

Title of the project : The Saint James Ways as a mean of European sustainable tourism development.

Acronym: LOCI IACOBI 2

Project duration: 18 months – June 2013 – 31 Oct. 2014

Lead partner/coordinator: Communauté d'Agglomération du Puy-en-Velay - France

Partners:

- Axencia de Turismo de Galicia – Spain
- Federation du Tourisme de la Province de Namur – Belgium
- Vitaguiar- Apoio ao Desenvolvimento Agro-Industrial, EM – Portugal
- Comune de Assisi – Italy
- Viajes Vitoria – Spain
- LepuyHotels - France

Short description of project

The Loci Iacobi project had defined a common tourism offer for the Saint James Ways at the geographical scale of the European Union. This offer is based on the creation of a single European brand that standardize the promotional image and communication values of the first European cultural route.

The project improved the governance of this transnational tourism product at a supranational level by allowing the share of knowledge and good practices and strengthening the role of the European Federation of the Saint James Way as main responsible for its development at that level.

Through the project it was possible to establish transnational tourism packages ready to be sold in the tourism market not only by the private partners of the project but for other tourism stakeholders. The created tourism package include different activities and highlight the natural and heritage assets of Saint James Way of the project countries.

The project had also established a coordinated European promotion strategy based on deliverables like the web platform, the press dossier or the products brochure for spreading the Saint James Way brand, giving visibility to the project results and the EU support, and at the same time making available new distribution and communication channels for the tourism services and products based on the Saint James Way.

Main objectives :

The Loci Iacobi project aimed to develop the pilgrims' trails of St James as an European tourism product and to consolidate it as the first European Cultural Itinerary.

Its main objectives were :

- To **created a brand** enabling the identification and appropriate communication of the Saint James Way to tourists and to the public in general.

- To endow the brand with new and actual contents and **create a new tool for the distribution and commercialization of the Saint James Way** as transnational tourism product (the project web platform that includes a booking module)
- To produce comprehensive and practical information for tourists about the Saint James Way (**tourism guides**)
- To **create of tourism packages**
- To establish a **long term communication and marketing plan**

It also aimed the creation and promotion of new tourism contents of high add-value for Saint James ways tourists (and other tourism stakeholders) introducing the new technologies of information and communication in it “consumption”.

These contents should reach several market segments: traditional touristic segments as pilgrims, religious tourists, cultural tourists, cycling tourists and nature tourist.

The above-mentioned booking module is an experimental pilot (developed by The SMEs together with public tourism authorities) for the distribution and commercialization of the Saint James Ways as a transnational touristic product.

Main results and deliverables :

The main deliverables of the Loci Iacobi project were:

- **The Saint James Way logo** and its correspondent **identity manual and users guide** (<http://www.saintjamesway.eu/files/files/utilisation-marque-stjamesway-anglais.pdf>)
- **Communication and marketing plan** for the Saint James Way as transnational tourism product and the project tourism packages
- **Web platform and booking module** (<http://www.saintjamesway.eu>)
- **Tourism general guide and national guides** (France, Spain, Belgium, Italy and Portugal)
- **12 Saint James Way transnational tourism packages**
- A **press dossier** to present the tourism packages and the Saint James Way to the media representatives (FR- IT - SP - PT - EN) <http://www.saintjamesway.eu/files/files/dossier-presse-st-jamesway-AN.pdf>
- **Tourism packages brochure** to sell the tourism packages and the Saint James Way as transnational tourism product to tour operators and travel agencies

All the contents produced for the project are available in the project web platform

All brochures are a collection of practical and simple information based on the good practices identified by the consortium and its distribution will be based on the strategy of the marketing and communication plan of the brand (<http://www.saintjamesway.eu/brochures-utiles-de-la-federation-europeenne-deschemins-de-saint-jacques-de-compostelle-la-federation-europeenne-des-chemins-desaint-jacques-de-compostelle-6.html>)

The project has allowed the project partners to work together and exchange good practices. These exchanges were also available for the local stakeholders that had the possibility of participate in the 5 project seminars:

1. Le Puy-en-Velay (F) Seminar : “Welcoming new clients: people with disabilities (visually impaired)” and “What cooperation with the European cultural routes ?”
2. Santiago de Compostela (E) Seminar : “Pilgrimage history”
3. Namur – Bruxelles (B) Seminar : “Governance of the Pilgrims’ routes of Saint James as a European Touristic product”.
4. Vila Pouca de Aguiar (P) Seminar : “Technologic approach to Saint James pilgrimage marketing and commercialization”.
5. Assisi (I) Seminar : “Market analysis of the touristic product Pilgrims’ routes of Saint James”

A better personal and professional knowledge of the project partners (and member of the European Federation of the Saint James Way) and the experiences and know-how exchange between them had allow to improve the Saint James Way governance by:

- solving some of the existing constraints
- detecting new constraints and opportunities for consolidate the Saint James Way as a tourism product and new fields of cooperation

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