

11:30 - 13:00 Paper Session 4 B
(Palazzo della Cultura)
New theoretical advances in cultural and religious tourism

13:00 - 14:00 Buffet Lunch

14:00 - 15:45 Poggiardo visit to religious settlements

15:45 - 16:00 Coffee Break

16:00 - 17:30 Paper Session 5 A
(Chiesa della Trasfigurazione)
Cultural and religious itineraries as a vehicle for regional development

Paper Session 5 B
(Palazzo della Cultura)
Religion and heritage

17:30 - 19:00 Paper Session 6 A
(Chiesa della Trasfigurazione)
Management strategies for development of religious sites

Paper Session 6 B
(Palazzo della Cultura)
Churches and museums: spiritual management?

19:00 - 19:30 Video projections of the rural landscape of the Salento and religious routes in Southern Europe and Mediterranean Countries

19:30 Closing Session and Dinner

FRIDAY 30 OCTOBER

10:00 - 16:00 Visit to churches in the Salento

Organizzato da:



Con il sostegno di:



Con la collaborazione di:



Con il patrocinio di:



University of Salento | International Conference
Tourism, Religion & Culture:
Regional Development through Meaningful Tourism Experiences

Lecce - Poggiardo 27th - 29th October 2009

Lecce - Basilica M. SS. del Rosario
27th October 2009 - ore 16.30

Lecce - Castello Carlo V
28th October 2009 - ore 8.30

Poggiardo - Palazzo della Cultura
Chiesa della Trasfigurazione di N. S. Gesù Cristo
29th October 2009 - ore 10.00



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TUESDAY 27 OCTOBER

Basilica M. SS. del Rosario - Lecce

- 16:00 Registration Desk opens
 16:30 - 19:00 Official Opening Ceremony
 19:30 Circolo Cittadino. Welcome Cocktail
 20:30 Teatro Paisiello. Musical Entertainment

WEDNESDAY 28 OCTOBER

Castello Carlo V - Lecce

- 08:30 Registration Desk opens
 09:00 - 09:30 Opening Session
 Greeting by the Organizing Committee

09:30 - 10:30 Plenary Session I
Religion and culture – a global institutionalized perspective

Keynote Speech

Msgr. Carlo Mazza - Diocese of Fidenza, Italy
Religious tourism. The search for meaning in modern society

Yoel Mansfeld - University of Haifa, Israel
How about “bottom up” rather than “top down”?
Implementing sustainable tourism principles in cultural and religious tourism destinations

Msgr. Liberio Andreatta - Vatican City
Pilgrimage and regional development in religious and secular society

- 10:30 - 12:00 Paper Session 1 A
Religious and cultural tourism: economic impact and perspectives
- Paper Session 1 B
Monasteries and convents: culture and tourism
- 12:00 - 12:30 Coffee Break
- 12:30 - 13:30 Paper Session 2 A
The attitude of religions to tourism and tourists
- Paper Session 2 B
Sacred presentations in the modern age
- 13:30 - 15:00 Ex Convento dei Teatini
 Local food and craft fair
 Lunch offered by local food companies

15:00 - 17:00 Plenary Session II
Tour Operators and their attitudes towards religious tourism

Keynote Speech

Jafar Jafari and Sheherazade Jafari - University of Wisconsin-Stout, USA
Religion and tourism. Sacred and secular chameleons

Alison McIntosh - University of Waikato, New Zealand
Religious and spiritual tourism: co-creating meaningful experiences through tourism

Jürgen Schmude - Ludwig Maximilians University of Munich, Germany
Religion and the tourism market – an analysis of products offered at ITB 2009

Fiorella Dallari – Alma Mater Studiorum University of Bologna, Italy
Journeys of the spirit and regional management of Italian churches

- 17:00 - 17:30 Coffee Break
- 17:30 - 19:00 Paper Session 3 A
Religious events and sustainability
- Paper Session 3 B
Transformation of religious and pilgrimage sites into cultural experiences

19:00 - 19:30 Poster Presenters' Session

21:00 Torre del Parco. Gala Dinner

THURSDAY 29 OCTOBER

Chiesa della Trasfigurazione di Nostro Signore Gesù Cristo and Palazzo della Cultura - Poggiardo

10:00 - 11:15 Plenary Session III
 (Chiesa della Trasfigurazione)
Cultural and religious itineraries as a vehicle for regional development

Keynote Speech

Msgr. Gino Romanazzi - Italian Episcopal Conference. Regional Office for Puglia (IECP), Italy
Traces of religious tourism in Puglia: faith and pilgrimages

Kevin Griffin - Dublin Institute of Technology, Ireland
The perspective of the Irish ‘Traveller Community’

Anna Trono - University of Salento, Italy
The rites of Holy Week in the Salento as an opportunity for tourist development

- 11:15 - 11:30 Coffee Break
- 11:30 - 13:00 Paper Session 4 A
 (Chiesa della Trasfigurazione)
Religion and intercultural experience