



1st UNWTO International Congress on Tourism & Pilgrimages

SANTIAGO DE COMPOSTELA, SPAIN, 17-20 SEPTEMBER 2014
Parador Hostal de los Reyes Católicos

Programme

Wednesday, 17 September

Room: Capilla Real, Hostal de los Reyes Católicos

17:30 – 19:00 Opening ceremony

- **Julián Barrio**, Archbishop of Santiago de Compostela
- **Isabel María Borrego Cortés**, Secretary of State for Tourism, Ministry of Industry, Energy and Tourism, Government of Spain
- **Agustín Hernández Fernández de Rojas**, Mayor of Santiago de Compostela
- **Taleb Rifai**, UNWTO Secretary-General
- **Alberto Núñez Feijóo**, President of the Regional Government of Galicia (Xunta de Galicia)

Cocktail: Patio San Marcos, Hostal de los Reyes Católicos

Thursday, 18 September

Room: Capilla Real, Hostal de los Reyes Católicos

09:30 – 10:00 Keynote speech

- **Segundo Leonardo Pérez López**, Dean of Santiago Cathedral

10:00 – 11:30 SESSION 1: Pilgrimages as a driver of tourism and hospitality

Sacred places embody universal values. Pilgrimage of believers belonging to diverse faiths can boost international tourism and, consequently, local development as it has been shown in recent decades.

Moderator: Carlos Vogeler, Director - Executive Secretary for Members Relations, UNWTO

Speakers:

- **Mons. José Brosel Gavilá**, in charge of Tourism, Pilgrimages and Sanctuaries, Pontifical Council for the Pastoral Care of Migrants and Itinerant People, Vatican
- **José Miguel Andrade Cernadas**, Scholar of Mediaeval History, Vice-President of the Academy "Auriense-Mindoniense de San Rosendo" - *Rituals and hospitality, Way of Santiago*
- **Rev. Michael Kagan**, Education Director of the Nava Tehila Community of Jerusalem, Israel - *Pilgrimage – Aliya l'Regel – Uplifting the Soul*

Debate

11:30 – 12:00 *Coffee Break*

12.00 – 13.30 **SESSION 2: Popular religious practices, pilgrimage and spiritual tourism**

Participation in popular devotions and the search for personal fulfilment are universal motivations for pilgrimages and spiritual tourism. This session will showcase the perspective of pilgrimage centres in identifying the different motivational factors that generate the demand.

Moderator: Nava Castro Domínguez, Director of Tourism Galicia (Xunta de Galicia), Spain

Speakers:

- **Imtiaz Muqbil**, Executive Director, Travel Impact Newswire, Thailand
- **Guadalupe Vargas**, Professor, University of Vera Cruz, México - *Devotion, pilgrimage and tourism at Sanctuary of Guadalupe*
- **Brad Towle**, International Tourism Promotion & Development Director, Tanabe City Kumano Tourism Bureau, Japan - *Popular piety and pilgrimage on the road to Kumano, Japan*
- **Adel El Gendy**, General Manager, International Relations & Strategic Planning, Ministry of Tourism, Egypt - *The Holy Family Trip To Egypt*

Debate

13:30 – 15:30 *Lunch-Debate (Spanish only) / Room: Salón Comedor Real, Hostal de los Reyes Católicos*

Conference by Carlos Espinosa de los Monteros, High Commissioner for *Marca España*
Marca España and the Way of St. James

15:30 – 17:00 **SPECIAL SESSION: Franciscanism and pilgrimage**

2014 is the year of the eighth centenary of the Pilgrimage of St. Francis of Assisi to Santiago de Compostela. This special session will present four centres of pilgrimage linked to the memory of St. Francis: Jerusalem, where Franciscans have played a prominent role since the founding of the Franciscan Order; Assisi, where the relics of the saint rest; Varallo, where for the first time the evocation of Jerusalem was created by the Franciscans in Europe and the Franciscan routes of Paraguay.

Moderator: Francisco Singul, Chief, Pilgrimage Culture Department, S.A. de Xestión do Plan Xacobeo

Speakers:

- **Claudio Ricci**, Mayor of Assisi and President of the Italian Association of the UNESCO World Heritage Sites - *Assisi, the city of Saint Francis: spiritualism and tourism*
- **Marcela Bacigalupo**, Minister of Tourism, Paraguay - *Franciscan routes and Jesuit missions in Paraguay*
- **Father James Gardiner**, Director of special projects at the Franciscan Monastery of the Holy Land in Washington, DC, United States of America

Friday, 19 September:

Room: *Capilla Real, Hostal de los Reyes Católicos*

09.30 – 11.00 SESSION 3: Pilgrimage tourism and historical and cultural heritage

Tourists and pilgrims are attracted by the historical and cultural legacy present in pilgrimage routes and sacred sites. Places of worship and shrines draw increasing numbers of people, not only the religious, enhancing the role of tourism in the preservation of historical heritage and cultural identity in the age of globalization.

