"The value of Human Rights on the Camino de Santiago: Harnessing the power of tourism, the intercultural dialogue and the achievement of the SDGs"

17-23.03.2018

Students: Kamil Łusiarczyk, Eliza Osada
Tourism product:

By bicycle for health and faith annual cycling excursion on The Way of St. James
BASIC COMPONENTS OF A PRODUCT

- 2-days bicycle race
- Amusements in Sarria
- Forum on Santiago
- Holly Mass in the Cathedral of Santiago

DATE: 5-7 APRIL

TRAIL

Ponferrada → Sarria → Santiago
BICYCLE RACE

START
PONFERRADA

217 km

FINISH
SANTIAGO

✓ Participants: adult people, who like cycling and who care about their physical conditions

✓ 2 legs: Ponferrada – Sarria
   Sarria – Santiago

✓ Registration Duties (part of them would be voted for charity)

✓ Attractive awards for winners

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annual cycling excursion on The Way of St. James
IN SARRIA...

- Special massages for cyclists offered by physiotherapy students from University of A Coruña
- Performance about St. James in Sarria Town Hall
- A treat in Sarria Town Hall
I INTERNATIONAL UNIVERSITY FORUM


IN SANTIAGO...

FORUM

THREE MAIN BLOCKS OF SUBJECTS

✓ Promotion of healthy lifestyle
✓ Safety on the roads
✓ Environmental impact of transport

Each block leader by specialists in each dimension

A SOLEMN MASS IN THE CATHEDRAL

A solemn mass with a possibility of confession and consecration of bikes

Possibility to see amazing Botafumeiro...

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FINANCIAL ASSUMPTIONS

✓ Registration duties

✓ Founds from sponsors:
  - The European Cyclists’ Federation
  - The World Health Organization
  - The European Transport Safety Council

✓ Souvenirs, auctions, donations

PRODUCT REFERENCE TO SDG:

- **3 GOOD HEALTH AND WELL-BEING**
- **13 CLIMATE ACTION**
- **15 LIFE ON LAND**

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Thank you for your attention!

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