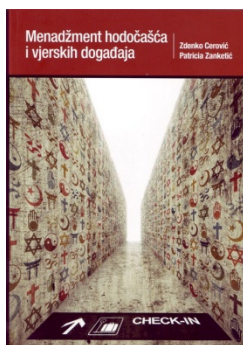


BOOK REVIEW



MENADŽMENT HODOČAŠĆA I VJERSKIH DOGAĐAJA **Pilgrimage and Religious Events Management.**

**Zdenko Cerović
Patricia Zanketić**

(2014), Faculty of Tourism and Hospitality Management, Opatija
ISBN 978-953-7842-20-8, 260 pp.

Faculty of Tourism and Hospitality Management Opatija published the book “Pilgrimage and Religious Events Management” written by prof. Zdenko Cerović, PhD, and Mrs. Patricia Zanketić, PhD.

The book was formally promoted on 5 February 2014 at the Aula Magna of the Rector's Office in Rijeka, and a great number of guests, media representatives and friends joined us for the occasion. The book was published in 1000 copies and it was reviewed by prof. Franjo Radišić, PhD, prof. Boris Vukonić, PhD, prof. Mato Bartolucci, PhD, and docent Jerko Valković, PhD. Ingenious and thought-provoking cover is a work of Aljoša Brajdić.

Somewhat unusual topic with highly challenging objectives can be summarized into the following authors' thoughts and messages that can be read on 260 pages of the book. It offers a completely new view on religious tourism – religious journeys, pilgrimages, religious events. An interesting and multidisciplinary approach to the topic of religious journeys is well designed by the authors, emphasizing the economic effects of pilgrimages and religious journeys. Texts that have so far been published on the same or similar topic assume different views on the topic, particularly from sociological and theological aspects, often emphasizing sociological aspect and at the same time neglecting economic aspects of pilgrimages and journeys motivated by religion and spiritual impulses. The authors of this book are rather bold when it comes to explaining religious tourism with new objectives. They are not burdened with ideological assumptions nor associated with any particular approach, thus offering this book a possibility to deal with religiously motivated journeys – pilgrimages and religious events – from a completely new angle and to present a new perspective of the topic. The modern globalised society is characterized by new technologies and e-communication means that offer new impetus and new approach to cultural and religious resources. This book offers a number of messages and views on the topic of religious motives of journeys, and a valid conclusion that pilgrimages present an important segment of tourism economy in which there are special and complex models and activities of the management of religious journeys – pilgrimages. According to the interests and objectives, the functions of management differ between those with religious objectives and those with spiritual objectives. The authors are well aware of the importance of defining differences between the

above objectives when organizing journeys – pilgrimages. Theological (theoretical) assumption of all religions is a man's need for continuous search for the truthfulness of spiritual meaning of life, followed by the need to find oneself in spiritual dimension while on a journey. In other words, by searching for a true value, a man travels; a wish to find his "own truth" makes man a pilgrim. The authors therefore emphasize the importance of human search for spirituality, and the book defines and treats such phenomenon as a pilgrimage. The truth is that the concept of pilgrimage occurs in other human manifestations as well, not only in religious ones, and they are always defined as a pilgrimage. However, the term itself is used in other manifestations of globalized human life.

The contribution of the book's authors to the Croatian scientific field of religious journeys is undisputed since they have presented a new manner of approach to the problem area which has not been given sufficient attention so far. It can be stated that this work promotes a new approach, suggests a new manner to analyze and understand religious tourism, i.e. religiously motivated journeys of tourists, believers and pilgrims. As it was repeatedly mentioned in the book, the management of pilgrimages and religious events assumes the "encounter" of two realities that are different in many ways and whose heterogenousness needs to be appreciated. The authors emphasize what defines management on one side and pilgrimage on the other side, as well as their fundamental characteristics, different functions and motives. However, they don't stop there but take a further step in explaining the management of religious journeys and events inspired and motivated by religion.

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