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# THE CORRELATION BETWEEN CATHOLICISM AND ROMAN TOURISM

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THE CORRELATION BETWEEN CATHOLICISM AND ROMAN TOURISM

by

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**Abstract**

Religious pilgrimage is one of the oldest forms of tourism, and following the death of Jesus Christ, Rome became a central hub for visitation from Christ followers. Because of this phenomenon, the subsequent thesis is a study regarding the potential correlation between Catholicism and the Roman tourism industry based on previous published literature, as well as a survey presented at the time of visit to Rome during a trip made in May 2017. The literature includes in-depth analysis of European tourism, marketing, Roman tourism, and Catholicism history and pilgrimages. Survey development was established from the studies made. Fifty international travelers to Rome were presented the questionnaires. The surveys were organized based on individual questions in order to analyze whether or not the thesis statement could be proven.

**Key Words:** Pilgrimage, Rome, Tourism, Catholicism

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## **CHAPTER ONE: Introduction**

“The world is a book, and those who do not travel read only one page.”—Saint Augustine

I fell in love with world travel when I was fortunate enough to go to France with Sister Mary Carrolle. I still remember entering the stone walls of Mont Saint-Michel and Notre Dame, craning my neck to admire the picturesque beauty of the colored glass windows painted and stained with the images of humanity. I recall Sister Mary Carroll’s voice echoing off those walls as she sang over the pews. I can still smell the thick aroma of incense that clouded the view of candlelight. I cherish the impact of these sights and sounds on me and my young colleagues. This was our awakening, our Renaissance. This experience gave me the spark for notable religious destinations and an appetite for history. What better destination than Rome, steeped in religion, with its inseparable ties to the Catholic Church? Thousands of people visit Rome each year for the chance to see the cathedrals and the Basilicas, among many other sites. Religious travel is the essence of the city of Rome, which is incredibly lucrative due to its intrigue.

“Religious tourism has been one of the oldest types of tourism since it evolved with humankind [...] religious tourism is driven by motives such as curiosity, to learn new cultures or to participate in specific spiritual rituals and beliefs” (Saayman, Saayman, and Gyekye, 2014). Otherwise known as pilgrimage, religious tourism has been pertinent to history. It retains its status as a major marketing ploy for several religious destinations, especially Rome. In the words of Graham Holderness, “Rome contains the only truly Holy City left in the world, the Vatican... Rome is a great bustling

international capital, yet full of holy places,” which is, yet again, why I chose to analyze Rome in my thesis (2009).

The thesis statement proposed in this study is: *actual tourist experience and research demonstrate that there is a significant correlation between the Catholic Church and the Roman tourism industry.* The research inquiry is this: is it possible for the relationship between the Catholic Church and the Roman tourism industry to be defined by a questionnaire delivered to visitors of Rome during the month of May in the year of 2017, as well as in previously published literature? I traveled to Rome with a specific survey to receive responses from actual tourists, which were then compared to data already collected with regard to the tourism industry in Rome and its connection with the Catholic Church.

For centuries, people of religious and secular backgrounds have been drawn to the presence of the Catholic Church in Rome. This is supported by the numerous accounts of journalists who have conducted reports on the effects the beauty of the Roman Catholic sites have had upon visitors. “After walking the congested streets of Rome, here, even with hundreds of others around us, there was a room, a different kind of air to breathe,” quotes academic traveler Paul Wilkes of *U.S Catholic*. The criterion to select Rome as the destination for analysis was influenced by statements such as these. To witness the city in its majesty is to fulfill a personal aspiration to venture into the eternally “Holy City” and visit the home of the earliest Christians.

In addition to religion, the tourism aspect of this study is similarly vital. “Regardless of the reason or purpose of any type of tourism activity, the fact that people travel to places and take part in activities implies that some expenditure is inevitable.”

(Saayman, Saayman, and Gyekye, 2014). The popularity of the modern pilgrimages to St. Peter's Basilica, the Vatican, and the Arch of Titus is reflected in the number of tourists visiting these areas. Tourism has bolstered the Roman economy.

As far as tourism research is concerned, religious travel is the oldest form of tourism. Through my research, my goal is to inspire people to start their own "books" and act on their desires to see the world to learn from the historicity of these important destinations.

## **CHAPTER TWO: Review of Literature**

People have traveled as long as they could ambulate. Whether for business or pleasure, itinerant tendencies have become part of the everyday life. Among the world of international business, tourism appears to be one of the most profitable business ventures of several nations, especially those nations who are rich in history, culture, and religion. For my thesis, my interest is to delve further into this ideology and see if there is a connection between church and tourism. For my destination, I chose Rome because it is the birthplace of Catholicism and is one of the largest tourist hubs in the world. As previously stated, this thesis will evaluate the correlation herein expressed through research and data already collected, as well as through my own research compilation accessible through the survey I presented during my visit.

The sources that will be used in this study are organized into two groupings. The first category of sources will present the history of pilgrimage and what it has become today, specifically in Rome, Italy. The second category is the source list for factors working against my thesis, such as visitors to Rome for cultural and religious purposes. I will contrast my survey data to existing published literature in search of a correlation, then determine if the research is, indeed, worthwhile.

### **I. *Pilgrimage History in Rome and What It Has Become:***

The first article gives the history of pilgrimage in Rome. The goal of the article by Dory Agazarian, entitled “Victorian Roads to Rome: Historical Travel in the Wake of the Grand Tour,” is to provide an argument regarding how nineteenth century British Victorian culture reshaped philosophies of Rome in the Grand Tour. Traditionally, this is

a trip taken by young men as an opportunity to survey the sprawling European territory. It is achieved through historical research from the beginning to the end of Victorian Britain. During the Grand Tour, it became possible for middle class women, and families to travel and visit Rome. Before this, the social obligation rested in the ability of young British men to understand the culture of Rome apart from the Grand Tour.

When historians began to thoroughly study the differences between the legends versus the actual history of Rome, the archaic practice was altered. This resulted in scholarly disputes between those clinging to the romantic legends and those searching for the truth. Archaeology became the prime method for providing authentication to Rome's regality. A "new Rome" was born, attracting consumers from late-Victorian travelers and with new academic viewpoints including a desire to see the traditional Rome, and new historical developments. Consumerism was also cultivated from these voyages. Trinkets such as jewelry, clothing, and souvenirs served to remind tourists of their life-changing trips.

The second source of this section is entitled "Rome: Multiversal city: The material and the immaterial in religious tourism." The central purpose of this article is to evaluate the history and current tourism in Rome, from a religious perspective. The author begins by discussing the history of pilgrimage, what he believes is a modern parallel to tourism. He goes on to debate how modernism, social media, and other factors of society have since tainted the visiting of sacred destinations. He furthers his argument by detailing how there are so many different parts that develop Rome, as demonstrated by the different colored bus tours that venture the city. For example, the yellow bus is the Christian site bus. Unfortunately, this seems to detract from the overall sacred

experience of Rome by placing religion in a specific group. The article then concludes that religious tourism may still be experienced in an authentic way. The focus of the article was complete with myriad theories pertaining to quantum physics, Egyptian history, and other irregular debates that seem to detract from the article's intention as a whole. That intention is then shaped by a simple sentence in the last paragraph. I chose this to follow the previous article because it provides a modern intake of the historical pilgrimages.

Finally, there is the article "Power and Narrative Pleasure in Twentieth Century Detective Fiction: Contesting the Authority in the Day of the Jackal and Angels and Demons." Dan Brown uses the Catholic history of Rome in his novel *Angels and Demons* and provides a modern experience of pilgrimages for those tourists who were inspired by the book and movie to see the actual sites presented. This is yet another plug for tourism.

The objective of this article is to critique two novels: *The Day of the Jackal* by Frederick Forsythe and *Angels and Demons* (sequel to *The Da Vinci Code*) by Dan Brown and how social structures are tested with pleasure. The beginning of the article discusses underlying social reformations of historical institutions (the Catholic Church) through the pleasure of fiction. The author, Anindita Dey, describes the religious ideology of Pope Camerlengo and how control in the novel is derived from fear and secret to diminish the Vatican's power from within the institution. Pleasure in this novel is, ironically, derived from the fear and chaos of the fictitious race against the clock for the characters in *Angels and Demons*. The ultimate battle in this fiction is the challenge of the Catholic Church's edifice and how it is almost destroyed from a virus within. It is

important to note the powerful degree of the setting in the novel, including the Vatican itself and other landmarks such as the Sistine Chapel. The final argument within this article is that of scientific versus religious power and who truly wins the battle.

Ultimately, the author concludes that pleasure is derived from the disorder of legitimate power (i.e. the Catholic Church).

## **II. *Tourist Factors Working Against Religious Tourism in Rome:***

Initially, for the literature section discussing the factors that compete with religious tourism in Rome, is the article “A Whole New Rome.” The sole purpose of this article is to provide an introduction to the building of modern tourist attractions in Rome for historical, cultural, and religious aspects. The purpose also includes illuminating the importance of keeping the historic significance, while appreciating new-age art. Turner begins the piece by presenting two new destinations in Rome: Maxxi, the museum of modern art and Auditorium Parco Della Musica, a unique music venue and concert hall. The author then presents scenarios of how business is conducted during the ever-important “lunch hour,” as a cultural argument. Fifty years ago, Roman business lunches would be held at cafes. These lunches lasted around three or four hours, and included drinking wine and discussing families. Today, lunches are between one and two hours and do not include alcohol. The article concludes with information regarding two new theme parks planned for Rome, as well as new, modernized hotels being constructed. The article’s objective was achieved using the various examples and quotes from actual ex-patriates, as well as the mayor of Rome.