Moderator: Anna Sidorenko-Dulom, Programme Specialist, World Heritage Centre, UNESCO

Speakers:

- **Jin Yung Woo**, Special Adviser to the UNWTO Secretary General on Tourism and Culture - *Pilgrimage tourism, historical and cultural heritage*
- **Maru Acevedo**, Vice-Minister of Tourism, Guatemala - *Black Christ Pilgrimage to Esquipulas*
- **H.G. Bishop Gregorios of Mesaoria**, Church of Cyprus, Chairman of the Synodical Office of Pilgrimage Tours - *Along the Pathways of Faith in Cyprus*
- **Bela Bhattacharya**, Professor of Pali, University of Calcutta - *Important Relics and Places of Pilgrimages of Buddha and his disciples in India*
- **Ahmed Hassen**, Director, Institute of Ethiopian Studies, University of Addis Ababa - *Traditional Ethiopian pilgrimages in the context of tourism*

Debate

11:00 – 11:30 *Coffee break*

11:30 – 13:00 SESSION 4: Nature as inspiration for tourism and pilgrimage

Respect for the environment must be closely connected to the practice of pilgrimage tourism in paths and routes. The paths used in the past by local people and pilgrims, and now also by numerous tourists, cross a wide range of natural spaces; which often constitute cultural landscapes that are rich in spiritual and symbolic values.

Moderator: Imtiaz Muqbil, Executive Director, Travel Impact Newswire, Thailand

Speakers:

- **I Gede Ardika**, Member of the World Committee on Tourism Ethics, former Minister of Tourism and Culture of Indonesia - *Spiritual tourism in Bali and sustainability*
- **Marijana Belaj**, Professor, Department of Ethnology and Anthropology, University of Zagreb, Croatia - *Natural space and pilgrimage in Medjugorje, Bosnia and Herzegovina*
- **Xue Yunwei**, Vice-Mayor of Zhengzhou - *Shaolin Temple and pilgrimage tourism in China*
- **John King**, Chairman of the Australian Tourism Export Council and member of the Board of Management of Uluru Kata Tjuta National Park – *Indigenous Tourism: the most ancient of journeys*

13:00 – 14:15 *Lunch buffet*
Room: Salón Comedor Real, Hostal de los Reyes Católicos

14:30 – 17:00 SESSION 5: Sustainability of pilgrimage tourism

Tourism and pilgrimage represent increasingly complex human activities that depend directly on finding the balance between traditions and the needs of both hosts and visitors. Pilgrimage routes and sacred sites entail multiple challenges in terms of policy, development strategy, resource management, carrying capacity and heritage preservation. This session analyses strategies and steps in developing and marketing pilgrimage tourism products.

Moderator: Marta Blanco Quesada, Director-General of Turespaña, Ministry of Industry, Energy and Tourism, Government of Spain

14:30 – 15:15 Presentation of Case Studies

Technical presentations on challenges relative to management, visitation and carrying capacity, preservation, seasonality, marketing and promotion.

- 1. Nava Castro Domínguez**, Director of Tourism Galicia (Xunta de Galicia) - *Jacobean pilgrimage and tourism: Contemporary perspectives of the Way of St James*
- 2. Alison Hilliard**, Deputy Secretary-General, Alliance of Religions and Conservation, ARC, United Kingdom - *The Green Pilgrimage Path*
- 3. Devesh Chaturvedi**, Principal Secretary, Department of Planning, Government of Uttar Pradesh and Divisional Commissioner of Allahabad during Kumbh Mela 2013, India – *Magnificence of Kumbh Mela*

15:15 – 16:30 Technical debate (5 minute introduction by each panellist followed by a debate)

Panellists:

- **Ven. Myeong Beop**, Former Deputy Director of International Affairs Dept. International Seon (Zen) Centre of Jogye Order – *Buddhist Temple stays in the Republic of Korea*
- **Paolo Caucci von Saucken**, President, Committee of Experts on the Way of Saint James - *Rome, Santiago and Jerusalem - Alliances, gatherings and promotion of pilgrimage between shrines*
- **Alicia Lonac**, National Director for Tourism Development, Ministry of Tourism, Argentina - *The Andean Route, an experience that combines nature, culture and faith*
- **Jesús Hernández Galán**, Director of Universal Accessibility, ONCE Foundation for social inclusion of people with disabilities – *Pilgrimage routes and universal accessibility*
- **Juan Felipe Hunt Ortiz**, Deputy Director, PARDEV, International Labour Organization (ILO)

16:30 – 16:40 Declaration of Santiago de Compostela on Tourism and Pilgrimages, to be read by Marina Diotallevi, Programme Manager, Ethics and Social Responsibility Programme, UNWTO

16:40 – 17:00 Closing remarks

- Representative from the Regional Galician Government
- Representative of the Ministry of Industry, Energy and Tourism, Government of Spain
- UNWTO Secretary General or his representative

Saturday, 20 September

Social programme and technical visits

Visit to Finisterre

Meeting point for all participants: *Hostal Reyes Católicos lobby*

- 8.30 Hike of the first part of the Way of Saint James
(From Hostal Reyes Catolicos to Rua Sarela de Abaixo, 2.5Km)
- 09:00 Departure from Santiago-Fisterra
- 11:00 Visit to the Church *Nosa Señora das Areas de Fisterra*
- 11:45 Departure to Cabo de Fisterra
- 12:00 – 13:00 Visit of Cabo de Fisterra
- 13:30 Aperitif
- 14:00 – 16:00 Lunch
- 16:30 Return to Santiago
- 18:30 Arrival at the hotel

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