

**International Conference on Religious Tourism:
*Fostering sustainable socio-economic development in host communities***

Bethlehem, State of Palestine, 15-16 June 2015

Session 2: Religious heritage and tourism routes – promoting cross border cooperation

Ms. Barbara Chiodi, Executive Director, Brevivet, Italy



Bio:

Barbara Chiodi, Executive Director of Brevivet since 2012, leads a team of 24 persons specializing in tour organization for groups.

Brevivet is an Italian tour operator that has dealt in pilgrimage and cultural tourism for more than 30 years. It belongs to some important dioceses of the north of Italy and ecclesiastic associations.

Brevivet's head office is located in Brescia and the other offices are in Milan and Bari.

Brevivet involves customers, such as priests and cultural organizers, cooperates with all travel agencies in Italy and is a leading tour organizer for pilgrimage to the Holy Land, Lourdes, Fatima and Santiago di Compostela.

It is also an important point of reference for Italian destinations such as Rome, Loreto, Cascia, Assisi and San Giovanni Rotondo.

The mission of Brevivet is to serve the pastoral care of pilgrimages of different ecclesial realities of the territory and to create opportunities to meet the "living stones" of each destination.

Abstract: Description and characteristic of Brevivet organization.

Brevivet deals in pilgrimage and cultural tourism for more than 30 years and involves customer such as priests and cultural organizers and deals with all travel agencies in Italy.

Our catalogue is characterized by different program: pilgrimage and cultural. About pilgrimage we offer traditional itineraries, with the most important Christian sites for customers who visit the Holy Land for the first time, and we propose different itineraries, for pilgrims who had already visited the Holy Land.

In addition to traditional tours, included in our catalogue, we create tailor - made pilgrimages especially for closed groups that want to live a special experience.

We offer different kinds of accommodation and we offer solutions to stay in Bethlehem in order to help the local community.

We propose and book mass in the most significant sites.

Our religious guides every year attend refresher courses organized with the support and the certificate of the Faculty of Biblical Sciences and Archaeology of the Pontificia Universitas in the Monastery of the Flagellation.

Activities to promote Holy Land: a short description of educational, forum, meeting that we organize for customers and journalists, to promote our program and to prepare a pilgrimage before the departure, in order to give not only travel information, but also to prepare pilgrims to meet the "holy stones" and the "living stones".

Some proposals: improve service for family and young people.

Current situation of the Italian tourism market: people are afraid about the political situation of the Middle East; the global economic crisis in Italy; an increase in prices due to the trend of euro-dollar exchange rate.