

Development of Religious Tourism in Epirus Region: Case Study: Perspectives of pilgrimage tours in Ioannina Prefecture

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Abstract: The main Research hypothesis in this study is that Religious tourism could be proved a potential tool of development in regions that they lack both economic and tourism development. Within this context, aim of this study, is development of a specific type of special interest form of tourism, that is Religious Tourism, focusing in the geographical Region of Epirus/ Ioannina Prefecture. Initially, Secondary facts and figures for the Region in question are presented. Then Primary Research follows on both tourism demand and supply. Emphasis here is on both qualitative and quantitative methods, on Religious visitors and representatives of the Greek Orthodox Church in Epirus Region respectively. In specific, structured questionnaires were used in order to map religious visitors' attitudes and behaviors, while as semi-structured in depth interviews were used to map Church representatives' opinions.

Keywords: Tourism Development, Religious Tourism, Greece, Epirus Region, Ioannina Prefecture.

1. INTRODUCTION

Greece is a country with high tourism interest. It can satisfy travelers who either are seeking entertainment or are fans of special interest forms of tourism, creating an important tourism destination, in addition to mass tourism that floods most Greek tourism developed regions, especially during summer - tourism high season, (Lagos, & Christogianni, 2006). Within this context, aim of this study, is development of a specific type of special interest form of tourism, that is Religious Tourism, focusing in the geographical Region of Epirus/ Ioannina Prefecture.

Beyond Secondary Research, in this study emphasis is given on Primary Research, which was conducted by quantitative analysis, using structured questionnaires, in order to map attitudes and behaviors of national and domestic Religious visitors.

Furthermore, qualitative research also was conducted by using semi structured in depth interviews, targeting opinion leaders of tourism supply in the Region in question, mainly of the Greek Orthodox Church representatives. In specific, focuses in religious tourism in Epirus Region and Ioannina Prefecture (Panagiou 2020).

2. DESK RESEARCH/ SECONDARY DATA

2.1. Region of Epirus in brief, Location, Characteristics, Tourism and Cultural facts and figures.

2.1.1 The region of Epirus and its characteristics

The region of Epirus is located in the northwestern part of Greece, having the Ionian Sea to the west and Pindos Mountains to the northeast. It borders on the northwestern part with Albania and on the west it borders and communicates

by sea thanks to the port of Igoumenitsa with Italy. The region occupies an area of 9,204 sq. Km and occupies 6.98% of the total Greek territory. Regarding population census data conducted in 2011, it amounts to 339,721 inhabitants, constituting 3.1% of the Greek population. Regarding the distribution in the regional prefectures, 49.5% is attributed to the prefecture of Ioannina, 20.2% to that of Arta, 17% to Preveza and 13% to that of Thesprotia, (Hellenic Statistical Authority, 2011).

Epirus occupies a special geopolitical value, as it comes in contact with other regions and the Balkans, as it is a gateway / exit of Greece to Western Europe. The main element of the spatial-class management of Epirus is the presence of a unified urban network, the ends of which consist of the cities of Igoumenitsa, Preveza and Arta with the main point of development the capital of the region, Ioannina.

Moreover, Ioannina is the center of the Region, with the whole basin as an area of influence. It is the main residential center of the Region of Epirus and has an administrative, social and economic role. The operation of Egnatia and Ionian High Ways, as well as the airport in the north of the city, are a vital element in strengthening the economic dynamics of Ioannina. It is also one of the most important cultural poles of the study area, as it gathers a wealth of cultural resources, services and activities.

Furthermore, Ioannina's influence is regional, but also interregional (health, education, research, technology). Given the character of the settlement, its population size, the services it can offer, but also the proximity to other routes, the settlement is characterized as a cultural pole of the wider area.

The geomorphology of the region of Epirus is distinguished by the mountainous terrain and the abundance of surface waters. Natural next is the rich natural environment, with forests, special fauna and flora and low degree of urbanization. It has extensive beaches in all three Regional Units located near the Ionian Sea and the Amvrakikos Gulf. Apart from the daily life near the coasts, the mountainous element in Arta and Ioannina constitutes 76% of the total mountainous area of Epirus. Moreover, these two cities account for 33.3% of the inhabitants of Epirus, something that is changing in the southwestern part of Epirus in the agricultural areas due to the irrigation works and the Amvrakikos gulf. In addition, the main tourism attractions available are bridges, stone structures, watermills, old traditional fountains, mansions, monasteries, temples and various archeological monuments with world-wide impact such as that of ancient Nikopolis, the ancient oracle of Dodoni, Acheron Lake, Artas' Castle, and much more. In parallel, in the cities of Epirus, several classical traditional settlements are recorded that reveal the identity of the region, (Strategic & business plan for the development and promotion of thematic tourism in the region of Epirus, 2015).

