

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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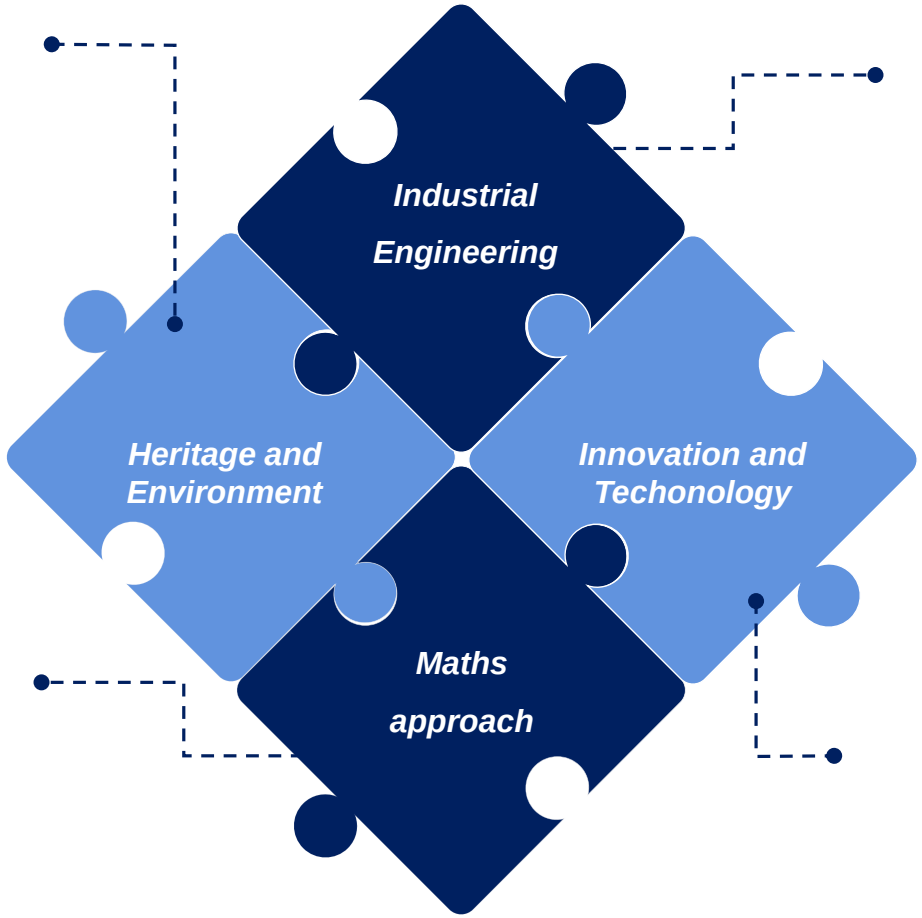
Technical context

it is our collective and individual responsability... 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



