The offer of services on the way of St James between Santiago and Fisterra

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1. Introduction

The aim of this report is to present the methodology used and the results obtained from the study carried out on the offer of services that exist along the pilgrims’ route between Santiago and Fisterra, and in the town of Fisterra itself. This report is one part of the study, and provides information on the social and economic impact pilgrimage has on these local communities, and the transformations and heritagization processes that are occurring within this context.

2. Methodology

The aim of the study was to identify and detail the offer of services along the pilgrims’ route between Santiago and Fisterra, and in the town of Fisterra itself. Faced with a lack of previous studies of this kind, a working plan was designed that included gathering information on the number, type and profile of the establishments offering services to the pilgrims who travel along this route, for their subsequent analysis. This plan included three areas: the first consisted of seeking information and data sources, the second involved registering and identifying the establishments that offered services to pilgrims during 2010, and a third activity that included the design and implementation of a questionnaire to gather information on the profile of these establishments.

These actions were carried out successively, first identifying the population that would be the subject of the study, and then gathering information on it.

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1 This study does not include details on the offer of services on the pilgrims’ route that goes to Muxía. The results of the ethnographic field work show that people who travel along this route also usually go to Fisterra, meaning that the analysis of the impact of pilgrimage on the population of the route that goes to Fisterra is sufficient from a methodological perspective.
2.1. Search for information and data sources

During this stage of the study, a search was carried out to identify and compile previous studies on the offer of services along the pilgrims’ route between Santiago and Fisterra, and any existing records.

Studies from the Observatory of the Way of St. James

In order to carry out this work, we used the “Report on the Pilgrims’ Route from Fisterra to Muxía. Offer of accommodation” for 2007, a study carried out by the Observatory of the Way of St. James, a multi-disciplinary project under the auspices of the Institute of Tourism Studies of Galicia, the public company responsible for managing the Holy Years in Compostela – S.A. de Gestión del Plan Xacobeo – and the University of Santiago de Compostela. The study was made available for this project thanks to the collaboration agreement signed with the Director of the Centre for Tourism Studies and Research (CETUR), Professor Xosé M. Santos Solla.

This report includes an analysis of a series of interviews aimed at the management of a group of hotels and hostels that are representative of the sector, including a description of the offer of accommodation and to what extent they are influenced by pilgrims travelling along the route. These interviews describe the type of establishment (age, activity, capacity, price, services, etc.), the number and type of staff they employ, and the effects of pilgrimage (turnover, number of pilgrims, proximity to the pilgrims’ route, etc.).

Although this report only focuses on establishments that offer accommodation services, we consider that it is a very useful source of information for this study.

2.2. Identification and localisation of the establishments

As there is no source of information that satisfies the aims of this study, we first identified the public and private establishments which had offered services aimed at pilgrims or were used by pilgrims during 2010. The establishments were classified either as those that were located along the route, or in the town of Fisterra.

2.2.1. List of establishments on the pilgrims’ route

To create the list, we registered all of the establishments offering services along the pilgrims’ route between Santiago and Fisterra during 2010. This route passes through the towns and villages of Quintáns, Portela, Lombao, Aguapesada, Trasmonte, Ponte Maceira, Negreira, Camiño Real, A Pena, Vilaserio, Lamelas, A Picota, Ponte Olveira, Olveiroa, Logoso, Hospital, Cee, Corcubión, Estorde, Sardiñeiro, Langosteira Fisterra.

Public and private establishments were identified along this route: bars, taverns, supermarkets, restaurants, tobacconists, clubs, hotels, boarding houses and hostels for overnight stays by pilgrims.

As a result, a total of 42 establishments were registered. The establishments included in this list were used as a basic unit of analysis, forming a part of the study population during the next stage, involving the questionnaire.
2.2.2. List of establishments in Fisterra

At the end of the pilgrims’ route from Santiago to Fisterra is the town of Fisterra itself. Those who complete the route usually stay over in the town and require accommodation, food and to buy basic necessities. This situation makes this context quite specific, meaning it is important to analyse its offer of services.

However, due to the fact that this is a town that had a population of 4,995 in 2010, it contains a large number of establishments offering these services (114).

It was therefore decided to modify the methodological criteria used to analyse the offer of services, selecting those that would be used for the study. The criterion for selection was based on whether the services offered by these establishments were aimed at pilgrims, or if pilgrimage was the reason for a significant part of the demand for the services offered by the establishments, affecting their turnover.

