



SA.BE.R project

Main outputs and results



Co-funded by the
COSME programme
of the European Union



Main aim

To improve quality and accessibility of services and facilities along two existing pilgrimage routes of EU relevance: the “French Way”, in Galicia/Castilla Regions, and the “St.Benedict Way” in Umbria/Latium Regions



Making the pilgrimage a “*universal*” experience

OUR BRAND





Partners



Città di **Rieti**
Centro d'Italia



XUNTA DE GALICIA

Public authorities



Tour operator

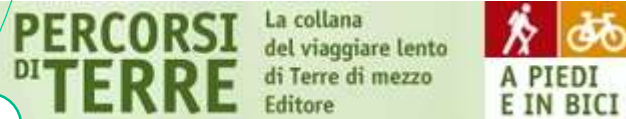


Accessibility expert



Centro Italia Rieti
AZIENDA SPECIALE
Camera di Commercio Rieti

Chamber of commerce



Publisher of the tourism sector



Territories involved



Way of St. James (French Way)



The project is focused on Galicia and Castilla y Leon Region, the famous last 100km of the Way of St. James



St. Benedict Way



The itinerary develops over 310 km along trails and secondary roads between Umbria and Latium Region, following the tracks of St. Benedict



Main activities and results

Mapping of existing services and facilities along the 2 pilgrimage routes

570 km trails checked

- ✓ 270 km on the route of St. Benedict
- ✓ 300 km on the St. James Way (120 km in Galicia and 180 km in Castilla)

275 services-facilities evaluated

- ✓ St. Benedict: 220 (field test)
- ✓ St. James: 208 accommodations (desk analysis) +55 accommodations (field test)

953 accessible resources

- ✓ St. Benedict: 771 (among which 27 accommodations)
- ✓ St. James: 182 (among which 112 accommodations)



Main activities and results

**Training of
tourism services
suppliers**

5 workshops

- ✓ 2 workshops in Italy (3 training days each - Rieti and Cassino)
- ✓ 3 workshops in Spain (2 days each Burgos, Lugo and Santiago)

**427 trained
operators**

- ✓ 306 in Italy
- ✓ 121 in Spain

**High level of
satisfaction of
participants**

- ✓ 64% of operators present in Rieti willing to adapt their services;
- ✓ 45% of operators present in Burgos willing to adapt their services



Main activities and results

10 accessible destination packages

1° step

- Desk analysis of accessibility and field test for both routes

2° step

- Selection of the stages on both routes which have the best accessibility conditions and less risks for tourists with disabilities

3° step

- Selection of suppliers (accommodation, restaurants and transfer services) with better adapted installations and best conditions of accessibility in its facilities.
- Integration of collected, verified and selected suppliers to create packages considering the whole accessibility chain.

4° step

- Detailing for each destination package specific information on the following common item



Main activities and results

Example of developed destination package

Programme

Burgos - León | 6 stages

- Day 1** Arrival in Burgos
- Day 2** From Castrojeriz to Frómista. CANAL DE CASTILLA (25 km)
- Day 3** From Frómista to Carrión de los Condes. RÍO UCIEZA (21 km)
- Day 4** From Carrión de los Condes to Calzadilla de la Cueva. OPEN CASTILLA (12km)
- Day 5** From Calzadilla de la Cueva to Moratinos/ or Sahagún. TEMPLAR LANDS (23 km)
- Day 6** From Sahagún to Burgo de Ranero. ON THE 'REAL CAMINO FRANCÉS' (18km)
- Day 7** From Burgo de Ranero/Villamarco to Reliegos/Mansilla de las Mulas (19km)
- Day 8** Visit León
- Day 9** End of Programme

TRIP SHEET

CODE	ESCW002
Style	Independent / Self-guided
Duration	9 Days / 8 Nights
Difficulty	★★★★★
Daily distance	20 Km.
Type of trip	Walking / Pilgrimage
Type of traveller	Visual / cognitive disability / Seniors
Bookable dates	1st April -15th June / 1st September – 30th



Main activities and results

*Fact sheets for
tour operators*

- ✓ What is a self-guided tour
- ✓ How packages have been designed
- ✓ What's the accessible level of pilgrimage routes
- ✓ Technical specifications about hand bikes as transportation vehicle used in several packages
- ✓ Type of accommodation selected in the packages
- ✓ Health aspect to be aware of
- ✓ Available assistance in transportations for people with disabilities.



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Main activities and results

STUDY OF THE MARKET

- ✓ To identify main and most interesting tour operators (TTOO) and agencies at European level specialized in walking and cycling tours, trips along pilgrimage routes and those specialized in accessible tourism
- ✓ Carry out a comprehensive analysis of the existing demand at European level for accessible tourism linked to the two pilgrimage routes on the Camino de Santiago and San Benedetto



Final marketing plan
(to be finalized by November)



Main activities and results

Chart of the Accessible Tourism Offer



- ✓ **STATE OF THE ART (SWOT ANALYSIS)**
- ✓ **IDENTIFICATION OF BEST PRACTICES**
- ✓ **PRINCIPLES TO BE APPLIED IN 3 AREAS OF INTERVENTION**

ACCESSIBILITY OF THE WAY.

ACCESSIBILITY OF ACCOMMODATION, FOOD AND OTHER SERVICES.

CATALOGUE OF BEST PRACTICES

1 Action Plan



- ✓ **DESCRIPTION OF OBSTACLES, BARRIERS, WEAKNESSES (IDENTIFIED DURING FIELD TESTS AND ROUND TABLES)**
- ✓ **IDENTIFICATION OF MAIN AREAS OF INTERVENTION**
- ✓ **DESCRIPTION OF SPECIFIC MEASURES TO BE UNDERTAKEN BY DIFFERENT ACTORS**



Main activities and results

- ✓ **1 web site** developed and published in 3 main languages and constantly updated with news about project activities, publications, press reviews – 4000 visitors since October 2016
- ✓ **2500 introductory leaflets** designed, printed and distributed during training workshops, fairs and exhibitions
- ✓ participation in 3 national fairs in Italy (+ 1 event organized during “Fà la Cosa Giusta” in Milan) and 1 event on accessible tourism in Spain
- ✓ 2 press conference during the kick-off meeting and 2nd meeting
- ✓ 2 numbers of the project newsletter distributed in 3 languages to **4325 stakeholders**(3rd number to be published on December)
- ✓ 2500 final leaflet (to be printed for the final conference)



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