



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

Lecce - Poggiardo 27th - 29th October 2009



Session Programme



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.



WEDNESDAY 28 OCTOBER

Lecce, Castello Carlo V

10:30 - 12:00

SESSION 1 A

*RELIGIOUS AND CULTURAL TOURISM:
ECONOMIC IMPACT AND PERSPECTIVES*

Chair

Stefano Adamo

University of Salento, Italy

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

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



Lecce, Castello Carlo V

12:30 - 13:30

SESSION 2 A

***THE ATTITUDE OF RELIGIONS TO TOURISM AND
TOURISTS***

Chair

Alison McIntosh

University of Waikato, New Zealand

**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

Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

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

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

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



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

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**

Norbanim 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

NEWTHEORETICAL 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 Trasfigurazione 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?**

Luis 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

Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

**Poggiardo, Palazzo della Cultura
16:00 - 17:30**

**SESSION 5 B
*RELIGION AND HERITAGE***

**Chair
Phillip Namberger
*Ludwig Maximilians University of Munich, Germany***

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 Bektasci sect in Albania: geographical distribution, the ceremonies and the geographical religious sites
Romeo Hanxhari 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

Tourism, Religion and Culture: Regional Development through Meaningful Tourism Experiences

**Poggiardo, Palazzo della Cultura
17:30 - 19:00**

SESSION 6 B

CHURCHES AND MUSEUMS: SPIRITUAL MANAGEMENT?

Chair

Fiorella Dallari

Alma Mater Studiorum University of Bologna, 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



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UNIVERSITÀ DI BOLOGNA



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