The geographical region of Epirus notes special sights of cultural identity and value, such as historical and religious monuments. Some of them have been promoted thanks to tourism, while there is still a high number of monuments relatively unknown in the tourism market.

In short, the monuments of Epirus can be categorized in archeological sites of the pre-Christian period, in Christian mainly in the Byzantine period, and in the mosques that were built during the Turkish period (Ottoman period). Lastly there are also a few Jewish synagogues in the city of Ioannina.

3. PRIMARY RESEARCH

3.1. Research Methodology

3.1.1. Research Purpose – Structure

As far as religious tourism in Epirus, the choice of holiday travel period is examined, the extent that holidays are combined with religious events and whether the visit to Epirus is made exclusively for religious reasons. In this research is also being contemplated the importance of the religious resources of Epirus, the disadvantages of the region in correlation to other religious destinations in Greece, plus and the degree to which Epirus is being selected from other tourism destinations, because of the value of its religious resources.

Regarding to religious tourism in Ioannina, the types of tourism that are developed in the area, the characteristics that attract tourists, plus the weak points of the area are being studied. The importance of religious resources of Ioannina Prefecture is also to be analyzed, to the point the degree to which the holidays in Ioannina Prefecture are combined with religious events and whether the organization of religious excursions in the area is under development. The periods of

greater interest in religious activities, the adequacy of advertising in the area as a destination of religious interest and the degree of attraction of new tourists are also explored. The research also focuses at the necessary actions for further growth of religious tourism of Ioannina Prefecture, the constitution level of the area for religious tourism and the reasons of accomplishing touring towards a religious monument or sacred place of worship.

For both Epirus Region and Ioannina Prefecture, the research is focused on tourists' nationalities, motivation for visiting, and combination of religious sources with natural, cultural and other tourism resources.

Based on the purpose of the study (animus), the following dual research hypothesis is formulated:

- Which are the views of habitants and tourists of the area about religious tourism in Epirus Region?
- Which are the views of habitants and tourists of the area about religious tourism in the Prefecture of Ioannina?

Furthermore, the research involved 225 visitors of religious tourism and pilgrims from Epirus Region and Ioannina Prefecture, almost equally distributed in terms of gender. Most of them are people of 25-54 years old, Lyceum graduates or Higher Education Graduate, University/College graduates, and regarding to their profession they are employees of public or private sector or entrepreneurs/self-employed. Also, the overwhelming majority are Christians Orthodox believers.

3.1.2. Research Planning

A quantitative survey was conducted. The quantitative research, which was carried out amidst the period April 1st till 30th 2020, was descriptive and primordial using a questionnaire (see Annex I), which was consisted of a closed - ended questions (a yes or a no question). Through the quantitative research, the researcher may study large volumes of data, using a large sample (Cohen, Manion & Morrison, 2007), as to measure the level of agreement of research subjects in measurable concepts (Creswell, 2013) and generalize the conclusions for the research population (Fowler, 2014), if the sample is representative of the population (Farmaki, 2017).

3.1.3. Population – Sample criteria

The population of the research is considered to be all the inhabitants of Epirus Region and Ioannina Prefecture, plus the tourists who have visited the area. Regarding the sampling of the quantitative research, which is consisted of 225 people, mainly locals but also foreigners for purposes of religious tourism of Epirus and Ioannina, aged mainly 25-54 years, graduates of Lyceum or graduates, who are employed as public or private employees or freelancers and are Orthodox Christians or/and of other religions.

3.1.4. Tool of scientific research

The first part (Part A) of the questionnaire is consisted of questions of demographic data of the participants in the research. The questions of part B (Part B) of the questionnaire pertain the first research question, regarding the views of the habitants and tourists of the area about religious tourism in Epirus, as to the questions of part D (Part D) that pertain the second research question, regarding the views and opinions of residents and tourists of the area about religious tourism in Ioannina Prefecture.