The second portion of this literature section is an article about a method of touring Rome which detracts from the religious tourism features. The article, “Sprint Through 2,000 Years of History,” reviews a new guided tourist service in Rome called “sightjogging.” The founder, Carolina Gasparetto, a personal trainer, developed sightjogging after watching tourists with maps, trying to jog around Rome. Her novel idea is that of having a guide who not only knows the city, but also speaks the native language, to jog with the tourists. It is meant as a tour for those who are desiring a fast-paced and active experience different from bus tours. Each tour goes to different sites and lasts around 90 minutes. The route chosen for the author was eight miles and toured through ancient Rome. The first tip the author learned while he headed on his tour was to watch for traffic as Rome is an exceptionally busy city. He mentions that much of his experience was in seeing locals and how they lived among the ruins of Ancient Rome; he notes that Italians do not move at a fast pace, which contrasted to the faster-paced tour group. The author’s group followed the rest of the tour groups, gazing at churches and the Colosseum, while they were all trying to keep up with the fast pace. Overall, he enjoyed the experience but did not want to do it again.

### **III. *Comparative Studies Articles:***

The commencement article is a discussion about a study conducted in Paris. It is like mine in that, while I am comparing tourism success and religion, the article is comparing tourism success and consumer shopping. Titled, “Renewing a Historical Legacy: Tourism, Leisure Shopping and Urban Branding in Paris,” the central objective is to study urban tourism branding based on leisure shopping as a form of consumerism

in Paris, France. It evaluates the effectiveness of promoting this shopping to tourists in several main tourism agency platforms.

The introduction of this piece discusses the importance of leisure shopping as a primary motivation for tourists visiting Paris, dating back to sixteenth and seventeenth centuries. Rabbiosi, the author, then provides the literature she has used for her studies. Since leisure shopping has yet to be an area of discussion, Rabbiosi consults several journal investigations regarding tourism and its effects on different industries. She separates her research and findings in three categories: urban branding in post-modern times, urban branding as a “creative-cultural turn,” and the local shopping scene. Much of her methodology was pulled from studying various popular shopping sites in Paris and from reading magazines portraying the fashion scene to determine if (and how) urban branding has affected the shopping scene. In her findings, the author discovered this branding technique as a way for political and economic figures to compete against other countries in this field. That being said, Rabbiosi notes that such a conclusion is difficult to determine for one city. The objective of this article was achieved as findings supported the thesis statement.

Rabbiosi’s work and her methodology techniques prompted me to use another of her pieces when looking at branding in tourism in a small-town in Italy. Titled “Place Branding Performances in Tourist Local Food Shops,” the purpose of this article is to analyze interactions between retailers, tourists, objects, architecture, etc. and how these identities promote local tourism in a small town in Italy, and to evaluate how effective place branding is in these specific sites. According to the author, Rabbiosi, place branding and tourism have come closer together in importance and identification of

different landmarks. Place branding is defined by the author as a way to create meaning and association with different places.

For this particular study, Rabbiosi selected the town of Verucchio, Italy's main square and place branding among the food and wine shops within. The central shop examined was Il Bello e il Buono da Verucchio. Rabbiosi conducted a three-year study, which included frequent interaction with tourists, shop owners, and even the mayor. In reference to the place branding, she used old olive oil containers, red wine bottles, a basil plant, and an olive tree to sit in front of the restaurant, in order to represent the Mediterranean diet. Also, posters picturing the town's main attraction, caves, were placed on either side of the entrance. Rabbiosi then watched as business increased and recorded the remarks of several diners to conclude that place branding was important to the success of the business.

The third reference for my methodology section is the article, "Assessing the Link Between Revenue Management and Performance: Insights from the Italian Tourism Industry." The intent of the article is to evaluate the Italian tourism industry and its connection to revenue management and performance. The authors do this in three steps: via the introduction of the study of revenue management and its significance, followed by conduction of their research, and a conclusion with the results of the data collected. The use of evaluating revenue has recently become a methodology to rate performance of a place or industry.

The research was conducted through a questionnaire that was sent via email to the targeted firms. The questions asked were designed in such a particular fashion to almost manipulate the person providing the answers to giving more information than was

necessary. Questions included location significance, reviews of food, entertainment values, etc. The data collected was used to connect the success of the industry to government, marketing, and management among other factors. The results they discovered provided more information than was expected and could be used for further evaluation in other areas of research.

