INTERNATIONAL CONFERENCE

Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences
Lecce - Poggiardo, 27th - 29th October 2009

Organizers:
University of Salento, Italy

In cooperation with:
Alma Mater Studiorum University of Bologna, Italy
University of Haifa, Israel
Ludwig Maximilians University of Munich, Germany
Association for Tourism and Leisure Education-ATLAS
Sphera spin-off University of Salento, Italy

Chairperson of the Conference Organizing Committee:
Prof. Anna Trono - University of Salento, Italy
Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

Organizing Committee:
Prof. Fiorella Dallari - Alma Mater Studiorum University of Bologna, Italy
Prof. Yoel Mansfeld - University of Haifa, Israel
Prof. Alison McIntosh - University of Waikato, New Zealand
Prof. Jürgen Schmude - Ludwig Maximilians University of Munich, Germany
Dr. Kevin Griffin - Dublin Institute of Technology, Ireland

Conference Aim:
The conference is aimed at examining the possibilities of taking advantage of the growing interest in religious and cultural tourism as leverage for developing peripheral regions. While the concept and practice of regional tourism development through tourism is well established, the opportunity to do so based on the theme of cultural and spiritual tourist experiences has not been thoroughly discussed yet. Moreover, religious and spiritual tourism have been mostly discussed from the tourist-pilgrim perspective. This conference aims at looking more into the supply side and, thus, wishes to examine to what extent the cultural and spiritual aspects of religious sites could leverage regional development? Hosting cultural and religious tourism in socially and culturally sensitive environments might put tourism development and operation in jeopardy. Furthermore, it could negatively influence the fragile cultural and social texture of the host communities. It is, therefore, the aim of this conference to look at the nexus between regional development and religious and spiritual tourism through the prism of sustainability and sustainable tourism principles.
Managing markets, managing meaning: the contribution of tourist accommodations at Sacred Sites to the visitor experience and to the local tourism enterprise
Russell E. Brayley - George Mason University, USA

Who pays more for a cultural religious festival? A case study in Santiago de Compostela
Luis César Herrero, José Ángel Sanz and María Devesa - University of Valladolid, Spain

Re-building the regional system of religious tourism
Annalisa Zacheo and Francesca Spagnuolo - University of Salento, Italy

New technologies for ecclesiastic cultural heritage enhancement
Clara S. Petrillo and Olga Lo Presti - Italian Research Council (IRAT-CNR) Naples, Italy

WEDNESDAY 28 OCTOBER
Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

Lecce, Castello Carlo V
10:30 - 12:00

SESSION 1 B
MONASTERIES AND CONVENTS: CULTURE AND TOURISM

Chair
Franco Salvatori
La Sapienza University of Rome, Italy

Benedictine monasteries of the Middle Ages in the North West of Portugal: specificities and factors connected to tourism attraction
Carla Norte Braga - Higher School of Tourism and Hospitality Studies, Estoril (ESHTE), Portugal

Can tourism help to revive a monastery? The case study of the monastery Kostenz in Bavaria
Christina Seidl - Ludwig Maximilians University of Munich, Germany

From local identity to international recognition. A comparison of two sites in Piemonte and Lombardia
Lorenzo Bagnoli - University of Milan-Bicocca, Italy
Rita Capurro - Politecnico di Milano, Italy

The effect of religious tourism on host communities
Madeleine Gray and John Winton - University of Wales, UK

Sanctuaries as sacred spaces, an opportunity for religious and cultural tourism
Silvia Aulet Serrallonga - University of Girona, Spain
THE ATTITUDE OF RELIGIONS TO TOURISM AND TOURISTS

Chair
Alison McIntosh
University of Waikato, New Zealand

Corina Griffin, Frances McGettigan - Athlone Institute of Technology, Ireland
Fiona Candon - First Western, Ireland

A survey about selected factors affecting tourist satisfaction with the city of Shiraz
Mojtaba Shahnoushi and Soosan Bozorg - Islamic Azad University, Iran

Saints, citizens, pilgrims: religious tourism and revitalization in Pietralcina, Italy
Michael A. Di Giovine - University of Chicago, USA

