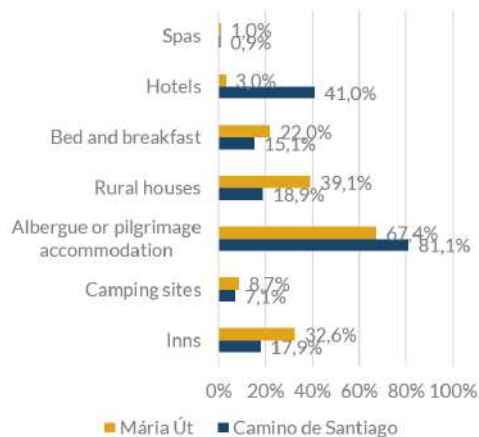
Pilgrim/tourist behaviour: travel organization





The majority of pilgrims/tourists preferred hostels.

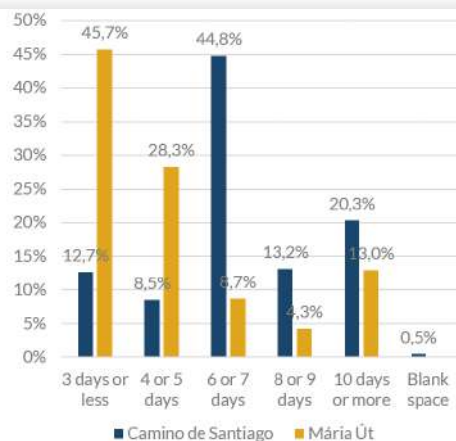
The majority preferred hostels in both routes



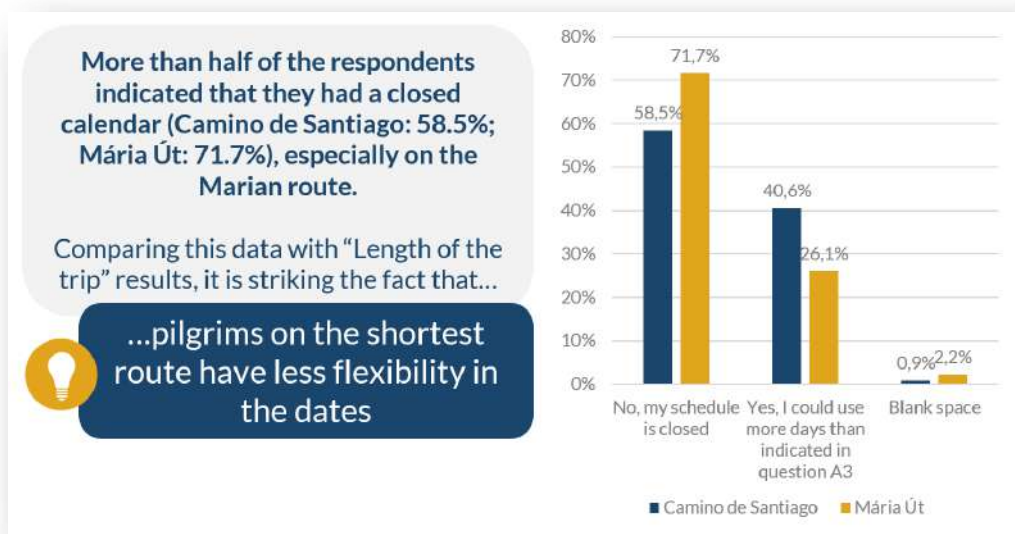
Pilgrim/tourist behaviour: length and flexibility of the trip

The length of the pilgrimage trip involves fundamental implications in the destinations, especially for the impacts it generates on the territory it goes through

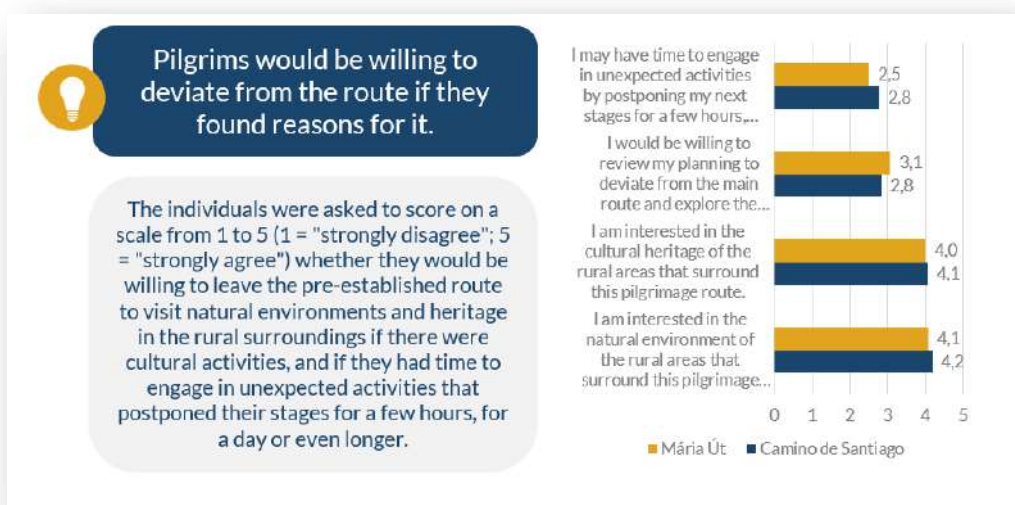
Due to the location of the sanctuary, the pilgrims who make the Camino de Santiago have had to dedicate time longer than those on Mária Út route



