



International University Project on the Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the Sustainable Development Goals

Galicia, Spain

12 January – 16 March 2018: Online learning modules
17 March 2018: Welcome in Santiago de Compostela
18 - 22 March 2018: Routes of the Camino de Santiago
23 March 2018: Forum, Santiago de Compostela

The International Project “The Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and achieve the Sustainable Development Goals” is a pioneering project organized by the World Tourism Organization (UNWTO), Helsinki-España and the Compostela Group of Universities and bringing together over 110 students from 19 universities from 13 countries around the world. The project incorporates the UNWTO Framework Convention on Tourism Ethics and the United Nations’ Sustainable Development Goals as guiding principles and consists of three phases: preliminary learning, its practical application on the Camino de Santiago, culminating in an International Forum.

Students carry out four online learning modules from 12 February to 16 March 2018, focusing on human rights, tourism, ethics, global citizenship and their reflection on the Camino de Santiago as vital elements that shape the global identity, culture and the Sustainable Development Goals. Furthermore, during the learning phase, 10 to 20 practical tourism projects that incorporate the aforementioned elements will be carried out, intended to be implemented on the Camino de Santiago. The aim of these projects is to ensure that students apply the values and the premises defended by the United Nations and the World Tourism Organization in practice, becoming spokespersons for a new world in which every personal or collective project must be based on the abovementioned principles.

Beginning on 18 March 2018, the students will complete 100 km of one of four routes of the Camino de Santiago, while comparing and analyzing the contents of the modules and the proposed projects. This initiative will conclude in a Forum on 23 March 2018 in Santiago de Compostela, in which the different tourism proposals and the conclusions of the modules will be presented. During the Forum, the participating Rectors will sign a declaration that reflects the commitment of the respective universities to work continuously and tirelessly towards the fulfillment of the Sustainable Development Goals and their application in tourism.

PRELIMINARY PROGRAMME

Saturday, 17 March 2018

- 8:00 – 16:30** **Participating students from all 19 universities arrive in Santiago de Compostela**
- 17:00 – 18:00** **Welcome reception for students, official presentation of the project and press conference**
Salón Noble del Pazo de Fonseca. Rúa do Franco, 3

Welcoming remarks:

- Mr. Juan Viaño Rey, Rector of the University of Santiago de Compostela
- Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, World Tourism Organization
- Ms. Ana Nieto, President, Helsinki España – University Network
- Ms. M^a Teresa Carballeira Rivera, Executive Secretary, Compostela Group of Universities
- Mr. Román Rodríguez, Councillor of Culture, Education and University Ordination, Regional Government of Galicia (Xunta de Galicia)

Message from selected student spokespersons representing participating universities:

- José Rodrigo García Puerta, University of Monterrey, Mexico

- Anna Korek, Adam Mickiewicz University, Poland

18:00 – 18:15

Group photo at the Praza do Obradoiro, Santiago de Compostela

Praza do Obradoiro is the monumental centre of Santiago de Compostela, built on the site of the Apostle's tomb dating back to 1075 A.D. Its Galician name derives from the workshops of the stonemasons that built the Cathedral's baroque façade, which overlooks the square and welcomes the thousands of pilgrims arriving via the Camino de Santiago. A quick glance around the square reveals the presence of different architectural styles, which have arisen during more than 700 years of construction.

18:15

Student transfer to hostels

Sunday, 18 March 2018

University Group I: Camino Norte

Estimated departure 8:00 Walk from Vilalba to Baamonde, Lugo (22 km)

University Group II: Camino Portugués

Estimated departure 8:00 Walk from Tui to Mos, Pontevedra (21.5 km)

University Group III: Camino Mozárabe

Estimated departure 8:00 Walk from Orense to San Cristovo de Cea, Orense (22 km)

University Group IV: Camino Francés

Estimated departure 8:00 Walk from Sarria to Portomarín, Lugo (20 km)

Monday, 19 March 2018

University Group I: Camino Norte

Estimated departure 8:00 Walk from Baamonde to A Cabana, Friol, Lugo (25.5 km)

University Group II: Camino Portugués

Estimated departure 8:00 Walk from Mos to Pontevedra, Pontevedra (28 km)

University Group III: Camino Mozárabe

Estimated departure 7:30 Walk from San Cristovo de Cea. Orense to Lalín, Pontevedra (34 km)

