

TOURISM IN THE SANTIAGO DE COMPOSTELA CITY: PUBLIC POLITICS AND RECENT DEVELOPMENT OF DESTINATION OF REFERENCE

Abstract. All tourist destinations have a special place to visit by antonomasia. In the case of Paris, it can be mentioned the Eiffel Tower, in the case of Cusco, the Muchu Picchu, and etc. Santiago de Compostela has also its emblematic attractions. In the head of these is the Cathedral of Santiago de Compostela. It is known that the entire city has been the perfect stage for diverse pilgrims. Within these routes, the Cathedral of Santiago is the main attraction. The principle dates of building are the 11th century and its architecture is composed of two different styles: the roman style and the baroque. One of the things that you cannot leave this place without is to feel well after visiting it, and as well to touch with your own hands the Tree of Jess. It is found under the image of Santiago, and the tradition tells that when touching the tree, one has to make a wish. It is a question of organization, since in the dates of main influx there were many pilgrims that conflicted for being able to touch the roots of the old tree. There is no doubt that the environment during the celebrations of the day of Santiago is very pleasant, thanks to the aroma of the incense that surfaces of a carbon to that know like censer (botafumeiro). The entry to this attraction of Santiago de Compostela is free. In the cathedral you can enjoy of diverse appeals by each one of his sides that suits to describe in detail.

Importance of Santiago de Compostela as a Tourist destination. The Saint city of the Christianity in Spain –Santiago de Compostela, destination of pilgrims for all Europe. This small Galician city was along the Half Age, the Renaissance and the Baroque, one of the standards of the Christian strength. All metropolises were born around the supposed tombs of the Apostle Santiago in the times of the Muslim conquest. Today, the squares of Santiago of Compostela still save splits of its past recorded in the rock; part of this roman cut, that predominates in the entire city. And another part as well, the spirit of a habit of thousand years of peregrination that has done it the receptor of people from all the points of Europe. The known Cathedral, without going more far, has been during a lot of year's the model and visual pleasure for a lot of visitors for advancing to its period. Santiago shines and on all the city cierge a special magic, perhaps by its architecture, by the legends, by the mystic of its pilgrims or by the impressive hospitality of the citizens. Heritage of the Mankind and beside Rome and Jerusalem, proclaimed Saint City by the Pope Calixto II. In fact, every time when 25th of July falls on Sunday, it is the saint year that Santiago de Compostela lives. Today, residence of students, still wrapped in the atmosphere of the adventure and the pilgrimage, the metropolis has a social climate enviable for any visitor that project a trip. So much of day and night, Santiago de Compostela does not offer possibility of boredom, not even speaking of the already famous Galician gastronomy that serves the city.

Where the legend dies, begins the history. In the place that today Santiago de Compostela occupies, there was a lot before a roman city that arrived to suppose some importance for the Empire. Beside the walls of the city, there was a mausoleum (of the 1st century) on which today stays the Cathedral and which gave burial to three Christian martyrs. Principally it was a place of cult. However, it is necessary to expect the 9th century to assist the true foundation of the city with the current name. It is in this date, when the bishop Iria Flavia by indications of hermit, recognizes the mausoleum like depository of the rests of the Apostle Santiago. Explained that, after preaching in the Finis Terrae, the Apostle goes back to Palestine, where he was tortured and decapitated. The legend explains also that two of his disciples, Atanasio and Teodoro, brought the lifeless body of their teacher to Iria Flavia and buried it inside an ark of stone in the mountain Libredon. The king Alfonso II moved to this place, and declared it as a Saint Apostle Pattern of

the Realm and founded it as main cities of the Christian strength against the Muslim expansion. They succeeded in the year 830, date in which a temple was built whose interior the houses what was the Christian mausoleum. At the same moment, the city converted in to focus on peregrination of the Western Europe and owned big spiritual importance. In the year 1075, began the building of the roman Cathedral, which finished in 1125. Few years after, in 1168, a new campaign undertakes the building and makes it more glorious which converts the Cathedral in what it looks like today. In this period is the Portico of the Glory, universal master work. During the half age, Santiago de Compostela goes growing. The arrival of the mendicant's orders originates the creation of convents that surround the city, around the 13th century. The guilds make stronger and richer the inside of the city; forming important streets of trade, and in 1495 founds the School of Poor Students, column of the current University that dates to the year 1525. With the 16th century initiates the period of splendor plateresque in the metropolis and the Real Hospital found by the Catholic Kings. Later, in the 19th century, the city goes conforming in what is today, and at last in the 20th century it converts into the administrative political capital and cultural Galicia.