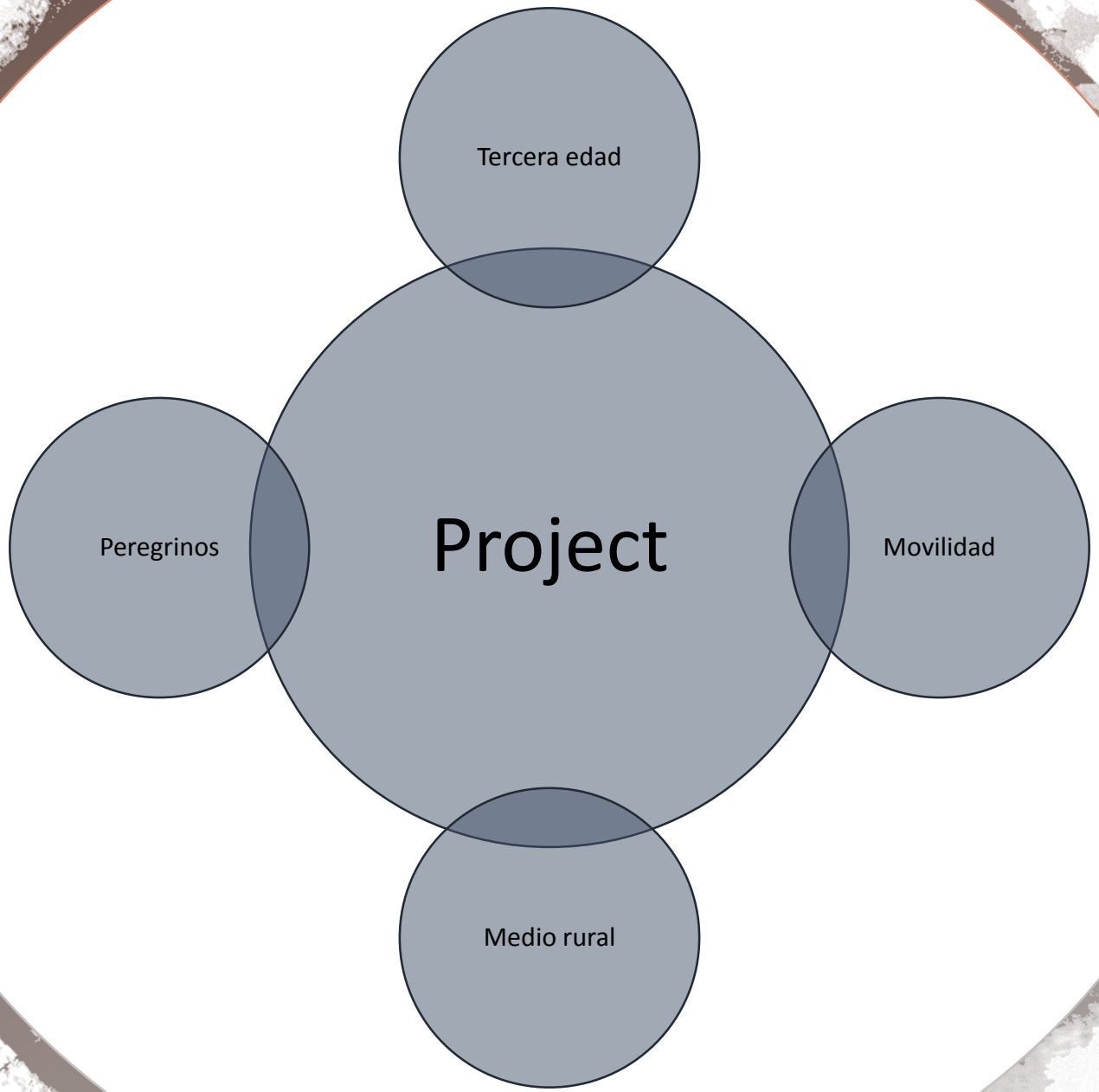
“I like the idea of industrial engineering because it is engineering with people.”

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



Introduction to Project

“Peregrinos are like OVNIs 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…”