University Group IV: Camino Francés

Estimated departure 8:00 Walk from Portomarín to Albergue de Os Chacotes (Palas de Rei), Lugo (24.5 km)

Tuesday, 20 March 2018

University Group I: Camino Norte

Estimated departure 8:00 Walk from A Cabana, Friol, Lugo to Boimorto, A Coruña (25.1 km)

University Group II: Camino Portugués

Estimated departure 8:00 Walk from Pontevedra to Albergue de Briallos (Portas), Pontevedra (18 km)

University Group III: Camino Mozárabe

Estimated departure 8:00 Walk from Lalín to Silleda, Pontevedra (17 km)

University Group IV: Camino Francés

Estimated departure 8:00 Walk from Albergue de Os Chacotes (Palas de Rei), Lugo to Ribadiso da Baixo (Arzúa), A Coruña (25.2 km)

Wednesday, 21 March 2018

University Group I: Camino Norte

Estimated departure 7:30 Walk from Boimorto to Arca O Pino, A Coruña (30.2 km)

University Group II: Camino Portugués

Estimated departure 8:00 Walk from Albergue de Briallos (Portas), Pontevedra to Padrón, A Coruña (24 km)

University Group III: Camino Mozárabe

Estimated departure 8:00 Walk from Silleda, Pontevedra to Vedra, A Coruña (17 km)

University Group IV: Camino Francés

Estimated departure 8:00 Walk from Ribadiso da Baixo (Arzúa) to Arca O Pino, A Coruña (21.9 km)

Thursday, 22 March 2018

University Group I: Camino Norte

7:30 – 12:00 Walk from Arca O Pino to Santiago de Compostela, A Coruña (20 km)

University Group II: Camino Portugués

6:30 – 12:00 Walk from Padrón to Santiago de Compostela, A Coruña (26.3 km)

University Group III: Camino Mozárabe

7:30 – 12:00 Walk from Vedra to Santiago de Compostela, A Coruña (19.5 km)

University Group IV: Camino Francés

7:30 – 12:00 Walk from Arca O Pino to Santiago de Compostela, A Coruña (20 km)

9:00 – 12:00 Meeting of the participants of the UNWTO Knowledge Network and the Working Groups on Accessible Tourism, Technology and Tourism, Youth Tourism and Scientific Tourism
Aula verde of the Jimena y Elisa Fernández de la Vega Building, Casas Reais, 8.

12:00 - 15:00 Arrival of the students to Praza de Praterias

15:00 – 16:30 Lunch and welcome by Mr. Rafael Sánchez, Manager of the S.A. de Xestión do Plan Xacobeo
San Martín Pinario

16:30 Transfer to residences

Programme for students

18:30 – 20:00 Dinner at Monte do Gozo

20:00 – 20:30 Transfer to the Auditorium of Galicia

Optional activity:

20:30 – 22:30 **Concert by the Galician Royal Philharmonic Orchestra**

David Hill, Director

22:30 **Transfer to Monte do Gozo hostel**

Programme for Rectors and Professors

18:30 – 19:30 **Welcome reception by Mr. Juan Viaño Rey, Rector of the University of Santiago de Compostela**

Pazo San Xerome, Praza do Obradoiro, s/n

This magnificent and historic building, with the original portals from 1500, dates back to 1651 and was originally one of the first schools for poor students. The building was designed by renowned Andalusian cathedral architect, Bartolomé Fernández Lechuga.

19:30 **Cocktail dinner at the Parador Hostal dos Reis Católicos by invitation of the Rector**

Praza do Obradoiro

Optional activity:

20:00 – 20:30 **Transfer to the Auditorium of Galicia**

20:30 – 22:30 **Concert by the Galician Royal Philharmonic Orchestra**

David Hill, Director

22:30 **Transfer to the hotels**

Friday, 23 March 2018 FORUM

Master of Ceremonies: Ms. Noemi Becerra, Director of Institutional Relations and Training, Helsinki España-University Network

9:00 – 9:30 **Official Opening of the International Forum**

Paraninfo of the Faculty of Geography and History, University of Santiago de Compostela, Praza da Universidade

The Paraninfo was an artistic project created by the painter José María Fenollera and the sculptor Rafael de la Torre Mirón and completed in the end of the 19th century. The architecture and design of the room harmoniously unifies the scientific and humanistic studies that take place in the faculty

