

## **The Saint James Ways as a mean of European sustainable tourism development (LOCI IACOBI 2)**

**The Loci Iacobi project is about the development of the Way of St James as an European touristic product and about the promotion, development and implementation of a single European brand that can identify all European pilgrims trails to St James and all the tourism services and equipment that make part of this product, making possible their commercialization as one coherent and thematic product.**

### **Main objectives:**

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

It also aims at the creation and promotion of new tourism contents of high added value for Saint James ways' tourists (and other tourism stakeholders) and through the introduction of the new technologies of information and communication in their "consumption". These contents will reach several market segments: traditional touristic segments as pilgrims, religious tourists, cultural tourists, cycling tourists and nature tourist, as well as social segments as people with different disabilities, seniors and young people. They will also assure the setting up of a customer/tourist care policy suitable with this market segmentation.

Within the Loci Iacobi, an experimental project (with a higher involvement of SMEs and public tourism authorities) will be developed that aims the creation of a specific tool for the distribution and commercialization of the Saint James Ways as a touristic product.

Finally, the project had also a sustainable purpose once it will establish quality and selection criteria for all stakeholders whose activities include tourism services linked to the pilgrims trails.

**Project duration :** 1 May 2013 – 31 October 2014

**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)
- Lepuy Hotels (France)

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