Offices of Tourism. Tourism of Santiago has a network of offices distributed by the city of Santiago and in the international airport of Lavacolla. Besides, under agreement with the association of hospitality industry of the city, collaborates with two more, situated in the airport and in Saint Lazaro, the neighborhood by which access to the city the majority of the pilgrims.

His central office, that is also the official headquarters of Tourism of Santiago-Incolsa, is situated in full historical helmet, in the centrically Rúa do Vilar, next to the Cathedral.

Services that offers:

- Tourist information in different languages Galician, Spanish, English, French, Portuguese, Italian, German, Danish - on the city of Santiago of Compostela.
- Compostur. Head office of reservations. Contracting Direct of reservation of accommodations, excursions, visits guided and other services and tourist products of the city.
- Free informative material: official plane of the city edited by Tourism of Santiago - signals all the points of interest, from monuments until basic services, and proposes two routes to visit Santiago - and brochure descriptive of the main monuments.
- Sale of books and brochure on the city.
- Tourist shop with the merchandising official of Tourism of Santiago.
- Sale of telephone cards.
- Machine vending machine of stamps of posts.
- Internet and sending of electronic posts in the central office.
- Points of information multimedia (PIM) with free direct access to www.santiagoturismo.com and videos of the city.
- Service of tourist information 24 hours through tactile screen in the outside of the central office with visits to the web of santiagoturismo.com.
- Reception and transfer to the competent organism of relative claims to the tourist services of the city.

Aims of the intervention

- Comprise the significance that is achieved by the city Santiago de Compostela in Galicia, Spain, and Europe and in the international level.
- Know which are the main urban functions of the city and put them in relation with his history.
- Explicate the operation of the main tourist appeals of the city, especially the cultural tourism ones, and determine which tourists products are more consumed, putting special emphasis in the historical city.
- Dimension the current tourist phenomenon in Compostela.
- Value the intervention of the distinct administrations in the development of the tourist

politics exerted in the city and insists in the importance of the formulas of inter-administrative cooperation or advanced mechanisms of governance.

- Study the relevance of concrete formulas of innovative tourist planning applied in Santiago.

- Take consciousness of the hold debates and the possibilities that opens the City of Culture of Galicia in relation with the destination Santiago.

Diagram of the contents to develop.

1. Geographic presentation of the city. The ancient core. The city and its metropolitan area. Santiago as a capital of Galicia.

2. The tourist appeals of habitants of Santiago. The cultural tourism. The current tourist products. The critical role of the old town.

3. Main statistical data of the tourism in Santiago de Compostela. The issue of destination congestion.

4. The institutional landscape of the tourism in the city. The formulas of cooperation.

5. The tourist planning: Plan of excellence (2001-2003) and Marketing Plan (2003).

6. The City of Culture of Galicia and the destination Santiago.

Summary and main arguments. Santiago de Compostela (popularly called "James" or "Compostela") is a small city that, despite its small size in population, is known internationally. In fact, one can consider that in many ways has positioned itself on the world map of cities and in fact considered the third center of Christian pilgrimage in the world, after Jerusalem and Rome. Today, the municipality in which the city hasn't reached the 100,000 inhabitants and it's metropolitan area, which barely passes to 150,000. Its main historical reason for being is the presence of the sarcophagus of the apostle James the Great, around which an entire city was organized during the Middle Ages. The medieval urban plots are now the main tourist value of the city, these plots have been declared World Heritage Site since 1985. The old center, which, by its characteristic shape is seen in plan, is customary to be called the "kernel" - the main stage of Compostela tourism, particularly adhered to the Cathedral (and its four adjacent squares: A Quintana, Pratarías, Obradoiro and Azabacharía) and two blocks (Rúa do Vilar and Rúa do Franco). It should be noted that the cultural offer is much broader and goes territorially beyond the core, although the demand still seems to prefer the most crowded places.

