Contents

IX  Premise
    Anna Trono

XV  Introduction
    Fiorella Dallari

I. RELIGION AND HERITAGE

3  Towards an alternative religious tourism in the post-modern Rome
    Rossella Belluso

11  The future of cultural heritage: processes, initiatives and projects to
    revalorise tourist products and areas in Piedmont
    Cesare Emanuel, Stefania Cerutti.

23  Spiritual experiences in the Australian outback: film and tourists’
    expectations
    Warwick Frost

39  Dissecting Montserrat. On the cultural, religious, touristic and identity-
    related construction of the modern Montserrat
    Josep-Maria Garcia-Fuentes

55  Religious tourism and “System of the sacred” fruition
    Alessandra Miccoli

73  New technologies for ecclesiastic cultural heritage enhancement
    Clara S. Petrillo – Olga Lo Presti

91  Traces of religious tourism in Apulia: faith and pilgrimages
    Mons Gino Romanazzi

103 Cultural tourism India with special reference to Warangal Region
    Syed Ayub Ali
Contents

109 Can tourism help to revive a monastery? The case study of the monastery Kostenz in Bavaria
Christina Seidl

121 Quasi-religious tourism in the Pays Cathare, Languedoc (France)
Myra Shackley

129 Diocesan museums of Puglia: a case of study
Valentina Terlizzi

147 Holy Week at Zebug (Malta) – A cultural and religious experience
Vincent Zammit

159 The Apennine leg of the Via Francigena: first report of a case study about utilizing of cultural heritage along an historica pilgrimage way
Guido Lucarno

II. RELIGION AND REGIONAL DEVELOPMENT

169 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

179 From local identity to international recognition. Comparison of two case studies in the Canavese (Piedmont) and Brianza (Lombardy)
Lorenzo Bagnoli, Rita Capurro

201 Pilgrimages and tourisms. Differences and intersections between different ways of land use
Luigi Bartolomei

215 JesuitenGunea The Society of Jesus´ Tourism Development. Project in the Province Loyola (Spain)
Roberto San Salvador del Valle, Amaia Makua and Magdalena Izaguirre

239 Saints, citizens, pilgrims: religious tourism and revitalization in Pietrelcina, Italy
Michael A. Di Giovine

261 The diocesan patrimony in Salento’s museums as part of a local tourism resource
Jenny Manisco
Contents

279 The religious tourism destination meta-management: issues, criteria, methods
Vito Marzo

297 The relics chapels in the Cathedral of Otranto. A historical case of ‘spiritual management’
Angelo Maria Monaco

307 Visitor profiles and market segmentation: A contribution to the renewal of an almost centennial religious destination (Fátima)
Maria da Graça Mouga Poças Santos

329 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, Fiona Candon

347 Self-representations of Malay cultural rituals in tourism marketing: religious tensions between past and contemporary values
Norhanim A. Razak

365 Religion and the tourism market – an analysis of products offered at ITB 2009
Jürgen Schmude

375 A survey about selected factors affecting tourist satisfaction with the City of Shiraz
Mojtaba Shahnoushi, Soosan Bozorg

389 Who are the entrepreneurs and where is the entrepreneurship in religious tourism? The Indian context
Kiran A. Shinde

409 Religious heritage & tourism in Northern Ireland: opportunities, developments, obstacles
Maria T. Simone-Charteris, Stephen W. Boyd

429 The role of internet-based marketing for visitors with religious interests: The case of The Holy Mountain and The Greek Orthodox Church
Maria Tsomokou, Anastasios Velaoras

443 Who pays more for a cultural religious festival? A case study in Santiago De Compostela
Luis César Herrero, José Ángel Sanz, María Devesa

465 Religious tourism in Greece: The necessity to classify religious resources for their rational valorization
Moira Polyxeni, Parthenis Spyridon, Aikaterini Kontoudaki, Katsoula Ourania

VII
Contents

III. RELIGION AND SUSTAINABILITY

483 The Sacred Mounts of Piemonte and Lombardia as alternative and sustainable experience for religious tourism
Raffaella Afferini, Stefania Mangano

501 Portuguese tourist guides and Italian tourists intercultural competences: exchanging culture?
Luís Miguel Brito

523 Pilgrimage centres of Greece and tourism development. The legal framework of protection
Mylonopoulos Dimitrios, Moira Polyxeni, Nikolaou Eleni, Spakouri Athina

539 Interdisciplinary research on churches – the graduate programme of the Naumburg Cathedral “Naumburg Kolleg”
Susanne Frank

551 The effect of religious tourism on host communities
Madeleine Gray, John Winton

563 Enhancing identity, sustainability and regional development through cultural tourism routes
Francesca Imperiale, Roberta Fasiello

583 Religious tourism. The search for meaning in modern society
Carlo Mazza

595 The impact of religion on entrepreneurial tourism projects in the developing world
John Munro

609 Sacred geography, place narratives and tourist destinations
Torunn Selberg

623 Sanctuaries as sacred spaces, an opportunity for religious and cultural tourism
Silvia Aulet Serrallonga

633 Exploring the tourism potential of sacred cinema
Enza Zabbini

653 Re-building territorial dies product by religious tourism
Annalisa Zacheo e Francesca Spagnuolo

667 Ancestor graves. Rediscovering and promoting Bunce island as a slave site, Sierra Leone
Filippo Pistocchi