Pilgrim/tourist behaviour: flexibility regarding the dates

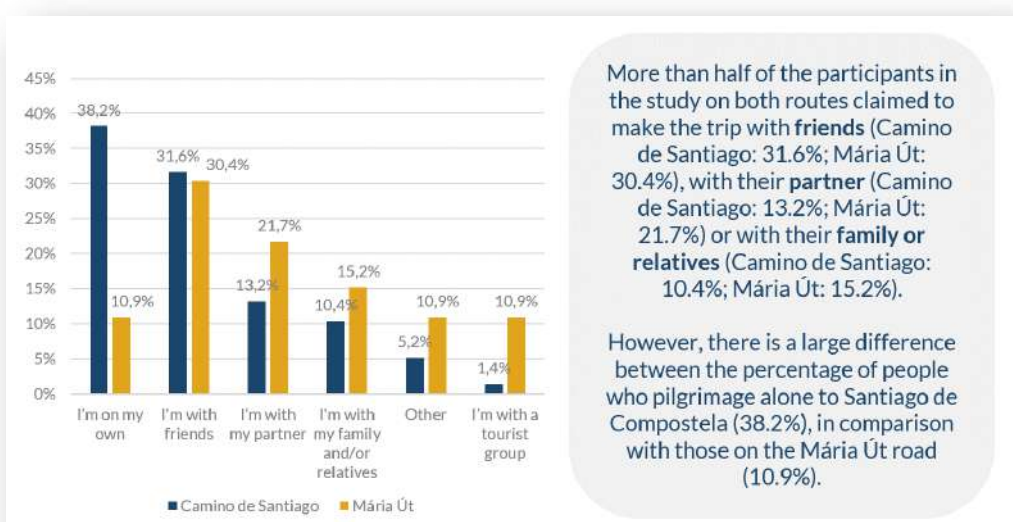


Pilgrim/tourist behaviour: reasons for route deviation

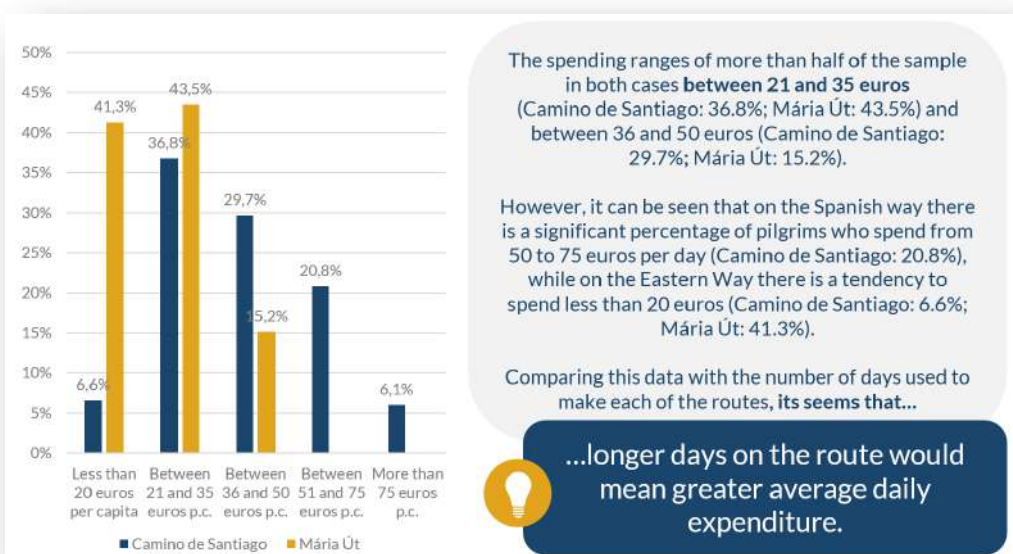


Natural environments and cultural heritage are the issues that seem to arouse enough interest to alter the planning in both cases.

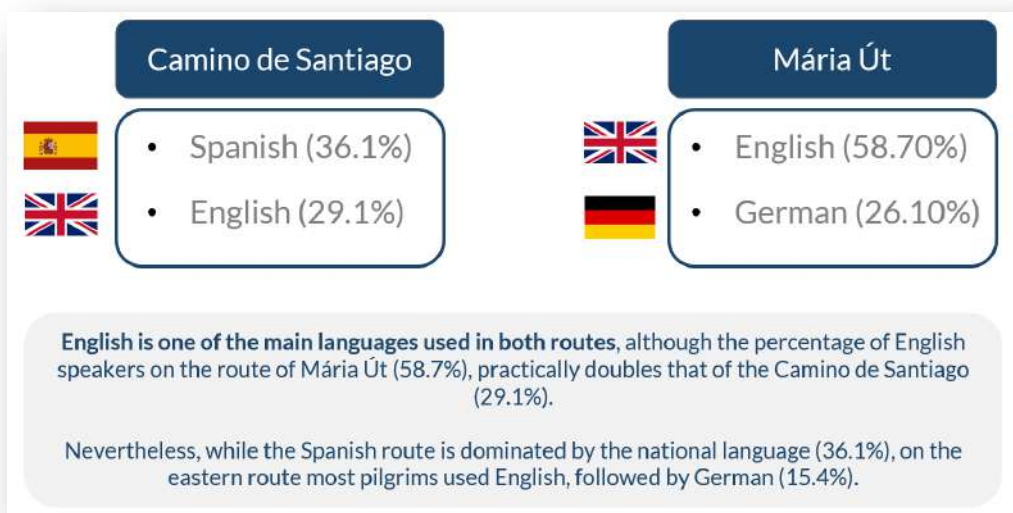
Pilgrim/tourist behaviour: accompanying people