The role of lough derg penitential site in the development of a spiritual tourism strategy for the West and North West regions of Ireland
Corina Griffin, Frances McGettigan - Athlone Institute of Technology, Ireland
Fiona Candon - First Western, Ireland
Lecce, Castello Carlo V  
12:30 - 13:30  
SESSION 2 B  
SACRED PRESENTATIONS IN THE MODERN AGE  
Chair  
Jürgen Schmude  
Ludwig Maximilians University of Munich, Germany

Sacred geography, place narratives and tourist destinations  
Torunn Selberg - University of Bergen, Norway

The Jewish summer festival. A tourism engine  
Anna Irimi and Tamara Rátz - University of Applied Sciences, Székesfehérvár, Hungary

Spiritual experiences in the Australian outback: film and tourists’ expectations  
Warwick Frost - La Trobe University, Bundoora, Australia

Exploring the tourism potential of sacred cinema  
Enza Zabbini - Alma Mater Studiorum University of Bologna, Italy
SESSION 3 A

RELIGIOUS EVENTS AND SUSTAINABILITY

Chair
Maria Tinacci
University of Florence, Italy

Religious heritage and tourism in Northern Ireland: opportunities, developments and obstacles
Maria T. Simone-Charteris and Stephen W. Boyd - University of Ulster, Northern Ireland, UK

The Sacred Mounts of Piemonte and Lombardia as alternative and sustainable experience for religious tourism
Raffaella Afferni - University of Piemonte Orientale, Italy
Stefania Mangano - University of Genova, Italy

Ancestor Graves. Rediscovering and Promoting Bunce Island as a Slave Site, Sierra Leone
Filippo Pistocchi - Alma Mater Studiorum University of Bologna, Italy

JesuitenGunea: the society of Jesus’ tourism development. Project in the Province of Loyola (Spain)
Roberto San Salvador del Valle, Amaia Makua and Magdalena Izaguirre - Deusto University of Bilbao, Spain

Enhancing identity, sustainability and regional development through cultural tourism routes
Francesca Imperiale - University of Salento, Italy
Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

Lecce, Castello Carlo V
17:30 - 19:00

SESSION 3 B
TRANSFORMATION OF RELIGIOUS AND PILGRIMAGE SITES INTO CULTURAL EXPERIENCES

Chair
Onofrio Amoruso
University of Salento, Italy

Self-representations of Malay cultural rituals in tourism marketing: religious tensions between past and contemporary values
Norhanim Razak - University of Otago, New Zealand

Dissecting Montserrat. On the cultural, religious, touristic and identity-related constructions on the Modern Monserrat
Josep-Maria Garcia-Fuentes - Universitat Politècnica de Catalunya (UPC), Spain

Pilgrimage Centres of Greece and tourism development. The legal framework of protection
Mylonopoulos Dimitrios, Moira Polyxeni - Technological Education Institute of Piraeus, Spetses, Greece
Nikolaou Eleni - Greek Ministry of Tourism, Athens, Greece
Spakouri Athina - National School of Public Administration, Athens, Greece

Pilgrimages and tourism. Differences and intersections between different models of land visiting
Luigi Bartolomei - Alma Mater Studiorum University of Bologna, Italy
THURSDAY 29 OCTOBER

Poggiardo, Chiesa della Trasfigurazione di N. S. Gesù Cristo
11:30 - 13:00

SESSION 4 A
RELIGION AND INTERCULTURAL EXPERIENCE

Chair
Noga Collins-Kreiner
University of Haifa, Israel

Holy Week at Zebbug (Malta). A cultural and religious experience

Vincent Zammit - Centre for Cultural and Heritage Studies, Institute of Tourism Studies, Malta

Visitor profiles and market segmentation: contribution to the renewal of an almost centennial religious destination (Fátima)

Maria da Graça Mouga Poças Santos - Polytecnic Institute of Leiria, Portugal

The Apennine leg of the Via Francigena: the first report of a case study about utilizing cultural heritages along an historic pilgrimage way

Guido Lucarno - Catholic University of Milan, Italy

Does Buddhism provide leisure/tourism experiences in the U.S.?

