



2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT



# I INTERNATIONAL UNIVERSITY FORUM

**„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



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HELSINKI ESPAÑA



## Tourism product:



**By bicycle for health and faith**  
**annual cycling excursion on The Way of. St. James**



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## 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



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## BICYCLE RACE

START  
PONFERRADA  $\xrightarrow{217 \text{ km}}$  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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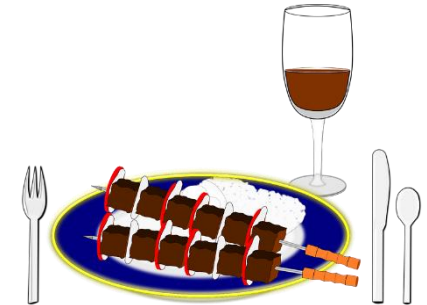
## IN SARRIA...



- 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



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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:







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**Thank you for your attention!**

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