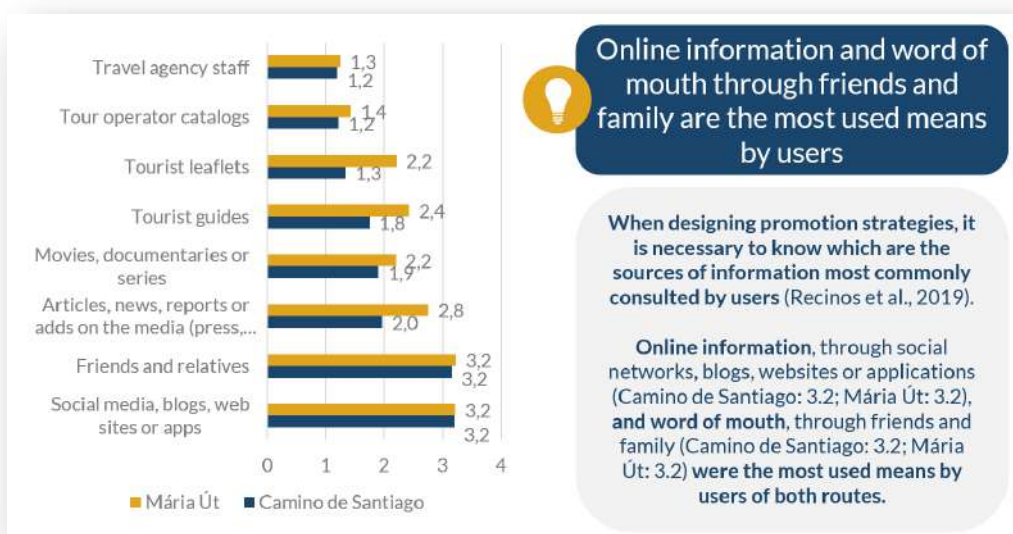
Pilgrim/tourist behaviour: expenditure



Pilgrim/tourist behaviour: predominant languages



Contribution of information sources to the promotion of the tourism product



Motivations

The reasons that move individuals to make a pilgrimage route have been widely studied by the academic community (Rocha and Cavalcanti da Silva, 2016; Mora, Serrano and Osorio, 2017; Parellada, 2018), in order to observe the possible differences between pilgrims and tourists. In this case, based on a previous literature review, several items were selected that were included in the questionnaire. When conducting the surveys, the pilgrims were asked to score each of these sections on a scale from 1 to 5, according to their degree of importance (1 = no important at all; 5 = very important)

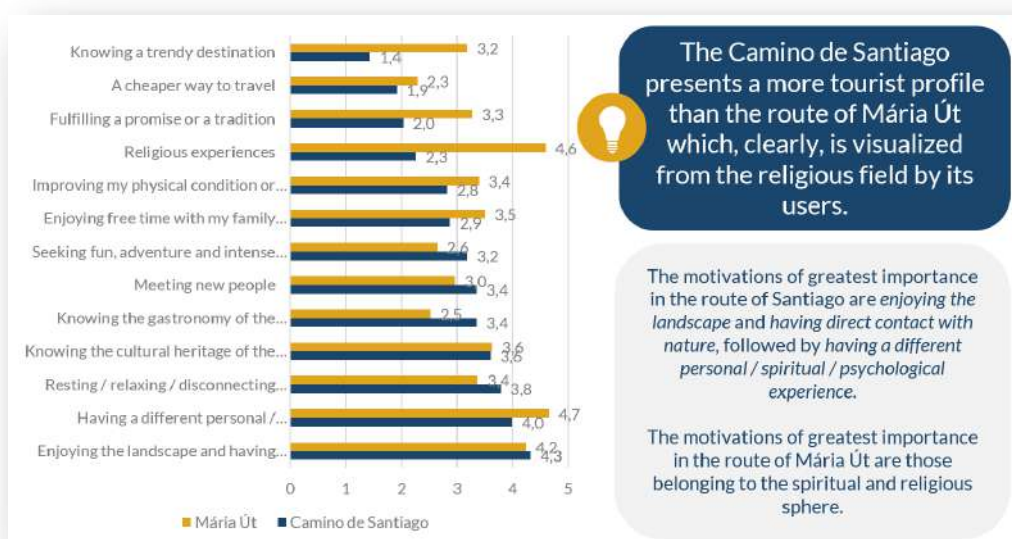
💡

For the route of Santiago de Compostela the most important variables are:
enjoying the landscape and having direct contact with nature, having a different personal / spiritual / psychological experience