- Mr. Juan Viaño Rey, Rector of the University of Santiago de Compostela
- Ms. Inmaculada Fortanet, Vice President, Compostela Group of Universities
- Ms. Ana Nieto, President, Helsinki España – University Network
- Ms. Yolanda Perdomo, Director of the Affiliate Members Programme, World Tourism Organization
- Ms. Nava Castro, Director, Tourism of Galicia, Regional Government of Galicia (Xunta de Galicia)

9:30 – 10:00 **Signing of the “Declaration of Rectors on the Value of Human Rights on the Camino de Santiago: harnessing the power of tourism to promote cross-cultural dialogue and the United Nation’s Sustainable Development Goals”**

- Musical piece played on “zanfona” and “gaita de la mano” by Ms. Mikiko Shirakawa and Mr. Manuel Garrido
- Signing of the Declaration by the Rectors or their designated representatives
- Remarks by Mr. Juan Viaño Rey, Rector of the University of Santiago de Compostela
- Final musical piece

10:00 – 10:15 **Signing of the Memoranda of Understanding with the Metropolitan Government of Seoul**

10:15 – 11:35 **Presentation of the tourism initiatives of the International University Project by the participating students**

11:35 – 12:25 **Presentation of the conclusions of the International University Project by the participating students**

- Constitutional rights and Human Rights and their impact on the Sustainable Development Goals
- Freedom, non-discrimination and solidarity
- Education and Culture

12:25 – 12:45 **Keynote Speech**

- Ms. Silvia Escobar, Former Spanish Ambassador for Human Rights

12:45 – 13:00

Perspectives of a Partner of the International University Project: Combining historical significance and cultural value of religious resources – Seoul, Asia’s leading destination for Pilgrimage Tourism

- Mr. Joonho Ahn, General Director of Tourism and Sports, Seoul Metropolitan Government

13:00 – 13:30

Perspectives of Partners of the International University Project: shared value creation and the Sustainable Development Goals

- Mr. José Luis Maestro, Director of Competitiveness, Tourism of Galicia, Regional Government of Galicia (Xunta de Galicia)
- Mr. Ángel Pérez, Director of Zone 1, Correos
- Ms. Isabel Pérez Dobarro, Pianist and Member of the United Nations Sustainable Development Solutions Network

13:30 – 14:00

Closing of the International Forum

- Presentation of the diplomas
- Intervention by Mr. Miguel Ángel Santalices, President, Parliament of Galicia

14:00 – 16:30

Lunch by invitation of the President of the Parliament of Galicia

Dining hall of the Parliament of Galicia, Rúa do Hórreo, 63

19:30

Optional Cultural Activity

Cathedral of Santiago de Compostela

The Cathedral of Santiago de Compostela is an integral part of the World Heritage Site of Galicia and is the reputed burial place of St. James the Great. The Cathedral, built between 1075 and 1122, is of Romanesque structure, with later Gothic and Baroque decorative additions.

- Pilgrim’s mass

PARTICIPATING UNIVERSITIES AND ENTITES

AFRICA

Ahfad University for Women, Sudan

EUROPE

Complutense University of Madrid, Spain
Copenhagen Business School, Denmark
European Institute of Cultural Routes, Council of Europe, Luxembourg
Hospitality Business School Saxion, the Netherlands
IESIDE Business Institute, Spain
KU Leuven, University of Leuven, Belgium
University of A Coruña, Spain
University Adam Mickiewicz, Poland
University Donja Gorica, Montenegro
University Jaume I, Spain
University of Minho, Portugal
University of Paris 1 Panthéon - Sorbonne, France
University of Santiago de Compostela, Spain

AMERICAS

Fordham University, United States of America
Tulsa Community College, United States of America
University of Lima, Peru
University of Monterrey, Mexico
University of Oklahoma, United States of America

HONORARY COMMITTEE

HM King Felipe VI of Spain

HM Queen Letizia of Spain

Hon. Mr. Zurab Pololikashvili, Secretary-General, World Tourism Organization (UNWTO)

Hon. Mr. Alberto Núñez Feijóo, President of the Regional Government of Galicia

HRH Hans-Adam II, Prince of Liechtenstein

Mr. Juan Viaño Rey, Rector of the University of Santiago de Compostela.

Mr. Marcelino Oreja Aguirre, Former Secretary-General of the Council of Europe

Ms. Silvia Escobar, Former Spanish Ambassador for Human Rights

Ms. Isabel Pérez Dobarro, Pianist and Member of the United Nations Sustainable Development Solutions Network