Available online at www.sciencedirect.com

ScienceDirect

Procedia - Social and Behavioral Sciences 175 (2015) 423 – 430

Procedia
Social and Behavioral Sciences

International Conference on Strategic Innovative Marketing, IC-SIM 2014, September 1-4, 2014, Madrid, Spain

Strategic Marketing Communication in Pilgrimage Tourism

Róbert Štefko[a]*, Alžbeta Kiráľová[b], Martin Mudrík[a]

[a] *University of Prešov in Prešov, Faculty of Management, Konštantínova 16, Prešov 080 01, Slovakia*
[b] *University of Business in Prague, Spálená 14, 1100 Praha 1, Czech Republic*

Abstract

The paper discusses the pilgrimage tourism as one of the oldest forms of tourism. Although it is often considered as marginal, the pilgrimage tourism is indeed one of the most widespread forms of tourism. Due to the historical context all the necessary prerequisites for the use of its potential are developed in Slovakia. There is a large amount of destinations and sites that are by their nature or historical value of interest for domestic and foreign visitors. Visitors from all over the world participating in significant pilgrimages bounded to these destinations. However deficiencies in marketing communication, infrastructure and other areas hinder the development of pilgrimage and religious tourism in Slovakia. To determine the current state of marketing communications in pilgrimage tourism questionnaire survey was conducted. In achieving the purpose of the research, two hypotheses were formulated. Because, the relationship between a dependent variable was examined, and the interval variable is one, Single Factor Analysis of Variance ANOVA was used. Homogeneity of variance was verified using Bartlett´s and Levene´s test. Recommendations for the development of communications strategy are formulated based on the results of the analysis.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).
Peer-review under responsibility of I-DAS- Institute for the Dissemination of Arts and Science.

Keywords: Social media; tourism; destination; marketing; strategy; pilgrimage

1. Introduction

Religious, cultural heritage and pilgrimage destinations and sites since time immemorial attracted the number of visitors. Interest in this type of tourism in many countries constitutes an important component of tourism, and the state budget provides by considerable funding.

* Corresponding author: Róbert Štefko. Tel.: +421905641171 ; fax:+421-51-7470 610 .
E-mail address: stefkor@unipo.sk

1877-0428 © 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (http://creativecommons.org/licenses/by-nc-nd/4.0/).
Peer-review under responsibility of I-DAS- Institute for the Dissemination of Arts and Science.
doi:10.1016/j.sbspro.2015.01.1219

Religious tourism focuses on the visitation of religious sites or destinations, in order to consolidate a particular faith, and development of identity that refers to spiritual or religious enlightenment. These places attract the attention of visitors, not only for religious reasons, but also in terms of history, architecture or artistic value (Kavoura, 2013).

Most religious monuments can attract visitors who may not have a religious affiliation. Some visitors are motivated to visit religious destinations because of their religious belief, religious monuments of architectural attraction, interest in their historical value, or all at once (Kot & Ślusarczyk, 2014).

Religious and pilgrimage tourism is closely bounded to destination. In this context, to remain sustainable, the monuments and natural sites must be protected and restored in order to prevent congestion and not exceed load capacities. The management of these destinations should assure a development of sustainable local economies and respect for the traditions and customs of the host populations (Kiráľová & Straka, 2013).

Tourism motivated by religious or spiritual reasons or associated with religious, cultural heritage and pilgrimage destinations and sites was previously a largely domestic phenomenon (Štefko, Jenčová & Litavcová, 2013; Kavoura & Katsoni, 2014). This form of tourism holds an immense potential for promotion of interfaith and intercultural communications, and promoting and preserving cultural diversity.

Globalization, economic liberalization, a new ethnicity and religious policy, commodification, commoditization of culture and values affect and shape many religious sites in the today world (Owens, 2002). Religious tourism has turned into a major international commercial service. Visitors can buy multifaith-journey packages to places of worship, sacred destinations and pilgrimage sites associated with the mainstream faiths. The use of religious heritage becomes often controversial by the context of commercialization of spirituality. Religious tourism is today a dynamic multi-billion dollar global industry with more than 330 million visitors and more than 50,000 churches and religious organizations that host travel programs. People of faith have changed their spending habits, and today purchase first-class products and services. The annual turnover of these activities amounts to more than $ 18 billion. Pilgrimages also witnessed a dramatic increase around the world. Vatican itself reported 5.5 million visitors in 2013. Tourism of believers has not changed even in times of crisis (Kiráľová, 2010).

Due to the historical context all the necessary prerequisites for the use of religious and pilgrimage tourism´s potential are developed in Slovakia. To determine the current state of marketing communications in pilgrimage tourism questionnaire survey was conducted.

2. Theory

2.1 Tourism, religion and pilgrimage

UNWTO considers religious tourism as visiting sacred places of a particular religion, associated with performing certain religious rites (worship, religious meetings, and the celebration of certain events). The same semantic content as religious tourism has a pilgrimage tourism, i.e. travelling to visit the sacred place at a time when specific religious event takes place there. Pilgrimage tourism is considered part of religious tourism. UNWTO ranks the religious tourism to fifth place among motivations to travel.

The overlap between the spiritual and religious travel is illustrated through the work of Jackowiski, (1987), McGettigan (2003), and Tilson, (2005) who viewed spiritual tourism as a niche form of religious tourism. Spiritual tourism aims to explore the elements of life that are beyond one's perception and help to balance the body-mind and spirit. It may or may not be related to religion. Visitors are trying to develop their own spirituality, or discover the spirituality of others.

Tourism and pilgrimage are closely related (MacCannell, 1999; Cohen, 1979; Turner & Turner, 1978; Campo, 1998; Timothy & Boyd 2003), and, according to Cohen, in modern mass-pilgrimage the behaviour of pilgrims is often indistinguishable from that of tourists. Tourists are not necessarily affiliated with any religion, and they do not necessarily visit the pilgrimage site for the same reasons as pilgrims, but some scholars argue that modern tourism is the contemporary expression of the traditional religious pilgrimage (Graburn, 1989; MacCannell, 1973; Sharpley & Sundaram, 2005). As stated by Vukonić (1996) though the pilgrimage is motivated by religion, it still has characteristics which are not motivated by religion. The secular aspects of pilgrimage (finding accommodation, organizing the trip, food, eating and healthcare) are the same as of the modern tourism. Turner & Turner (1978) also argue that both pilgrimage and tourism encompass a journey using modern means of transportation.

The modern pilgrimage is not necessarily motivated by religion. On the contrary to traditional search for

دریافت فوری ← متن کامل مقاله

ISIArticles
مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات