

# DISCOVER THE NEW DIGITAL PROJECTS FOR THE PROMOTION OF THE SAINT JAMES WAY!

CREATIVE LOCI IACOBI:

Project co-funded by the COSME programme of the European Union

(2014-2020)



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of the European Union

[www.saintjamesway.eu](http://www.saintjamesway.eu)



Camino de Santiago  
Chemin de Saint-Jacques  
Der Jakobsweg

**SAINT JAMES  
WAY**

UNESCO  
EUROPEAN COUNCIL OF CULTURE  
EUROPEAN UNION

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## THE SAINT JAMES WAYS, SET OFF WITH THE NEW TECHNOLOGIES!



### Context

*The Saint James Ways are one of the most significant examples of co-operation and exchange of experiences across Europe. Every year thousands of pilgrims from all over the world follow the Saint James Ways, each with their own motivations. The Saint James Ways have been recognized as the first European itinerary by the European Institute of Cultural Routes and listed as world heritage by the UNESCO.*

*«The programme of the Cultural Routes was launched by the Council of Europe in 1987. Cultural Routes demonstrate, by means of a journey through space and time, how the heritage and cultures of different and distant regions of Europe contribute to a shared cultural heritage. Cultural Routes put into practice the fundamental principles promoted by the Council of Europe: human rights, democracy, participation, cultural diversity and identity. They encourage intercultural dialogue, mutual exchange and enrichment across boundaries and centuries.*

*The Cultural Routes preserve and enhance the natural and cultural European heritage and act as a mechanism for improving the living environment and as a source of cultural, social and economic development. They promote culture tourism within the perspective of sustainable development.»<sup>1</sup>*

Taking into account the success achieved by the Saint James Ways modernising the tools devoted to them and working on the use of the new technologies that enhance the experience of the visitors become essential. Especially as the new travellers are often connected (smartphones, tablets...) and wish to receive easy, fast and precise information.

### The European Saint James Ways Federation

The Fédération Européenne des Chemins de Saint Jacques was founded in 2011 with the aim of **uniting all the countries** crossed by the Saint James Ways and including associations, universities, social, cultural and economic players in order to **promote, share the experiences and coordinate the actions** developed around the Saint James Ways.

*«The Saint James Ways contribute to the building of a common European conscience, considered by the Council of Europe as common heritage and historical model of co-existence and solidarity.»<sup>2</sup>*

Currently 8 countries are represented: **Spain, France, Italy, Belgium, Portugal, Lithuania, Poland and the Netherlands**. But the network is expanding, with Germany and the Czech Republic on the point of getting involved.

The European Saint James Ways Federation is the unique referent of the European Institute of Cultural Routes and the guarantor for the ICE label and of the co-ordinated development of the network in Europe.

### European COSME project

European Saint James Ways Federation has initiated the «Creative Loci Iacobi» project introduced within the framework of the European COSME programme aiming to strengthen the competitiveness and the sustainable development of the European businesses.

This project meets the demand of the new travellers since it is planning the promotion and enhancement of the Saint James Ways by means of the new technologies, proposing clear and practical information for potential visitors.

The project will allow tourists to collect up-to-date information about the tourist and cultural aspects of the route as well as to enhance their experience by means of the new technologies. It will also allow to attract new visitors and to position the route as a genuine transnational tourist product.

<sup>1</sup> Source: [www.saintjamesway.eu](http://www.saintjamesway.eu)

<sup>2</sup> Source: [www.saintjamesway.eu](http://www.saintjamesway.eu)



## Goals of the Creative Loci Iacobi project:

- strengthen **international co-operation** regarding the Saint James Ways;
- encourage the development of new technologies for Saint James travellers (interactive products, 3D experiences, immersive contents...);
- **enhance the tourist experience** of travellers by improving the access to information and the understanding of complementary resources (cultural, natural and historical) through ICT and letting them make their own practice;
- **raise awareness** about the protection and sustainability of the cultural heritage of the participating countries;
- **improve the security of pilgrims** thanks to georeferenced maps allowing them to find their way even when signs are missing;
- foster synergies between the **tourist and creative industries**;
- **expand the network** of route variants;
- position the Saint James Ways as a **tourist product**, adapting and updating the offers and services;
- **boost the offer** of new services around the Saint James Ways: booking of accommodation, purchase of complementary services, and such;
- continue the update and **develop the products** created for the project thanks to existing and future technologies.

## The partners



- Turismo de Galicia | Espagne
- Fédération Européenne des Chemins de Saint Jacques | France
- Association of municipalities of St. James ways in Lithuania | Lituanie
- Malvado Sound Lab S.L. | Espagne
- Fédération du Tourisme de la Province de Namur | Belgique
- Município de Vila Pouca de Aguiar | Portugal
- Kujawsko-Pomorskie | Pologne
- Xoia Software Development | Espagne

In blue, the COSME project partners

The European Saint James Ways Federation represents the rest of its members (France, Italy, Netherlands). So it will be possible to extend the results of the project to the other partnering countries of the European Federation.

## The actions

Eighteen actions are going to be developed within the scope of the project (deliverable), eight of which directly aimed at a wide audience. The actions are developed under the «CREATIVE LOCI IACOBI» appellation and will be promoted to a targeted public (press, bloggers, pilgrims, tourists, inhabitants, tour operators, partners of the project, local, regional, national and European authorities...):

Actions	Description	Deadlines
Digitalisation of the Saint James Ways	Interactive map of the various Saint James Ways across Europe	March 2019
Digitalisation of the heritage sites in 3D	Certain sites selected on each territory will be digitalized in 3D	November 2018
Augmented Reality application	Application linked to a publication in order to show the sites in 3D	May 2019
Creation of a multi-lingual audio guide	Audio guide including sounds and music in order to enjoy an experience (immersion), available by means of an augmented reality application at the various sites.	March 2019
360° videos and virtual visits	360° images and videos offering a virtual discovery of the Saint James Ways	May 2019
Application offering travel tips	Tourist information, lodging bookings, visitor forum...	July 2019
Electronic pilgrim's credencial (passport)	Electronic tools offering secure identification to travellers who will be able to access tourist services along the Route.	July 2019

## In practice?

Each partner works concertedly on the actions that have been assigned to him. You will soon be able to discover the progress of the actions, the finished tools and the future projects...

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