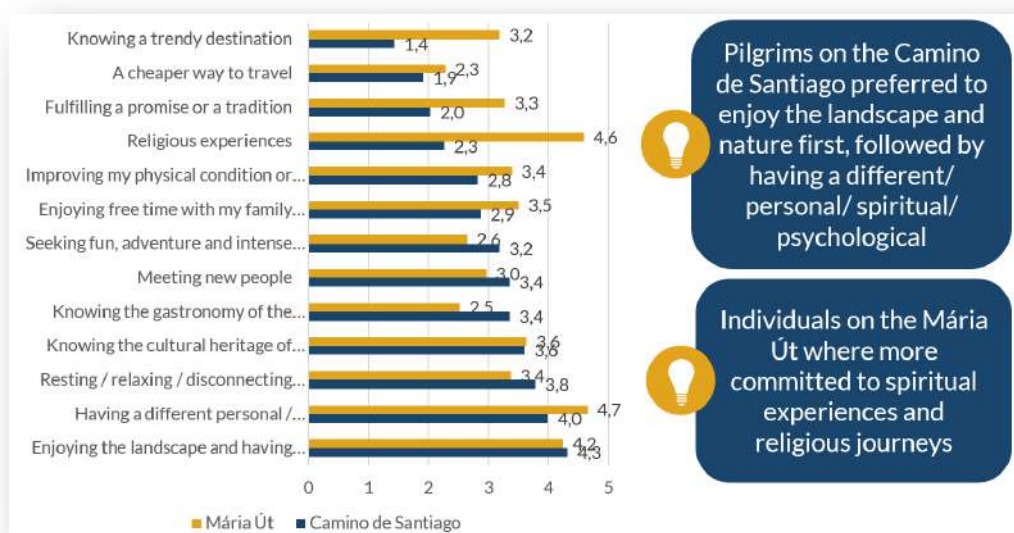
💡

In the route of Mária Út are those belonging to the spiritual and religious sphere the most important variables are:
religious experiences having a different personal / spiritual / psychological experience

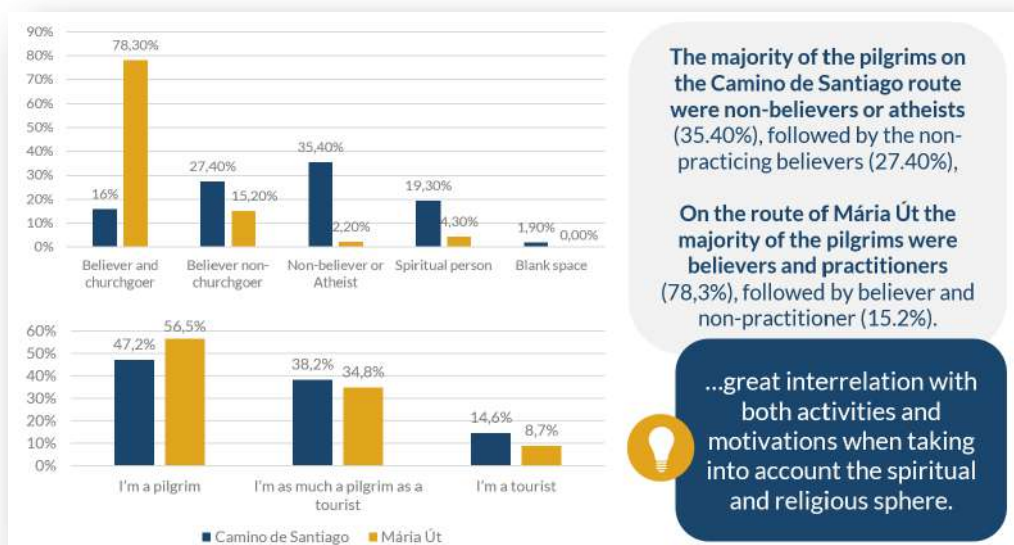
Motivations that took pilgrims/tourists to make a trip on a route



Motivations: activities made or plan to make along the route



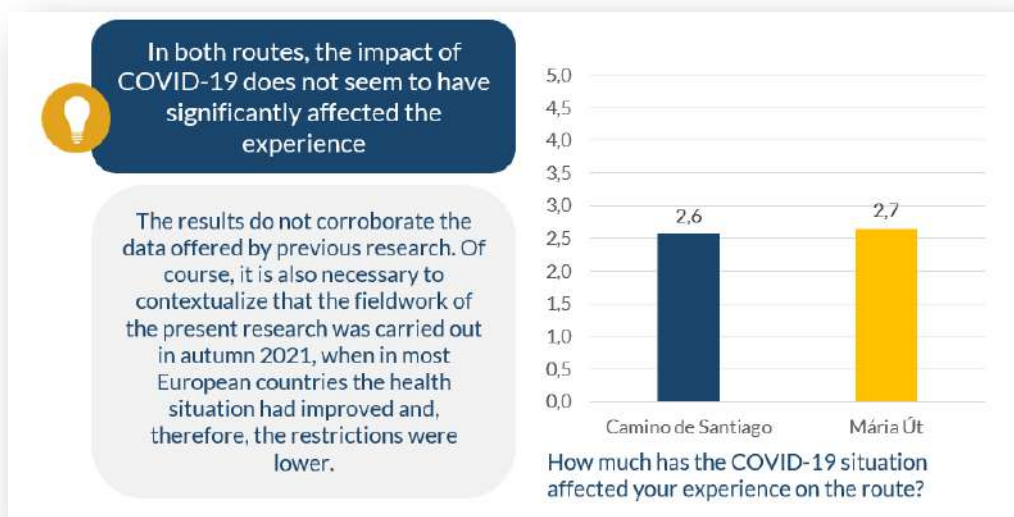
Motivations: religious practice and personal definition of the experience