The establishments included on the list and who were then given the questionnaire were selected by means of ethnographic fieldwork to identify the type of establishments in which pilgrimage led to a significant demand for services, in turn having a direct impact on the business of these establishments, seen through the analysis of the data obtained.

This selection included:

- Accommodation (hostels, guest houses, hotels, etc.).
- Restaurant services (bars, cafeterias, taverns, restaurants, etc.).
- Food shops (supermarkets, bakeries, sweet shops, etc.)
- Communication services and souvenir shops (internet cafes, tobacconists, gift shops, kiosks, etc.).

This list did not include insurance offices, banks, garages, driving schools, undertakers, electrical appliance shops, hairdressers’, florists, jewellers, clothes shops, haberdasheries, ironmongers, chemists, photocopy shops, photo studios, lottery establishments, pubs, the municipal market, post office, butchers and massage clinics.

The list also excluded business that had recently opened and/or changed hands, i.e. which were opened after 2011, due to the impossibility of registering information for these cases. Finally, the list of establishments associated with providing services for pilgrims contained a total of 63 cases.

2.3. Design and implementation of the questionnaire

Having quantified the number of establishments for which pilgrimage leads to a significant demand, we focused on characterising the socioeconomic profile of this offer of services by designing and implementing a questionnaire for all of the establishments on the route and in the town of Fisterra itself. The information gathered in this way was included in a database that was subsequently analysed.

2.3.1. Design and structure of the questionnaire

We chose to use a questionnaire to gather information for the purposes of description, comparison and/or explanation, as there were no other data sources available that were capable of satisfying the aims of this study.

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The questionnaire was designed on the basis of two criteria. The first was that the questions included in the questionnaire were in line with the aims of the project. The second was that the questionnaire contained a series of variables or areas that matched those contained in the report published by the Institute of Tourism Studies of Galicia in 2007, making it possible to standardise the data and make comparative analyses.

The questionnaire contained four thematic areas with different blocks of questions. The majority of the questions included categories of answers, in order to provide a more streamlined series of replies and make the subsequent analysis easier, except in cases where open questions were used, where the interviewee could provide their own answer.

The structure of the questionnaire and the main thematic areas covered are described below:

**Section A. General characteristics of the institution/organisation. 2010**

The questions asked in this section referred to the type of institution (public, private or combined), its main activity (store, hostel, rural accommodation, promotional body, etc.), the year it was created, the year it was reformed (where applicable), if a larger number of pilgrims had been noted, and the number of part time or full time staff employed.

**Section B. Contacts with other agents in the sector. 2010**

Dedicated to gathering information on the profile of the establishment’s users and customers, and the profile and origin of its main suppliers.

**Section C. Economic activity of the institution/organisation (2008-2010)**

This section included questions about its turnover (2008-2010), the period with the highest turnover, the amount of turnover corresponding to pilgrims, and if it received any type of funding.

**Section D. Data on hotel occupation (2009-2010)**

This section was aimed at businesses offering accommodation. It included questions on the number of beds or rooms in the establishment, and occupation levels on a monthly and yearly basis.

2.3.2. Presentation of the questionnaire

The questionnaires were completed with the help of an interviewer, and in different stages.

2.3.2.1. Establishments on the route

In the case of the establishments along the route, a pilot stage of interviews was carried out (09/09/2010) in order to verify the design of the questionnaire. Once the necessary changes had been made, fieldwork was carried out over three days (the 11th, 12th and 13th of April 2011). Finally, any incomplete questionnaires or those with problems were completed during a third stage (20/07/2011 and 21/10/2011).

Once the information had been gathered, the success of the initiative was evaluated. Out of the 42 businesses that were registered, a total of 28 answered the questionnaire,
representing 67%. A large number of the target population took part in this initiative (more than half), guaranteeing the representativeness of the data.

2.3.2.2. Establishments in Fisterra

The questionnaires carried out in the town of Fisterra were presented in three stages: an initial contact (12/04/2011), fieldwork (on the 14th, 15th and 16th of June 2011), and a final stage that involved completing unfinished questionnaires, or those with any type of problems (October 2011).