camiño

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

Training 22.10

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

23.10.19

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

23.10.19

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

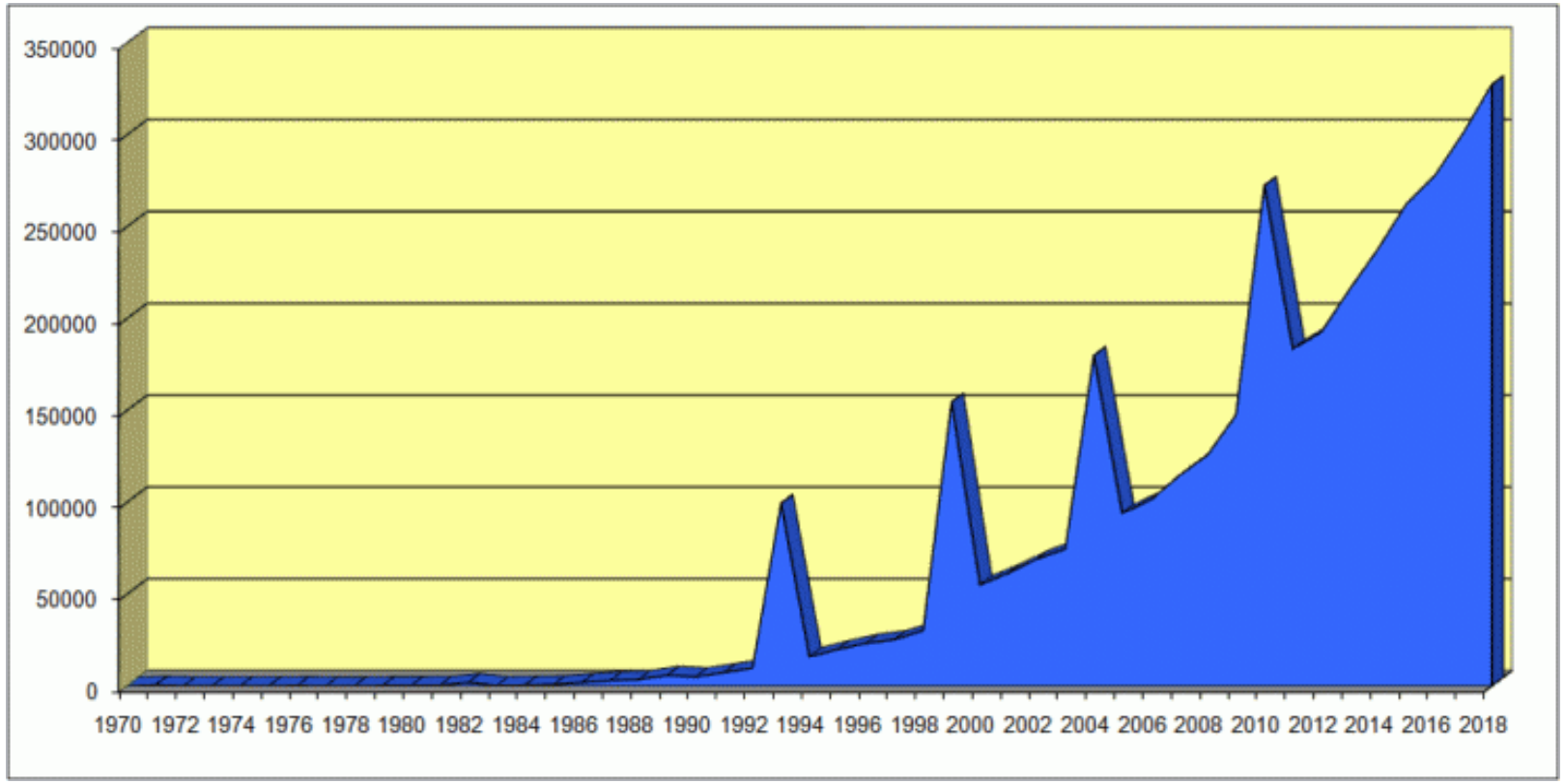


LESSONS LEARNED AND OUR EXPERIENCE

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.



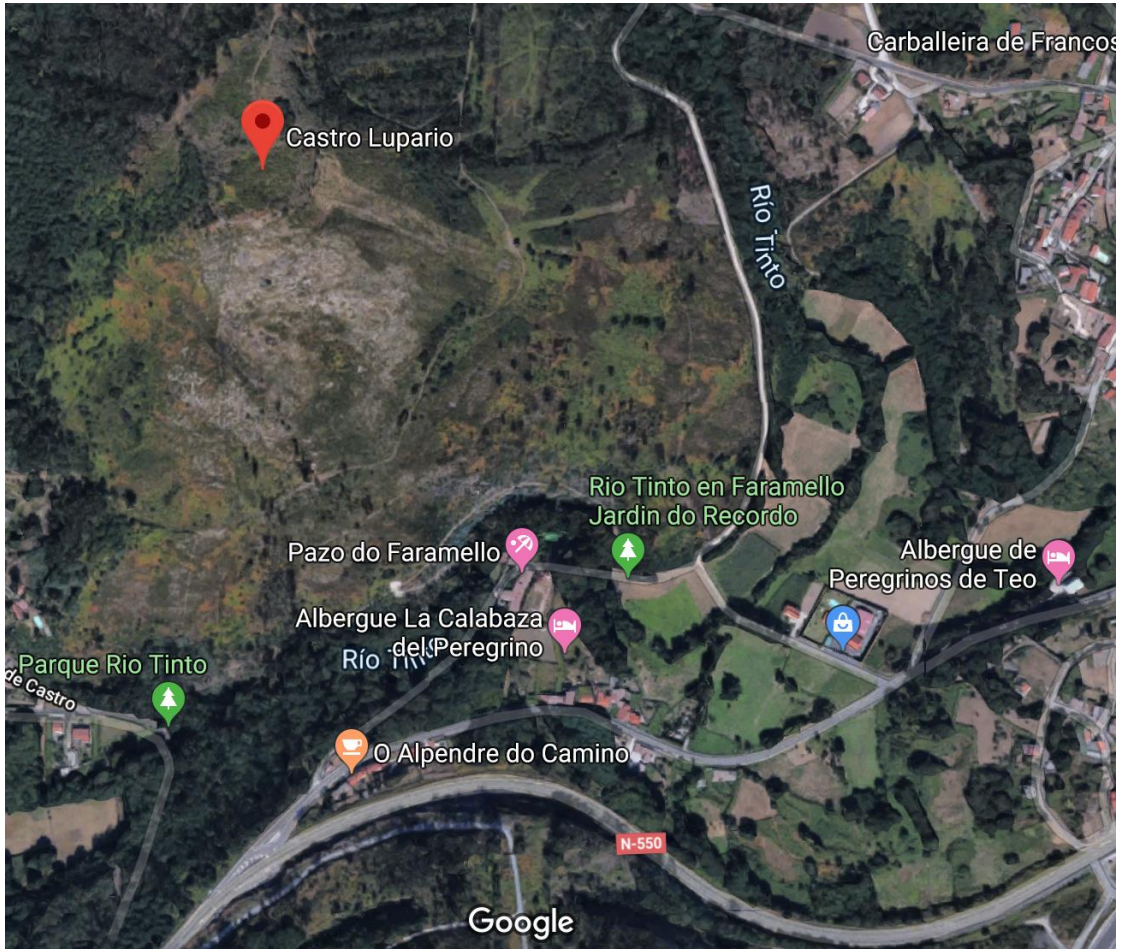
Pilgrims taking a rest. The lack of communication or interaction creates this kind of scenes in which pilgrims just use public space by their own with no relation with local people. Both are part of landscape for each other.