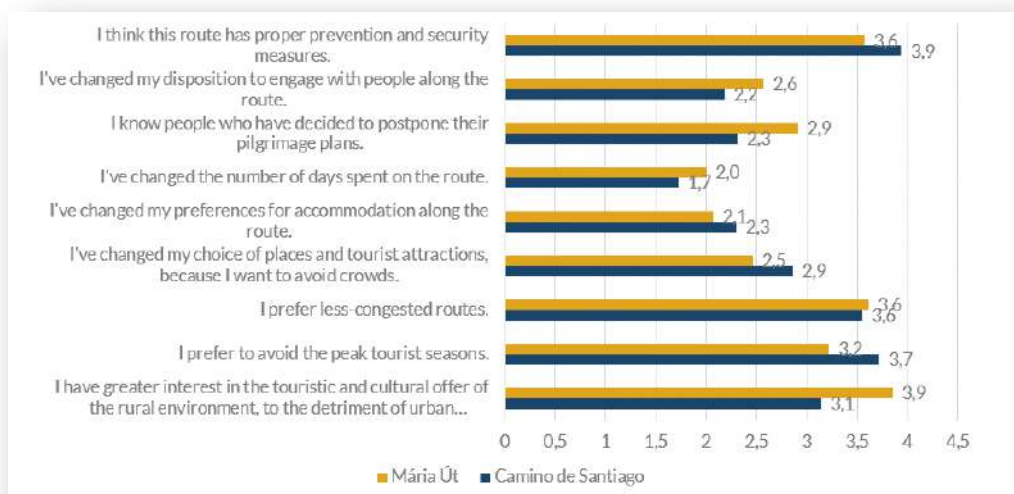
Impact of COVID-19 on the realization of the pilgrimage route

- The consequences of COVID-19 are seen internationally and, although its scope is still unknown, clearly the pilgrimage routes do not escape its effects.
- On this occasion, respondents were asked to make a 1 to 5 rating of the question "How much has the COVID-19 situation affected your experience on the route?".

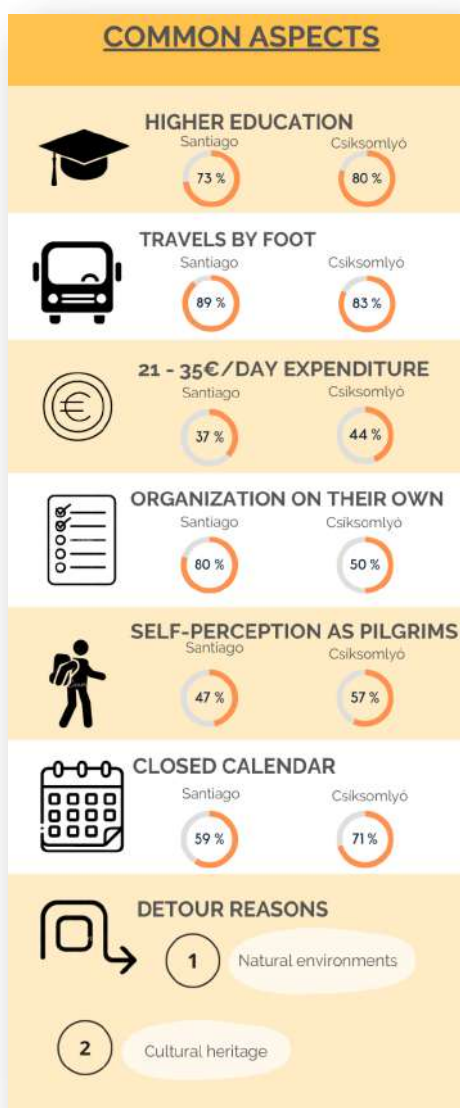
- In the case of the **Camino de Santiago**, and according to the previous study carried out by Bande (2020), it is estimated that in 2020, from January to October, the number of users of the French Way was reduced by 83.6% in comparison with the previous year.