Finally, out of the 63 businesses that were analysed due to focusing on pilgrims or having pilgrims as their main clientele, a total of 32 completed the questionnaire, a response rate of 50.8%, guaranteeing the representativeness of the data. In relation to the type of establishments, it should be noted that we interviewed nearly all of those offering accommodation, and a significant part of those dedicated to offering restaurant services (50% of the total number of establishments that were identified). Finally, we also interviewed a representative number of the establishments dedicated to selling gifts, food and offering communication services.

3. Results

After completing the data gathering stage, they were included in a data base and then studied. The main results are described below, establishing comparisons with the secondary sources of information that were used.

3.1. Characterisation and profile of the offer of services on the route

Types of establishments and main activity

The establishments identified along the route typically offer accommodation (hostels, guest houses, hotels, etc.) and/or food and restaurant services (bars, cafeterias, taverns, restaurants, etc.). For this reason, the establishments identified are within the service sector, and are specifically associated with hostelry and tourism activities.

Also, the majority of the establishments are private, profit-making businesses financed with private capital, with the exception of four public and/or mixed organisation institutions. Only 18% of them affirm having received some type of funding in recent years, of which half was from the Xunta de Galicia. This information is similar to that obtained from the report on the offer of accommodation on the Fisterra-Muxía route produced by the Galician Institute of Tourism Studies (Camiño Fisterra-Muxía. Oferta de Alojamento. 2010. Instituto de Estudios Turísticos de Galicia, p. 35).

Age of the establishments

With the aim of verifying if the growing number of pilgrims travelling along the route between Santiago and Fisterra between 1998 and the present (see data from the report on the profile of pilgrimage) has had any impact on stimulating the offer of services in the zone, we analysed the age of the establishments that were identified, and the type of investments that had been made to refurbish them.

According to the results of the questionnaires, a significant part of the establishments identified (46.4%) were open prior to 1993, a Holy Year (Xacobeo) of major significance, as it
was the first time this particular route was promoted, affirmed by the Galician Institute of Tourism studies.

Over the next ten years (1994-2004) 10.7% of the establishments in question were opened, with an apparent increase in the offer of services. However, the most significant period was between the following Holy Years, from 2005-2010, when 42.9% of the establishments were created, particularly in 2010, when 28.6% of them were created.

![Graph 1: Age of the establishments identified along the route. Source: Own resources based on the results of the questionnaires given to the establishments.](image)

The same thing occurs with the analysis of refurbishments. The majority of the establishments (63.6%), with the exception of those that opened in 2010, affirm that they made investments to improve their premises, both in terms of the building itself and acquiring equipment.

This data reveals the stimulation of the creation and improvement of services in the local communities along the pilgrims’ route. This stimulus has had a particular impact in recent years, associated with the larger number of pilgrims in the area. For this reason, it may be seen that pilgrimage is a decisive factor for the creation and improvement of hostelry and tourism establishments.

This conclusion also concurs with the results of the report from the Galician Institute of Tourism Studies on the offer of accommodation on the pilgrims’ route from Fisterra-Muxía (Camiño Fisterra-Muxía. Oferta de Aloxamento. 2010. Instituto de Estudios Turísticos de Galicia, p. 33).

**Size of the establishments and number of employees**

The impact of pilgrimage on stimulating the offer of services can also be analysed using the data on the creation of employment in the local community. For this reason, we gathered information on the number and profile of the people working in these establishments.
In line with the results from the report by the Galician Institute of Tourism Studies analysing the offer of accommodation in this area, it was found that the majority of the establishments are small, with an average of two or three people working on a full time basis (either owners or employees) (see Camiño Fisterra-Muxía. Oferta de Alojamento. 2010. Instituto de Estudios Turísticos de Galicia, p. 54).

These establishments are regularly structured with one or two owners, often members of the same family, and one or two people working on a full time basis. During the high season in the summer months, they usually hire an average of one person to help out, or turn to a family member.

As a result, these establishments are usually micro-companies offering accommodation and hostelry services as a family business. This explains why there is so little variability in terms of employment in these services, as this only increases during the summer months when one or two extra members of staff are hired.

**Turnover**

By analysing their turnover, we can also analyse the effect that pilgrimage has on these establishments, many of which were created over the last ten years. The questionnaire included a question on the development of their turnover over the last three years (2008-2010).

It should be noted that a large number of the people interviewed felt uncomfortable about answering this question, with 28.5% failing to respond.

In the case of those who did answer, it is interesting to note the stability of their turnover during the period that we analysed, without any significant modifications being identified. Taken on its own, this does not provide much information on the possible impact of pilgrimage on their turnover. However, by analysing the consumer profile of these establishments by using other questions that were less invasive, the results were more significant.