Beyond tourism linked to culture (and particularly the phenomenon of St. James), Santiago has two other quite remarkable urban functions: the capital of Galicia and the presence of the university. The University of Santiago de Compostela is one of the oldest universities in Spain and has over five hundred years of unbroken history. Galician only university for centuries, since the early 1990s two other universities in Galicia, dismembered in the womb Compostela (Vigo and A Coruna). In regard to the capital, in the early 1980s it was an issue much debated, among other reasons because James is only the fourth Galician city in population size. However, its enormous symbolic value for the whole Galicia and the fact that the city acts as "hinge" between the two major metropolitan areas of the country (Vigo-Pontevedra and A Coruna-Ferrol) led the final choice, which in any case was not without controversy. Since Compostela was designated the official capital of Galicia in 1982, it has tended to monopolize government ministries (called Consellaria), the parliamentary chamber, public agencies, major cultural centers. For example, the Auditorio de Galicia (opened in 1989), the Centro Galego de Arte Contemporanea (in 1993) or the Congress and Exposition of Galicia (in 1995), all reference points for the whole of Galicia, are in Santiago. Not surprisingly, in this context that the City of Culture of Galicia, under construction, has been decided to be locate in Compostela as well.

Although, there is a continued presence of pilgrims and tourists in Santiago de Compostela for centuries, it is arguable that in many ways the city does not become a powerful and consolidated tourist destination until the early 1990s. This has much to do with tourism promotion and management made by the Galician government (Xunta) during the Holy Year in

1993, which mainly benefited measures to Santiago. The numbers of pilgrims and tourists are increasing, and start a rapid ascent that reaches today. Correspondingly to the arrival of tourists, hotel supply has increased, reduced from ten stores in the early 1990s to over fifty today. On the other hand, we see that the destination Santiago is quite internationalized, as practically more than half of foreign tourists are counted, a situation that the arrival of low cost airlines from various European capitals has contributed effectively. Recent studies show that religious tourism segment is by no means the only or even the main, but other motivations are the primary way to explain the influx of tourists to Santiago, especially cultural. According to the latest statistics available, Compostela supports reasonably well the challenges of the current economic crisis, it is the only urban destination in Spain, in rate of change for the first months of 2009, significantly increasing overnight stays in hotels in the city, mainly due to strong performance of domestic demand.

However, the consolidation of Santiago as a destination has not only to do with the policies developed by the Xunta around the St. James, but also with their own planned and managed tourism policy from the municipality (Consuelo of Santiago). And as well, important is the role of the Consortium of Santiago (formed by the Government of Spain and the Xunta Consuelo), which has had a key role in joint planning and collaborative action between governments, their role has been essential, for example, in the rehabilitation of the old town of Santiago, many of whose houses and shops now have adequate standards in very old buildings, interventions that have been made possible by a series of documents adopted by urban Consuelo of Santiago from the restoration of democracy, especially the Special Plan of Protection and rehabilitation of Cidade Histórica (Historical City) (1997). The cooperation developed under the Consortium of Santiago, founded in 1992, is a fairly unique experience in the Spanish political landscape, usually characterized as many analysts point out, lack of coordination between the different rungs of the public administration.

The inter-administrative cooperation has been strengthened with the adoption of the Law 4 / 2002, do 25 de June by the Parliament of Galicia, capitalize status of the city of Santiago de Compostela , which is credited to a special light city, its status as headquarters of the autonomous institutions. Furthermore, by agreement of the local administrations, Galician and Spanish, between 2001 and 2003, there was carried out Tourism Excellence Plan, managed by the Consuelo, which marked a turning point in the tourism policy of the city. Thus, in the framework of the Plan of Excellence, there was developed a strategic marketing plan for tourism, which was completed in 2003. The marketing plan was used to define product strategies, market positioning, which was derived from a competitiveness plan with several programs. Two of the five highest priority programs emphasized the development of alternative tourist attraction polarities of the cathedral and its surroundings.

As a result of the reflection process and development of the tourism policy of the city earlier this decade (Plan of excellence and marketing plan), there are new proposals and interventions that can be summarized as the creation of the Santiago Film Commission (office support to film production in Santiago), the establishment of Santiago Convention Bureau (an integrator of the public offer and private trips and business meetings), the implementation of various points of media attention in the city, creating Compostur (public-private tour operator), University Viva program (in collaboration with the University of Santiago), the emergence of language tourism initiatives, or developing specific visitation programs (such as convents, many of which remained inaccessible to the general public). In short, we can say that there has been a great diversification of fate, which has become more complex and mature. Many of these new proposals and interventions have been designed and carried out by public enterprise INCOLSA (Santiago Tourism Local Information and Communication), a professional body Consuelo not dedicated solely to information and promotion (tourism offices, international fairs, etc.), but as demonstrated by the list of initiatives, also pointed to the development and marketing of tourism

products provided under the guidance of previous planning documents.