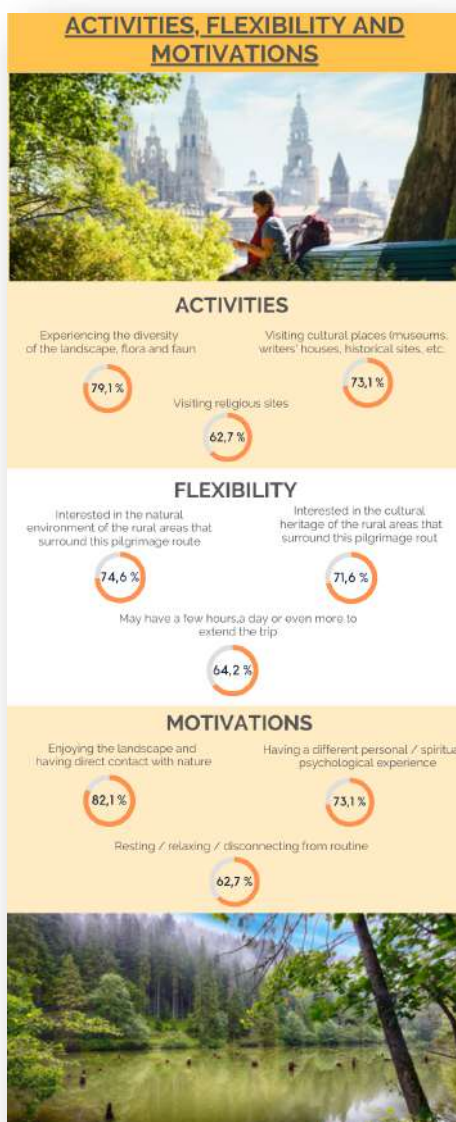


Impact of COVID-19 on the realization of the pilgrimage route: aspects the situation caused by covid-19 has most influenced



Summary



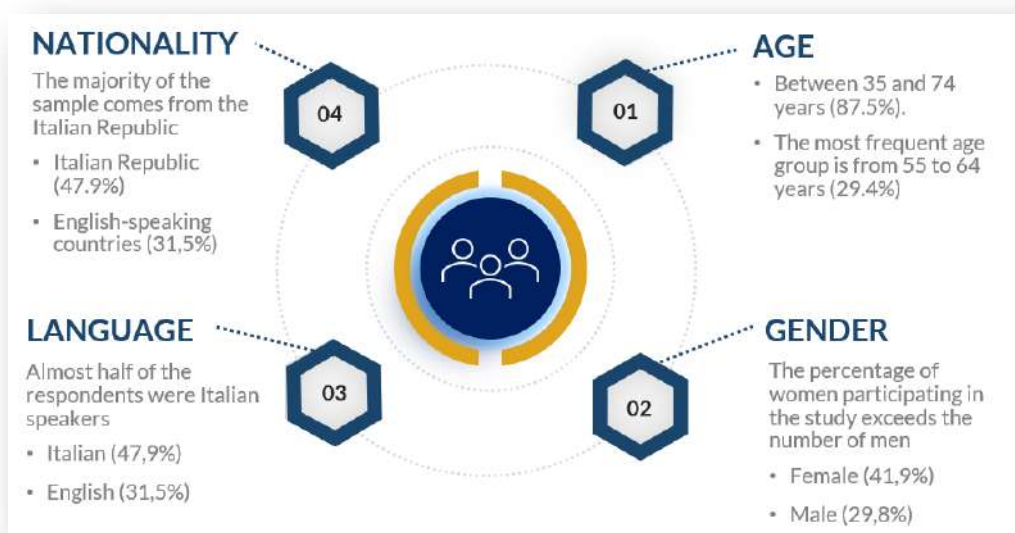


Questionnaire for pilgrims-to-be

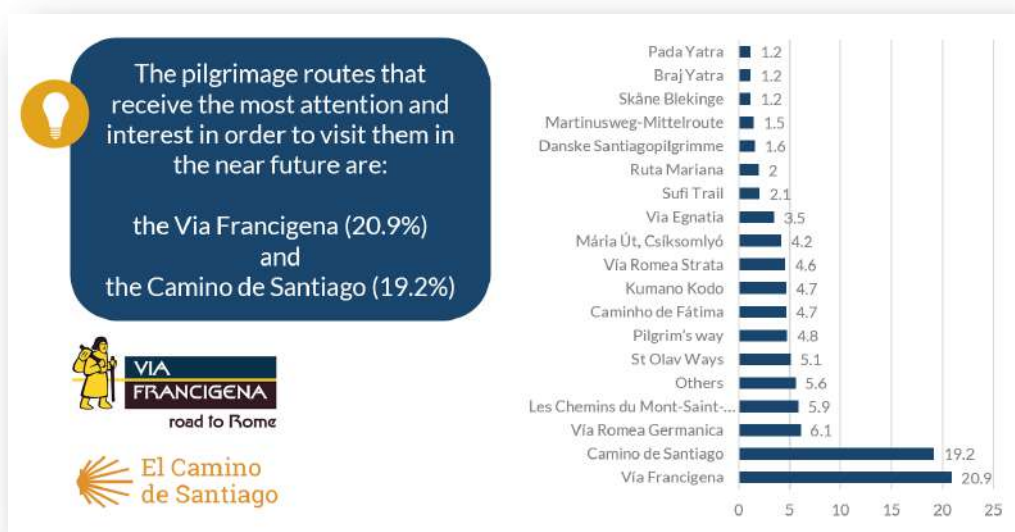
The questionnaire for pilgrims-to-be was created based on the findings of the literature review and launched at the end of August 2021. It was completely anonymous, and the purposes were:

- To help identify the interests, preferences and needs of people who travel on pilgrimage routes in relation to cultural heritage, the rural environment and the situation derived from COVID-19.
- To characterize socio-demographic profiles.
- To gather information about the preferences of pilgrims and tourists in relation to resources located in the vicinity of the routes they were traveling.