**Consumption by pilgrims**

The establishments were asked about the impact of consumption by pilgrims on their turnover. In this case, 71.4% of the interviewees affirmed that consumption by pilgrims represented at least 10% of their yearly turnover. This would seem to indicate that there is a positive impact between the volume of pilgrimage and the turnover of the establishments along the pilgrims’ route. Furthermore, for 32% of the cases this impact is very significant, accounting for more than 90% of their yearly turnover.

This means that a large number of business, many of which have opened quite recently, are aimed at and live from the services demanded by pilgrims, which represents an impact on the establishments that were analysed.

**Main suppliers**

In turn, the establishments demand other goods and services such as food, drinks, cleaning products and services etc., based on the results of the interviews.

However, we did not only gather information on the type of goods and services these establishments require, but also the location of their main suppliers and their connections with the local community. Between 70% and 100% of the establishments identified their main
suppliers of goods and services as belonging to the local community and/or neighbouring areas.

This means that apart from having a direct impact on these establishments, pilgrimage helps to stimulate the local community through the indirect demand for other types of goods and services, in turn generating more economic activity, more resources and more employment in the area.

3.2. Characterisation and profile of demand along the pilgrims’ route

Main customers

Another way of understanding the effects that pilgrimage may have on the establishments offering services is by analysing demand. For this reason, questions were included in the questionnaire about the profile of their main customers.

According to the results of the interviews, 42.9% of the establishments state that their main customers are pilgrims. However, 46.4% state that local residents are the main users of their services. Only 10.7% define pilgrims as being their main customers. It should be noted that the establishments that identify tourists as their main customers are mainly situated in coastal areas.

These data reveal that pilgrims and local inhabitants are the main source of income for these establishments. Once again, this is indicative of the impact pilgrimage has on the local community.

Seasonality of demand

The establishments also provided information on the seasonality of the volume of work, by selecting the period with the highest turnover.
In this case, all of the businesses indicate the same period: July and August, as well as the second half of June and the first half of September. This coincides with the summer and the highest number of pilgrims (see report on profile of pilgrims), revealing the impact pilgrimage has on the turnover of these establishments and the seasonality of demand.

3.3. Characterisation of the offer of accommodation along the pilgrims’ route

Apart from the analysis of the supply and demand of establishments offering services along the route, we considered it appropriate for the purposes of this study to explore the offer of accommodation services used by pilgrims for overnight stays in greater detail.

A total of 16 establishments offering accommodation were identified during the location stage, of which 10 completed the questionnaire.

The following table shows the number and type of establishments offering accommodation services, as well as the number of interviews carried out in relation to the categories and their percentage in relation to the total. As may be seen, in all cases the sample represents 50% or more of the population, guaranteeing the representativeness of the information.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Interviews</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>4</td>
<td>2</td>
<td>50</td>
</tr>
<tr>
<td>Guest house</td>
<td>2</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>Hostel</td>
<td>10</td>
<td>7</td>
<td>70</td>
</tr>
<tr>
<td>Total</td>
<td>16</td>
<td>10</td>
<td>62.5</td>
</tr>
</tbody>
</table>

*Table 1: Number and type of establishments offering accommodation services along the route. Percentage of interviews carried out. Source: own data.*

Firstly, it is important to note that the majority of the establishments that offer accommodation along the route are hostels, mainly aimed at offering accommodation to pilgrims, which is indicative of the impact pilgrimage is having in this area.

However, if we analyse the date when these establishments opened, it is significant to note that five of the seven hostels interviewed were opened in 2010, coinciding with the Holy Year of 2010, when the number of pilgrims travelling along this route reached a historic record: a total of 18,000 people received the credential known as the Fisterran, proving that they had completed the route from Santiago to Fisterra (see data from report on pilgrimage).

As regards the capacity of these establishments, it is necessary to differentiate between the number of beds available and the number of rooms. Also, this figure varies considerably if we refer to hotels and guest houses or hostels. The hotels have a larger number of rooms (50 or more) and beds (100 or more), while the hostels have a smaller number of rooms (from 1 to 10) and beds (from 10 to 50).

There are also differences in the type of customer requesting these services. In the case of the hostels, the main demand is from pilgrims, while in the hotels this demand is slightly more diversified, between pilgrims and tourists.
The rest of the information (seasonality of demand, size of establishment, number of employees, turnover etc.) is similar to that of the rest of the establishments that offer services, previously analysed in this report.