More analytically, a questionnaire consisted of 99 questions was used for the quantitative research and was divided into 3 sections. The 1st section is being referred to the demographic information and it is composed of 5 questions. The 2nd section is being referred to questions relative to religious tourism in Epirus and it is consisted of 41 questions, categorical, with two opposite parts (yes/no), multiple choice, but mainly from Likert scale of five-point questions. The 3rd section is being referred to questions related to religious tourism in the Prefecture of Ioannina and it is consisted of 53 questions, categorical, with two opposite parts (yes/no), multiple choices, but mainly from Likert scale of five-point questions.

3.1.5. Methods of Analysis

The analysis of quantitative research was concluded at the IBM statistical program SPSS24 and with the software of Microsoft office excel 2016, only afterwards the researcher decoded the data. The operative variables of the Likert scale research, were presented with average rates and standard deviations, whilst the categorical, the two opposing parts and the multiple choices through frequencies and percentages (Siomkos, & Mavros, 2008). The analysis of the interviews was

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performed with the technique of thematic content analysis in order to identify the context of the answers (Willig, 2014), only after the researcher has decoded the data.

The thematic analysis was conducted through the following 6 stages:

1. data Familiarization
2. data Encoding
3. topics Search
4. topics Review
5. Definition and naming of topics and,
6. Data analysis. (Braun, 2006).

3.1.6. Moral and methodological issues

- Conducting all kinds of research requires the regulation by the researcher, as much as the moral issues related to the psychology of the subjects of the study as to the research itself (Keith-Spiegel & Koocher, 1998). In specific, the following rules have been abided:
- Prior to the conduction of the research, the researcher requested permission from the institution carrier and the supervising professor of the conduction, which was accepted, as the subject under study was considered significant, interesting and useful for the scientific community.
- Tourists and locals, before replying to the questionnaires and interviews were informed about the inquiring purpose of the research that their participation is anonymous, voluntary and their answers will be used only for scientific purposes.
- It became known from the early beginning to the subjects of the research, that they can leave whenever they want or delete their participation after the completion of the data collection.
- The beginning of data collection took place after the consent of the subjects to participate in the research, and by electronic subsection of the questionnaire into a special platform (google-form), as it was not feasible the complete a written questionnaire by the participants due to precautionary measures for the prevention of epidemic COVID-19.
- In the end of the process the researcher thanked the participants and shared with them his personal information in case they wish to contact him for any reason or to be informed for the results of the research.

3.1.7. Data reliability

In the quantitative research the reliability may be tested on Likert scale ordinal questions using the Cronbach Alpha coefficient where values above 0.7 are considered satisfactory (Nunnaly & Bernstein, 1994).

In specific, in the section of questions that address to Epirus Region:

- The “Importance of local area characteristics with developed religious tourism” had a reliability $\alpha=0,873$
- The “Organized tourism” had a reliability $\alpha=0,887$
- The “Remarkable notable religious tourism” had a reliability $\alpha=0,749$
- The “Importance of religious sources resources had a reliability $\alpha=0,964$
- The “Disadvantages of local area” a reliability $\alpha=0.853$

For the section of questions that refer to the Prefecture of Ioannina

- The "Attraction characteristics of tourists" had a reliability $\alpha = 0.878$
- The "Weaknesses of the area" had reliability $\alpha = 0.826$
- The "Significance of religious resources" had a reliability $\alpha = 0.958$
- The “actions of growth of religious tourism” had a reliability $\alpha = 0.955$

Furthermore, in the qualitative research, the reliability of the data was checked through discussion in a 2nd level discussion with the interviewees. Due to the fact that the data interpretation is based on the subjective judgement of the researcher, after the completion of the analysis, the researcher discussed with the participants whether the meaning given to the replies is identified with the point of view (Fives & Buehl, 2012).

4. PRIMARY RESEARCH CONCLUSIONS AND DESCRIPTIVE STATISTICS

Regarding the religious tourism in Epirus Region, the majority of the visitors replied that they travel there for holidays usually at any time of the year, and would visit a tourist destination in that place exclusively for religious-pilgrimage purposes. Furthermore, based upon to the answers of the respondents, most of them live in Epirus, usually in a hotel accommodation or privately owned "second (B)" residence or in random choices. Also, tourists tend to believe a lot that the possibility of conjoining general activities with religious events while vacationing makes it clear that Epirus is even more an attractive tourism destination. Based upon the characteristics of a place with advanced developed religious tourism, the participants declared stated that they consider very important the peaceful /serene and traditional environment, the affordable prices, the possibility of visiting other places, the ease of access, the existence of sights, museums, monuments, cultural and tourism means and the possibility of combining it all vacationing.