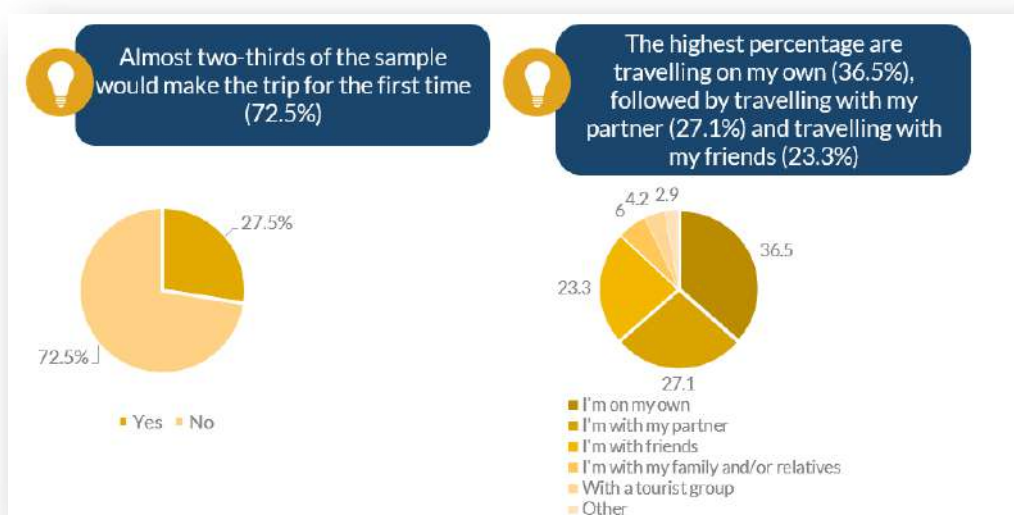
Sociodemographic characteristics



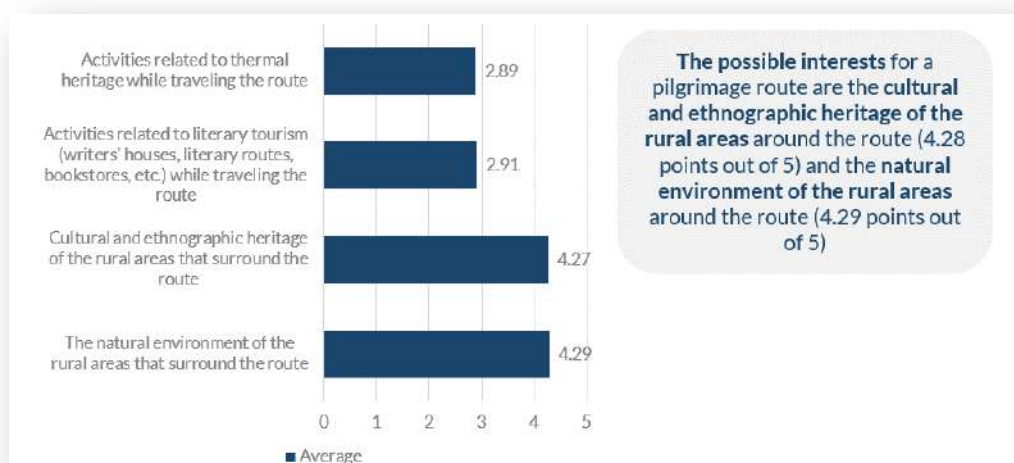
Routes to visit in the future



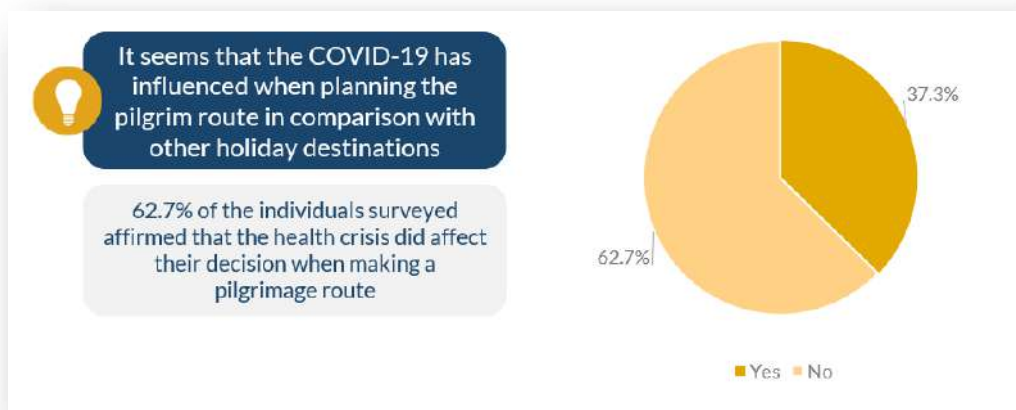
Repetition percentage in the routes of the pilgrim-to-be and travel plan