3.4. Characterisation and profile of the offer of services in Fisterra

Types of establishments and main activity

As explained in the Methodology section, the end of the pilgrims’ route from Santiago to Fisterra is in the town of Fisterra itself, where large numbers of pilgrims arrive. Due to the specific nature of the town of Fisterra, a specific methodology was devised for the purpose of gathering information.

Specifically, a list was drawn up of 63 establishments in which pilgrims were identified as significant users of their services, which included accommodation, restaurants, food and drink shops, communications services and souvenirs. A total of 32 interviews were carried out, a sample that exceeds 50% of the cases that were identified, thereby guaranteeing the representativeness of the data.

In this case, and unlike the type of establishments identified along the pilgrims’ route, apart from hostelry and tourism services there are others associated with small scale commerce, such as supermarkets, bakers, gift shops and kiosks.

As is the case with the establishments along the route, the majority of those studied in Fisterra are privately run. The majority do not receive any type of funding: only 16% stated that they had received public funds from the regional authorities or from European programmes such as the Leader project. This is similar to the information obtained on the offer of accommodation along the route between Fisterra-Muxía by the Galician Institute of Tourism Studies (Camiño Fisterra-Muxía. Oferta de Aloxamento. 2010. Instituto de Estudios Turísticos de Galicia, p. 35).

Age of the establishments

We then analysed the age of the establishments and the amount of money invested in their refurbishment, in order to verify if the increasing numbers of pilgrims in the area had a stimulating effect on them.

Based on the results of the interviews, 28.1% of the establishments identified were open before the Holy Year of 1993, 31.3% opened during the period 1994-2004, and 60.6% opened after 2005.
Graph 3: Age of the establishments identified in Fisterra. Source: Own data, based on results of questionnaires carried out in the establishments.

In general terms, and taking 2003 as a starting point due to being a Holy Year, we can see a growing trend in the creation of establishments aimed at offering services in Fisterra: 72% of the establishments were created after this period, in particular the last five years (2005-2010), when 40.6% of the businesses that were interviewed opened.

Similarly, 59% of the establishments we interviewed affirmed that they make small investments in their businesses each year in order to improve the structures and equipment they offer their customers.

As occurred with the study of the establishments along the pilgrims’ route, we also saw that the offer of services aimed at pilgrims in Fisterra has been stimulated (in terms of their creation and improvement), especially in recent years, coinciding with the increased number of pilgrims arriving in the town.

This analysis reveals the importance of pilgrimage in the creation and improvement of establishments in which these types of users are potential customers.

Size of establishments and number of employees

Next we studied the effect of pilgrimage based on the data for employment in services aimed at these users. To do so, we gathered information on the number and type of staff working in these establishments.

As occurred with the results for the establishments along the pilgrims’ route, those located in the town of Fisterra itself are typically small, although the profile of the people working in them varies slightly. In general terms, they employ an average of two people working full time: the owner, and an employee. However, a large number of people are employed on a part-time basis, with an average of two people working part time during the summer months.

Although the majority of the questionnaires reveal the importance of support from the family, in this context contractual relationships seem to be more important than family connections.
In summary, these establishments are characterised by being micro-companies employing an average of two people, offering accommodation, hostelry services and small scale retail businesses. The size of these businesses grows during the summer season with the help of family members, and by hiring part-time staff.

Turnover

As explained in the study of establishments along the route, growth in turnover helps to analyse the effect of pilgrimage in the area. However, this was affected by a low response rate, as 28.1% of the people interviewed refused to provide this information.

The establishments who did provide this information had a stable turnover during the period that was analysed (2008-2010), without any modifications. This does not seem to provide us with any real information, possibly due to considering a short period of time, or the unwillingness to answer the question.

Consumption by pilgrims

Information was recorded on the impact of consumption by pilgrims in these establishments. 84.4% of those who answered the questionnaire affirmed that consumption by pilgrims has a positive effect on their turnover (more than 10% per year). Specifically, for 50% of those who were questioned, pilgrims are responsible for 50% of the yearly turnover of their establishments.

The analysis has shown that the majority of the establishments dedicated to retail commerce, tourism and hostelry in Fisterra affirm that at least half of their turnover is due to pilgrims, confirming the stimulating effect it has on the local community.

