

Exploring Cultural Heritage Impact on the French Way of Camino de Santiago in Castilla y León: A Google News Analysis

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Abstract

This research uses Google News as the primary data source to analyse the media coverage of Cultural Heritage sites along the French Way of the Camino de Santiago in Castilla y León, Spain. The methodology involves collecting news items from various countries and languages, emphasising cultural assets specific to this region of the Camino. Data scraping methods were implemented to gather over 20,000 news entries due to the absence of a specific API. These entries were then processed using Python and R for language detection, followed by data cleaning using LLM models to remove duplicates and irrelevant articles.

The study categorizes the news sources based on their scope (international/national, regional/local, or specialized thematic) and origin. It discovers a disproportionate media attention to certain cultural sites, with a few garnering the most coverage. Specialized media mainly focused on travel, Catholicism, and sports themes, mirroring the Camino's nature as a pilgrimage route. The study also highlights the major role played by regional/local media in Spain-in covering these cultural assets.

The international reach of these cultural sites through media coverage in different countries and languages is examined, revealing an increasing trend in media attention over recent years. The study employs regression analysis to explore the correlation between the number of news items and their international spread. Notably, Spanish media, especially regional and local sources, dominate the coverage, reflecting the significant role of national media in promoting cultural heritage sites in Castilla y León along the French Way of the Camino de Santiago.

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