While the creation of new tourism node that provided for the 2003 marketing plan with the aim of decentralizing the existing pressure on the cathedral and its surroundings has not been carried out in the provided terms, throughout this entire decade there has been designed and built the City of Culture (infrastructure not yet opened). This is a mega project, signed by the renowned architect Peter Eisenman, which is being built on the outskirts of the city, specifically in the Mount Culminal Gaiás. Conceived as the new hub of cultural activity in Galicia, it is expected to attract new visitors, who are interested in segments of cultural contents, which will develop the architectural continent. The construction of the City of Culture has been controversial political and social object, but there exists shared willingness, that will be able open in 2010, for the next holy year, so as to allow a greater number of tourists visiting the city and the emergence of a second polarity of attraction for visitors.

Bibliographies

GIGIREY, A. (2003): «Turismo cultural en lugares sagrados desde la perspectiva de los residentes. Un estudio de la Catedral de Santiago de Compostela», *Estudios Turísticos*, 158: 79–108.

LOIS, R. C. (1999): «Revitalización económica y desarrollo urbano reciente de Santiago de Compostela. Análisis de un proceso», en CAMPESINO, A. (coord.): *Comercio, turismo y cambios funcionales en las ciudades españolas Patrimonio de la Humanidad*. Cáceres: Cámara de Comercio. pp. 161–196.

LOIS, R. C. (2004): «Estrutura territorial de Galicia», en RODRÍGUEZ GONZÁLEZ, R. (dir.): *Os concellos galegos para o século XXI. Análise dunha reestruturación do territorio e do goberno local*. Santiago de Compostela: Instituto de Estudos e Desenvolvemento de Galicia/Federación Galega de Municipios e Provincias. pp. 101–160.

LOIS, R. C. y SANTOS, X. M. (coords.) (2005): *Modelos de gestión: soluciones institucionales para las ciudades históricas = Modelos de gestão: soluções institucionais para as cidades históricas*. Santiago de Compostela/Porto: Concello de Santiago de Compostela/Câmara Municipal do Porto.

PEREIRA, V. (2008): *Turismo cultural e religioso em Braga e Santiago de Compostela: Proposta de criação de um produto conjunto*. Santiago de Compostela: Xunta de Galicia.

ROS DEVELOPMENT & PLANNING y DEPARTAMENTO DE XEOGRAFÍA DA UNIVERSIDADE DE SANTIAGO (2004): *Plan de marketing estratégico del turismo Santiago de Compostela*. Santiago de Compostela: Turismo de Santiago de Compostela.

SANTOS, X. M. (2006): «El Camino de Santiago: turistas y peregrinos hacia Compostela», *Cuadernos de Turismo*, 18: 135–180. [Disponible en: http://dialnet.unirioja.es/servlet/fichero_articulo?codigo=2281190&orden=0] (Acceso el 06.06.2009)

SANTOS, X. M. (coord.) (2005): *Galicia en cartel. A imaxe de Galicia na cartelaría turística*. Santiago de Compostela: Universidade de Santiago de Compostela.

Internet.

<http://whc.unesco.org/en/list/34> [Patrimonio de la Humanidad. Casco viejo de Santiago]

<http://www.catedraldesantiago.es> [Catedral de Santiago]

<http://www.cidadedacultura.org> [Fundación Cidade da Cultura de Galicia]

<http://www.ciudadespatrimonio.org/> [Ciudades Patrimonio de la Humanidad de España]

<http://www.consortio-santiago.org/index.php?language=gl> [Consortio de Santiago]

<http://www.crtvg.es/camweb> [Cámaras en directo en Santiago]

<http://www.parlamentodegalicia.es> [Parlamento de Galicia]

<http://www.santiagodecompostela.org/> [Concello de Santiago de Compostela]

<http://www.santiagoturismo.com> [Turismo de Santiago–Información e Comunicación
Local (INCOLSA)]

<http://www.usc.es> [Universidade de Santiago de Compostela]

<http://www.usc.es/cetur/> [Centro de Estudos e Investigacións Turísticas da
Universidade de Santiago]

<http://www.xunta.es/> [Gobierno gallego]