Jaeyeon Choe and Garry Chick - The Pennsylvania State University, USA
Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

Poggiardo, Palazzo della Cultura
11:30 - 13:00
SESSION 4 B
NEW THEORETICAL ADVANCES IN CULTURAL AND RELIGIOUS TOURISM

Chair
Kevin Griffin
Dublin Institute of Technology, Ireland

A voyage from religiousness to secularity and back: ultra orthodox tourism in Israel
Yoel Mansfeld and Lee Cabaner - University of Haifa, Israel

A combined method for introducing religious and culture tourism in the Old City of Nazareth
Yechezkel Israeli - University of Haifa, Israel

The impact of religion on entrepreneurial tourism projects in the Developing World
John Munro - University of Hull Business School, UK

The symbiotic relationship of stakeholders in religious and pilgrimage sites: smooth marriage or potential divorce?
Christos Petreas - Business, Tourism, Development and Educational Consultants, Athens, Greece
Poggiardo, Chiesa della Trasformazione di N. S. Gesù Cristo
16:00 - 17:30

SESSION 5 A
CULTURAL AND RELIGIOUS ITINERARIES AS A VEHICLE FOR REGIONAL DEVELOPMENT

Chair
Alison McIntosh
University of Waikato, New Zealand

Portuguese tourist guides and Italian tourists intercultural competences: exchanging culture?
Luís Miguel Brito - Higher School of Tourism and Hospitality Studies, Estoril (ESHTE), Portugal

Towards an alternative religious tourism in the post-modern Rome
Rossella Belluso - La Sapienza University of Rome, Italy

The impact of religious tourism on sanctuary-towns
Vitor Ambrosio - Higher School of Tourism and Hospitality Studies, Estoril (ESHTE), Portugal

The role of internet-based marketing for visitors with religious interests: the case of the Holy Mountain and the Greek Orthodox Church
Maria Tsomokou and Anastasios Velaoras - Athens University of Economics and Business, Greece
Religious tourism in Greece: the necessity to classify religious resources for their rational valorization

Moira Polyxeni - Technological Education Institute of Piraeus, Spetses, Greece
Parthenis Spyridon, Aikaterini Kontoudaki and Katsoula Ourania - Greek Ministry of Tourism, Athens, Greece

The future of cultural heritage: processes, initiatives and projects to revalorise tourist products and areas in Piedmont

Cesare Emanuel and Stefania Cerutti - University of Piemonte Orientale, Italy

The Muslim Bectascì sect in Albania: geographical distribution, the ceremonies and the geographical religious sites

Romeo Hanxbari and Egerem Yzeiri - University of Tirana, Albany
Poggiardo, Chiesa della Trasfigurazione di N. S. Gesù Cristo  
17:30 - 19:00

SESSION 6 A
MANAGEMENT STRATEGIES FOR DEVELOPMENT OF RELIGIOUS SITES

Chair
Nelson Graburn  
University of California, Berkley, USA

Tourism marketing, promotion and representation at religious site  
Daniel H. Olsen - Brandon University, Manitoba, Canada

Organizing and managing shared spaces for pilgrims and tourists  
Noga Collins-Kreiner - University of Haifa, Israel

The Church of the Holy Sepulcher: managing for pilgrims or managing for locals?  
Amos S. Ron and Orli Kudryavzeva - Kinneret College on the Sea of Galilee, Israel

The religious tourism destination meta-management  
Vito Marzo - University of Piemonte Orientale, Italy
The relics chapels in the Cathedral of Otranto. A historical case of ‘spiritual management’.

Angelo Maria Monaco - University of Salento, Italy

Interdisciplinary research on churches – the graduate program of the Naumburg Cathedral ‘Naumburg Kolleg’

Susanne Frank - Ludwig Maximilians University of Munich, Germany

The diocesan patrimony in Salento’s museums as part of a local tourism resource

Jenny Manisco - University of Salento, Italy

Diocesan museums of Puglia: a case of study

Valentina Terlizzi - University of Salento, Italy
Organizzatori da:

Con il sostegno di:

Con la collaborazione di:

Con il patrocinio di:

Info: (+39) 0832.296783 - (+39) 0832.1835110
Fax: (+39) 0832.296791 - (+39) 0832.1830142
religioustourism@gmail.com
anna.trono@unisalento.it
www.tourismreligionandculture.eu