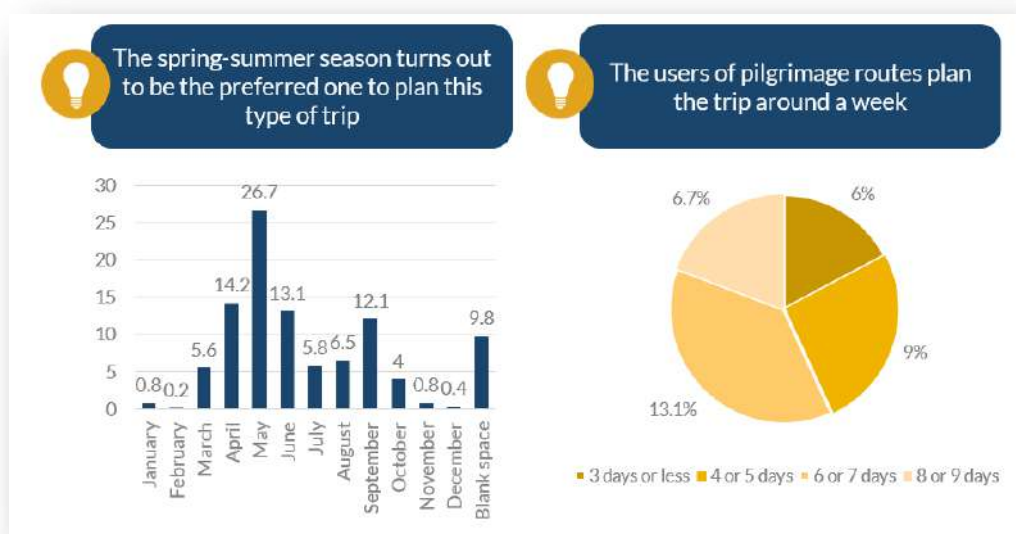
Possible interests of the pilgrim-to-be



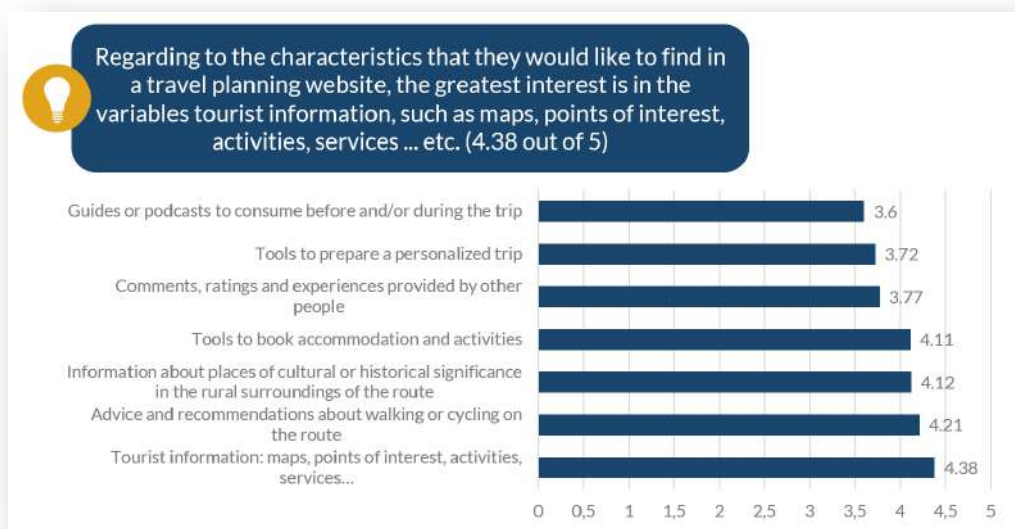
Influence of COVID-19 on the decision to travel on a pilgrimage route compared to other holiday destinations



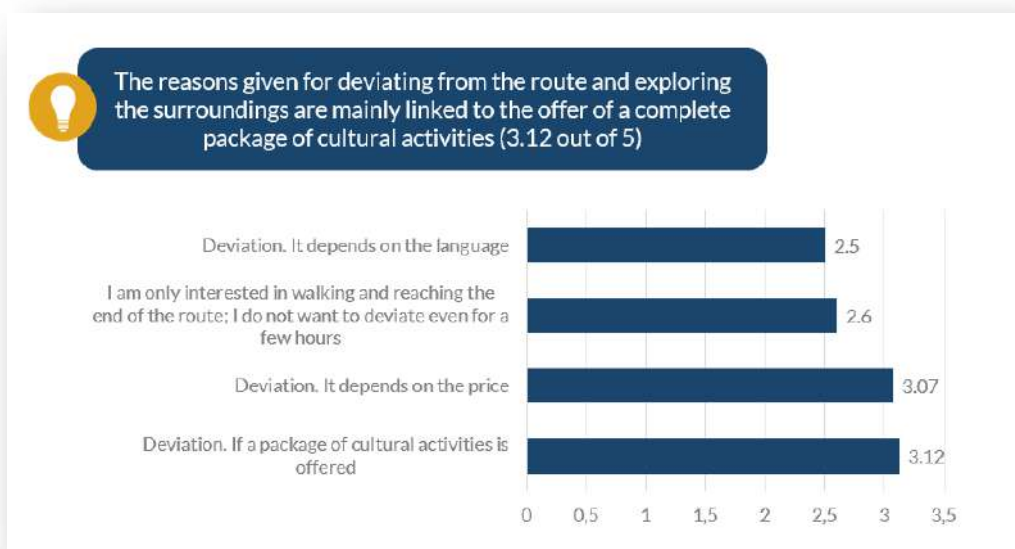
Planned months and duration for the pilgrimage trip



Desired features of a travel planning website



Route deviation





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