In general, a neutral stance of agreement prevailed amongst the participants regarding specific views and opinions regarding organized tourism of Epirus. On the other hand, they stated that they strongly agree that Epirus is a remarkable religious destination, due to the fact that owns a lot of religious monuments and churches, as well as notable religious festivities, events and festivals. All of the religious resources of Epirus were also considered important, with the exception of the Holy Trinity Monastery of Faneromeni Lekatsa, which was slightly less interested by the visitors, compared to the rest of the religious sights. In addition, a neutral degree of agreement was observed to the question of whether Epirus lacks in terms of specific characteristics, in relation relevance to other religious destinations in Greece. Just the same, the participants appeared to consider a lot that Epirus is the most remarkable and preferable touristic destination than others, due to its religious sources.

Subsequently in this research, participants were asked in relevance with the religious tourism in Ioannina Prefecture, for which most of them initially replied that they consider Ioannina as a mountain/winter destination or religious or environmental tourism. First and foremost, two (2) out of five (5) declared that tourists expressed their greatest interest for visiting the summer period for religious - pilgrimage activities.

In order to contribute of some "strong" characteristic points of Ioannina Prefecture in attracting tourist's high faith seemed to be formed. In particular, participants made it perfectly clear that what contributes mostly is the environment and natural resources, the history and culture, the serene environment, the traditional events, the possibility for many choices and activities, the religious monuments, festive events-festivals, convenient accessible, reputation - brand name, fun and entertainment, the short distance from the place of residence and the hospitable inhabitants. However, the respondents showed a moderate degree of faith in the fact that specific "weak" characteristic points of Ioannina Prefecture hinder its tourism development.

Similar to Epirus Region, all religious resources of Ioannina Prefecture were evaluated as important by the participants, except for the Jewish Synagogue in the Castle of Ioannina, which they considered to be a bit a little less of importance.

The study concluded that visitors appreciated that to a moderate extent tourist combine their holidays in the Prefecture of Ioannina with religious events, such as visits to shrines and temples, pilgrimage and fulfillment of vows.

In addition, it considered to be as moderately developed the organization of excursions motivated by religious-pilgrimage interest in Ioannina Prefecture, and the level of sufficient promotion/marketing of the religious resources of Epirus and its advertisement as a religious destination.

On the contrary, visitors showed high faith that religious-pilgrimage tourism can be a source of attraction for young tourists to Epirus, especially in the period of economic crisis we are going through. In addition, those who have visited the Prefecture of Ioannina for reasons of religious tourism or pilgrimage, stated that they were given to the highest degree the opportunity to combine their religious events with their vacations or other activities that Epirus Region may offer, as well as high agreed with the view that the religious resources of Ioannina Prefecture can and must be combined in an organized

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way with the natural, cultural and other tourist resources within its disposal. Furthermore, they would highly recommend Ioannina to someone for Religious tourism - Pilgrimage tour.

Later on, when asked by the participants to refer to the non-Greek nationalities of tourists, based on the criteria of the level of visitation of the religious monuments of Epirus Region and Ioannina Prefecture, about half of them stated they were Italians, while four out of ten were Russians or Germans.

In addition, the majority of respondents answered that the main motivation for tourists to visit the religious monuments of these destinations is cultural reasons, sightseeing and religious faith (pilgrimage).

It was also noticed that participants evaluated as important some actions to be taken for the further development of the religious - pilgrimage tourism of Ioannina Prefecture. In specific, they replied that they consider important; creation of tourism package offers that combine religious tourism with other activities, the organization of more frequent visits and guided tours to religious sights, more intensive promotion and marketing of the religiosity of the region and the pinpointing of more religious sights and events.

Regarding to the last question of this research, which was about the reasons why the respondents usually take a tour / pilgrimage to a religious monument / holy place of worship. Almost half of them cited the pilgrimage as a reason, while about four out of ten cited the interest in reference and historical briefing.

Lastly, one out of three, stated that the reasons for attending are folklore, cultural event or religious ceremony or communicating with God and prayer or inner search, spiritual devotion and purification.