3 Big Problems

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

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 OLHOS
25
Viole

A technologic approach through an app our proposal

A very usefoul 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 usefoul information for pilgrims and tourists as guides and maps.

A technologic approach through an app our proposal

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

- Monitoring

a) Pilgrims flow by date, time, origin and destination.

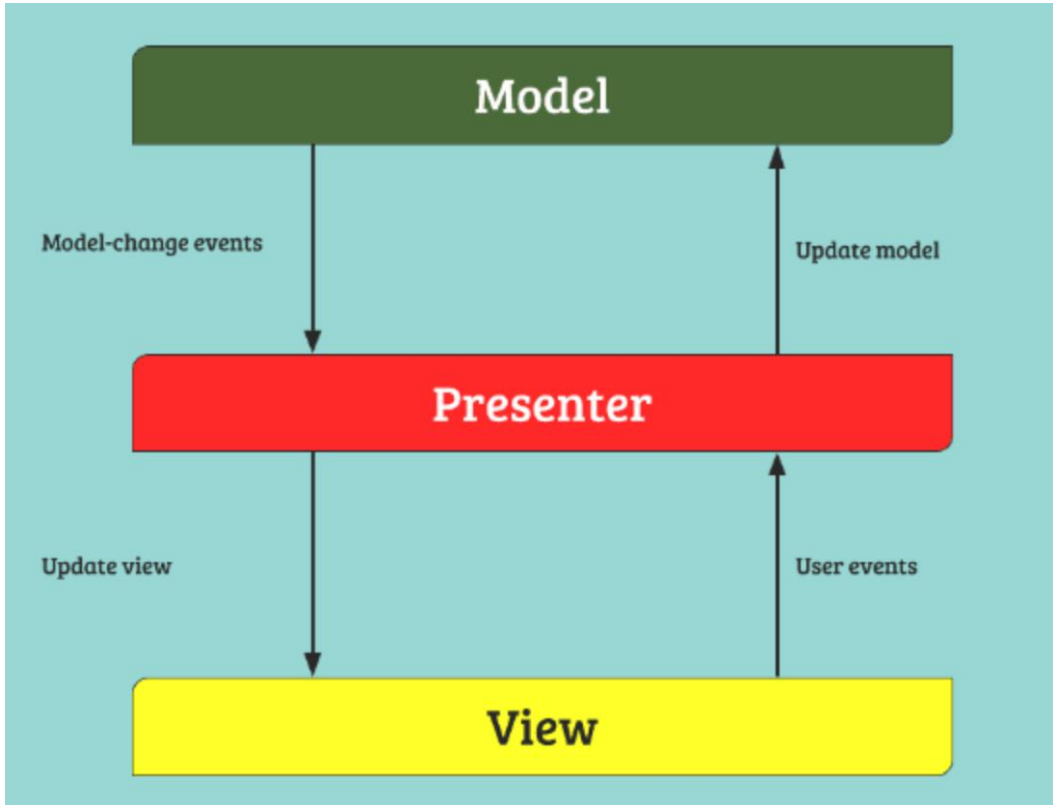
b) Pilgrims that visited hostels, museums, temples, bars and restaurants.

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.



Model for the input-output system.


REFUGI



HeritageCare

Available on the iPhone App Store

GET IT ON Google Play

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.

Resume

Título del producto	Integración tecnológica de las comunidades
Responsable de ejecución	University Students. Entrepreneurs
Actores implicados	University Students. Entrepreneurs, Locals
Público objetivo o destinatarios	Locals
Objeto, contenido, fines resultados esperados	Statistic data to provide info to locals in order to improve rural economy
Modo y fases de ejecución	Pre project test
Financiación y ayudas a solicitar	State and European Funds Universities, Private Investors

Thank you for the journey!

Gracias por la jornada!

Obrigado pelo Caminho!

