Tercera edad + movilidad + medio rural + peregrinos

"Use the waymarkers to lead you to SANTIAGO, but use the lessons learned to find the way"

Engineering School | University of Minho

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Lino Costa  
Paulo Afonso  
Senhorinha Teixeira
it is our collective and individual responsibility... to preserve and tend to the world in which we all live

Vimbai, Rafael

“Pure mathematics is, in its own way, the poetry of logical ideas

Senhorinha, Ana, Lino

“I like the idea of industrial engineering because it is engineering with people.”

Bruno, Sofia, Joao, Paulo

“Technology can become the @wings@ that will allow the educational world to fly farther and faster than ever before.... if we will allow it.”

Acácio
Input to the project

Project

- Tercera edad
- Movilidad
- Medio rural
- Peregrinos
Introduction to Project

“Peregrinos are like OVNIIs from our society, here in Santiago”

Introduction 18.10

“When I did the camiño alone, I only stay and enjoy with other “peregrinos””

Training 21.10

Sometimes, peregrinos are just part of landscape

Training 22.10

“The most grateful way to do the camiño is alone”

Our guides during the way

LESSONS LEARNED AND OUR EXPERIENCE
**Introduction to Project**

“Sometimes, we didn’t notice special spots in the way or near like old stones, churches, palaces, historical places…”

“The people from Santiago and the other places of the camino are the ones that less do the camino”

“We visit “Pazo” that it was already the main way to the route and it is not pointed as an important place”

“Some restaurants didn’t accept us to have breakfast there without reservation because of the huge dimension of the group”

**LESSONS LEARNED AND OUR EXPERIENCE**

“Padron. Despite the very important background of these places, there is no information that help to interpretate its meaning.”
3 Big Problems

- Increasing number of peregrinos
- Lack of communication
- Poor use of cultural heritage
Increasing number of peregrinos

Graphic that illustrates the number of pilgrims by year. Note that this number is related only with those pilgrims that actually finish the Camino and ask for the Compostela.

Source. Estadistica de Peregrinos del Camino de Santiago.
https://www.editorialbuencamino.com/estadistica-peregrinos-del-camino-de-santiago/
3 Big Problems

- Increasing number of *peregrinos*
- Lack of communication
- Poor use of cultural heritage
Lack of communication

There are important aspects that limit interaction between pilgrims and local people, like.

a) Pilgrims use to stop in very short moments.
b) There is an important commercial interest on pilgrims and, sometimes, there is no real interest about them.
c) There is an important language difference.

Pilgrims taking a rest. The lack of communication or interaction creates this kind of scenes in which pilgrims just use public space by their own with no relation with local people. Both are part of landscape for each other.
3 Big Problems

- Increasing number of *peregrinos*
- Lack of communication
- Poor use of cultural heritage
Despite the existence of numerous examples of relevant cultural heritage along the Camino, the lack of human and financial resources does not permit to keep them open to public. As a consequence of this, there is also a lack of financial resources.

Satellital view of Castro Lupario, Pazo do Faramello and Albergue of Teo. Despite its trascendent history, most of pilgrims use to ignore the existence of Pazo de Faramello and Castro Lupario. When heritage is not used, it becomes vulnerable to damage processes.
ABRE OS OLLOS
A very useful tool as a pilgrim is a mobile phone. Despite the numerous apps designed as a help for the pilgrim, most of them are designed as mono-directional tools, that always show the same information.

This market is only focused on the pilgrim by offering information about:

- Official networks of hostels.
- Official road paths.
- Some touristic itineraries.
- Where to eat and sleep.
- Emergency facilities.
- Multi-language support.

Logos of many existing apps that provide useful information for pilgrims and tourists as guides and maps.
A technologic approach through an app our proposal

After checking the different limitations of actual commercial apps, several aspects that may be improved were detected, as follows.

- Monitoring
  a) Pilgrims flow by date, time, origin and destination.
  b) Pilgrims that visited hostels, museums, temples, bars and restaurants.
  c) Identification of specific profiles by age, origin and some other information layers by using the present register for Wi-Fi facilities.

- Outputs.
  a) Flow prediction with real-time variations in order to anticipate changes in the demand for services.
  b) To measure the economic impact through specific analysis of cultural heritage.
Estrategia económica y de implementación

- Extensión de proyectos existentes como HeritageCare, Interreg, InfraRISK, etc.

- Colaboración binacional entre universidades para el desarrollo técnico de la aplicación.

- Monetización directa de la APP a través de uso por pago.

- Subvención del Ministerio de Turismo.
## Título del producto

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Thank you for the journey!

Gracias por la jornada!

Obrigado pelo Caminho!