5. FURTHER FINDINGS / RELIGIOUS TOURISM DEVELOPMENT PROPOSALS

Based on conclusions of this research -mainly focused on qualitative (in depth interviews and secondary data), overall tourism development in Epirus Region could rely on Religious tourism.

In specific, the following are suggested:

- Cooperation of Church, State and Professional Tourism Bodies (Ministry of Tourism) with aim the elaboration of a strategic plan and attracting more visitors and pilgrims in Greece in particular in Epirus.
- Carrying out more activities to attract pilgrims and visitors of religious tourism, as they exceed over 300.000.000 worldwide, with 70% concerning Christian traveling and with special targeting on Eastern European countries with 450.000.000 Orthodox believers/followers, but also with special emphasis to the new generation of tourists, which is under. (Special Synodic Committee of the Church of Greece - Synodic Office of Pilgrimage Tours /Religious Tourism, 2018)
- The planning of new thematic routes and pilgrimage tours in collaboration with the Holy Metropolises in the local Church and the bodies of Local Authorities (Municipalities and Region of Epirus).
- Ensuring access, for escort and guided tour, to the important Byzantine and post-Byzantine monuments, but also Holly Churches and Holly Monasteries of Epirus Region, with prior consultation with local authorities or church committees and monastic communities for the proper arrival times for visitors-tourists and pilgrims in terms of security, order, appropriate behavior and education, in a way that does not disturb the living conditions the monastic communities and religious establishments in which men and women cloistered may live an ascetic life, under monastic vows, rules and traditions of the Orthodox Church concerning monastic life.
- The internship and training of the escorts / guides of religious tourism (certified graduates of Public Life –Long Training Centers and Institution of Vocational Education, specification of "Religious Tourism" of Ioannina) in these monuments, which now poses Ioannina as young specialized professionals in this field, with a wide range of scientific knowledge, theological cultural, historical / archaeological and tourist training, with the cooperation of the church authorities, as imperative becomes the need for the selection of escorts from the tourist offices who have proven training in religious and - pilgrimage tourism with the corresponding training. Also, the necessary staffing in the appropriate positions of Metropolises or Municipalities and Region of Epirus for the production, promotion and marketing of suitable printed and digital material to inform visitors for/and other activities of religious tourism and pilgrimage tours.

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- It is important to promote the life and deeds of Saint Paisios with the pilgrimage tour "In the footsteps of Saint Paisios" in the area of Konitsa, or "the Pilgrimages of Virgin Mary", or this of "Saint Nikolas" and the routes of "Kapesovo's drawers", or "Byzantine art" e.t.c., in the context of creating a television documentary by BBC channel standards, produced by Greek television.
- Certification of the products of the Holy Monastery of Vella or other monasteries for the public, in order to hold a monastic gastronomic festival.
- The emergence of church anniversaries / holidays of Epirus, such as "Neomartyros Agios Georgios" in Ioannina, "Agias Theodoras" in Arta, the «Assumption of the Virgin» ("Koimiseos Panagias") (August 15th) celebrated in many places, "Agios Paisios" in Konitsa or religious ceremonies (St. Paraskevi in Metsovo) etc., by designing new pilgrimage programs which will highlight the special anniversary of the celebration of the memory of the Saints, with parallel organization of anniversary religious sessions and meetings of local and foreign church officials and executives, of native and foreign origin, special scientists, journalists, religious tourism agents, and official visitors (VIP) targeting special markets in countries of religious, cultural and historical interest (such as Germany, Russia, France, Italy, Japan, China, America, Canada, the Nordic countries, Israel, Turkey, etc.)
- The creation of tourism packages of religious tourism with 3 days and 7 days accommodation exclusively in Epirus by conducting a program that combines visit to religious monuments and pilgrimages but also leisure tourism, walking, wine tourism in combination with gastronomic, even the seaside or the lake with the small boats of the city of Ioannina from the pier of the lake.