Main suppliers

In order to understand the effects of pilgrimage on the local communities, it is necessary to take into account the fact that in turn, the establishments that were studied are consumers of other goods and/or services, usually food, drinks, cleaning products and services, crafts, etc.

These goods and services are mainly supplied by other agents with connections to the local community (Fisterra) or neighbouring areas (Cee, Costa da Morte, Carballo, Santa Comba, Mazaricos, Coruña, etc.).

As explained in the analysis of the establishments along the route, this means that pilgrimage helps to stimulate other activities in the local community, through the indirect demand for goods and services, in turn generating more turnover, resources and employment in the area.

3.5. Characterisation and profile of the demand in Fisterra

Main clients

At the same time as studying the offer of services, information was gathered on the profile of the demand, in order to verify the effects of pilgrimage in the establishments.

28.1% indicated that pilgrims are their main clients, while 37.5% affirmed that their establishments were used by pilgrims and tourists. 28.1% indicated that their businesses were aimed at the local population, while 6.3% stated that they were specifically aimed at tourists.
This means that pilgrims are the main clients for 65.5% of the establishments, an indication of the impact that pilgrimage is having on the activity of the local community.

**Seasonality of demand**

In the same way as the results for the establishments along the route, those located in the town of Fisterra indicate that the months of July, August, the second half of June and the first half of September are their busiest periods, and therefore with the highest turnover. Once again, this coincides with the summer period and the arrival of a large number of pilgrims in the town (see report on the profile of pilgrimage), meaning that this situation directly affects the volume of work in these establishments and the seasonality of the demand.

**3.6. Characterisation of the offer of accommodation in Fisterra**

Having analysed the type and nature of the establishments offering services potentially aimed at pilgrims travelling to Fisterra, we explored the offer of accommodation in greater detail. Out of the total number of establishments that were identified, 14 are dedicated to this activity, of which 11 answered the questionnaire.

The table below shows the number and type of accommodation services, the number of interviews carried out, and the percentage they represent out of the total. In order to guarantee the representativeness of the data, the sample represents 50% in all of the cases.
Table 2: Number and type of establishments offering accommodation in Fisterra. Percentage of interviews carried out. Source: own research.

<table>
<thead>
<tr>
<th>Hostel</th>
<th>5</th>
<th>5</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>14</td>
<td>11</td>
<td>78.5</td>
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The offer of accommodation services in this context is diverse, aimed at different types of clients due to the fact that Fisterra receives tourists as well as pilgrims, as indicated by the results of the questionnaires.

One important aspect regarding the type of accommodation is that although all of the hotels in this study were opened before 2005, this is not the case with the hostels. With the exception of the municipal hostel that was opened in 1997, the remainder were opened recently (from 2008 onwards), as a result of the increased influx of pilgrims.

Once again, the structure of these establishments differs according to their type. The hotels and guest houses are characterised by having a larger number of rooms and beds, with a minimum of 11 rooms and a maximum of 35, catering for between 26 and 70 guests. However, the structure of the hostels is characterised by having rooms with a capacity for between 10 and 18 people (except for the municipal hostel, which has a capacity of 36). There are other hostels with a larger capacity, although less than that of the hotels and guest houses, with between 6 and 10 rooms, for between 18 and 24 people.

There are also differences between the type of clients who demand these services: in the case of the hostels, their main clients are pilgrims, while in the case of the hotels, the clientele is a little more diverse, with both pilgrims and tourists.

4. Main consequences and conclusions

The socioeconomic impact produced by pilgrimage in the local communities is analysed through the offer of services and their main users. The results of the questionnaire reveal the dynamic effect that pilgrimage has on the local community.

On the one hand, this effect is direct and seen through the creation of businesses, their activity and their turnover. There is a clear process involving the creation and renovation of an offer of accommodation and restaurant services.

On the other hand, it is also possible to identify an indirect effect caused by this process, seen through the stimulation of employment. In the case of the establishments along the route, pilgrimage is seen as a source of income for the families who work in them constantly throughout the year, and in the case of the establishments in Fisterra, as a source of employment for the local community.

Finally, by examining the results from this study we have observed an effect resulting from the identification of a series of agents who provide other goods and services to these establishments, and which in turn belong to the local community.

The main conclusion of this study is that there is a clear relationship between the increase in the number of pilgrims travelling the route between Santiago and Fisterra, and the economic and social stimulation of the local communities located along the route.