As the most participants of the questionnaire believe that the religious/cultural tourism is a strong characteristic of Epirus Region and Ioannina Prefecture but there is a lack of public information and advertisement about it (Answers B6, B9, C3, C10, C11 and C13), they agree that it is necessary the influential promotion of all forms of special interest forms of tourism and advertising of programs (packages) of religious tourism in Epirus. Thus, all modern "digital media" and "information and communication technologies" could be utilized as following:

- The designing of an online strategy for target-markets.
- The creation and shipping a monthly news-letter to potential groups of tourists.
- Ads and social media campaigns.
- Creation of an informative website (portal), with recorded experiences and opinions about the religious monuments of destinations and religious events, as an advertisement of the tourist product of all the pilgrimage routes of Epirus, with full details of the Religious Monuments and Holy Shrines and Holy Shrines per county (or/and Holy Metropolis) and in languages other than Greek, plus printout bilingual information leaflets, both in Greek and English language, for each and every Holly Temple, Holly Monastery and religious monument, which will be distributed directly at their site.
- Establishment of a coordinating organization (Destination Marketing Organization-DMO "EPIRUS") in the Region of Epirus by specialized executives and representatives of all that are involved and included, with the contribution of the Region and the Municipalities of Epirus (Epirus Region, 2011) to support local tourism enterprises, the participation of the residents and its promotion on the internet.
- Promotion of religious monuments of the area on websites of Municipalities of Epirus.
- Three-dimensional mapping of religious monuments, with the location service LBS (Local Based Services) and locating the geographical location with the application "Geovisualization" or "Google Earth".
- Information on the visitor's mobile phone through the application of augmented reality (Augmented Reality), regarding the history and the religious monuments in "real-time" and interactive images of the Byzantine temples and the preserved monuments with remarkable interior decoration. (eg rare hagiographies – holly paintings).

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- New digitized maps with Geographic Information Systems (GIS), with search of religious monuments in the area and pilgrimage tours.
- Promotion of religious tourism by tourism offices and tour operators.
- Creation of digital kiosks for digital tour of tourists under the responsibility of the DMO and the Municipalities in all languages and in various visitable places in Epirus for the convenience of foreign visitors.
- The promotion of QR-Code tools, so that by a simple scanning of the codes that the traveler will find in a religious monument or place, easily and directly obtain information about it on his mobile phone.
- Direct connection of the Ionian Road with Kakavia, the northern part of the E65, regular flight routing with Germany, also connecting Ioannina with Corfu, Patras and Paxos, by seaplanes, according to the proposals of the Hotel Owners Association of the Prefecture of Ioannina.
- The presence of specialized escorts / guides of Religious Tourism and Pilgrimage Tours is important in any effort for further support and enhancement to the local tourism product and are particularly willing in collaboration with: a) Greek Church (Church of Greece, 2013), b) Holy Metropolis of Ioannina, c) Epirus Region d) Local Municipalities and e) Hotel Owners Association of Ioannina Prefecture. These specialized guides should be properly trained with the assistance of specialized instructors, as to welcome religious tourism visitors and pilgrims from home and abroad, to host, accompany and guide them to religious and cultural treasures in the of Ioannina Prefecture and Epirus Region.

6. CONCLUSIONS – RECOMMENDATIONS

In conclusion, Epirus Region and Ioannina Prefecture, indeed, have the resources to further develop religious tourism. Church of Epirus in cooperation with national and local tourism authorities could implement intergraded marketing plans focusing in Orthodox religious countries, mainly Russia. They could also initiate pilgrimage tours, focusing the domestic tourism market in order to overcome negative effects (such as COVID) on international tourism arrivals.

Further research findings here, suggest that Epirus Region and Ioannina Prefecture are vital attraction pillar for tourists who prefer religious tours. Thus, religion tourism could further be developed by emerging the cultural heritage of the region, enmeshing further tourism interest and consequently more high income tourists' arrivals. It also concludes that similar studies could assist other under- developed tourism regions and prefectures which have similar religious tourism resources.

Moreover, with further studies of other regions of Greece and through qualitative and quantitative research processes of a sufficient sample of tourists, religious tourism could be implemented in other Greek cities or/and regions and used as a tool of overall tourism development. In addition, this research in question could be used as a pilot model, on which future researchers can study with respective criteria, each of other less tourism developed regions of the country.

Systematic review of such surveys will be able to map data, tourists' attitudes and behaviors of Religious Tourism in Greece in a single framework and to propose further development of this special interest forms of tourism. This study could also be adapted in any region, always aiming the growth of the tourism industry, in a way that positives aspects could be enriched and the negatives ones could be reduced, in order to achieve sustainable tourism development.

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