From there, I chose a piece written about the Sistine Chapel, one of Rome's top religious tourist destinations. I enjoyed the way that the author set up her research, and her methodology was easy to follow; she also significantly identified history as a third central reason to visit Rome (behind culture and religion). The article is titled, "Raphael's Acts of the Apostles Tapestries for Leo X: Sight, Sound, and Space in the Sistine Chapel," and the author, Lisa Pon, initiates the article by giving a brief history of the construction of the Sistine Chapel, and more importantly, the magnificent painting of the ceiling and the tapestries adorning the walls. In 1508, Pope Julius II commissioned Michelangelo to paint the ceiling, and in 1515, Pope Leo X commissioned Raphael to design a series of ten tapestries. The piece continues by discussing the actual drawing, weaving, and painting of these tapestries. Pon describes the meticulous process, as well as how he worked across different mediums (i.e. frescos and cartoons) to complete his creations. She also gives detail as to the importance of sound and space in the placement of these tapestries. In fact, originally only seven tapestries were created when Michiel realized that an eighth, ninth, and tenth tapestry had to be created to adapt to the space. These three were made in the West and the author describes, in detail, the story that the art is presenting from the Bible. Regrettably, despite this beauty, the chapel presented several acoustic problems, especially when the Pope would present his sermon.

However, he refused to sacrifice the majesty for appropriate sound. The objective of the article was to give a history of the tapestries in the Sistine Chapel, and that was provided.

Finally, to complete the methodology literature review, I have chosen to use a work that evaluates how important tourism is, as evidence in the Italian housing industry. I was inspired by how the authors conducted their studies in their article “Does Tourism Affect House Prices? Evidence from Italy.” The objective by authors Biagi, Brandano, and Lambiri in this article is to determine if and how much the tourism industry affects housing prices in Italy. It begins with the introduction discussing a recent inflow of capital for recreation, otherwise known as methods for bringing in tourists. To accommodate all the incoming visitors, there has been an influx in holiday housing. This housing is only affordable at high costs, placing lots of pressure on local housing markets.

The growth of tourism is beneficial, especially from the standpoint that it brings in a variety of other trading of goods and services. As of 2015, Italy became the fifth most popular tourism destination in the world, and the authors chose to examine the effects by taking a closer look at the demand for housing in contrast with the rising housing prices. The literature review discusses how previous sources do not provide the exact information needed, so the authors derived their own methodology from various literature. For data collection, an equation called “the inverted demand approach” is used, along with various indexes and estimators. The results supported the objective by concluding that tourism did, indeed, positively affect housing prices.

#### **IV. *Actual Data and Research Section:***

The final literature section, containing articles with real research and data, begins with the piece “The Competitiveness of Italy as a Tourism Destination.” This article is a study of Italy as a competitor in the tourism business. A literature review is presented with several sources that try to piece together the study with limited information previously provided. It is the first study of its kind, so the author, Angeloni, had difficulty with specific sources, so she uses as many as possible. Angeloni conducted a research design that explores Italy as a tourist destination through the following points: Italian resources, destination management (government, industry, education system), demand, and situational conditions. The author based this methodology on a source utilized, the integrated model of destination competitiveness, as created by authors Dwyer and Kim (2003).

After analyzing, the author examines the reasons Italy is poorly ranked as number 27 among top countries in the field of tourism. The details of the sections are thoroughly reviewed and the conclusion found reasons behind the weaknesses of the Italian tourism industry. Conclusion also looks at how incentive could be provided for making the tourism industry more efficient. Results were as the author expected, because Italy had been previously ranked as low on the tourism business scale.

“The Church and Catholicism in Contemporary Italy,” is employed subsequent as it discusses how the Catholic Church in Italy has been reaching out further and further to bring in visitors to Rome and baptize them as Catholics, thus working on increasing Catholic numbers. The objective of this article is to introduce information regarding modern Catholics in Italy. It is achieved through a simple overview before the

presentation of other specific studies. Italian Catholicism is noted for its vitality not only in the religious world, but also sparking the curiosity of public affairs. Nevertheless, regularly active Catholics have diminished in numbers. One of the reasons behind this dilemma is the immigration of several other cultures into Italy, who bring their religions with them. To compensate for this and other issues, the Italian Catholic church has introduced itself, even more so, in the public eye by partaking in public religious events. Because of their newly established communal identity, the Italian Catholics have initiated several cases of controversies with outsiders of the faith. Critics assume the church has become overly Westernized. Since this is the premier article in the 2007 edition of the *Journal of Modern Italian Studies*, the author introduces focused studies that are also featured following the article, including topics such as Church politics, religious views from a secular eye regarding the Catholics, and grassroots development of the church.

“Components of Tourism Research: Evidence from Annals of Tourism Research,” is the next article used for analytical purposes. It outlines the importance of tourism and how best to categorize the study of tourism, as well as the several different categories that tourism affects in a society. The objective of this article is to study exactly how tourism researchers analyze different studies, specifically the publication Annals of Tourism Research (ATR).

Because tourism has so many factors and effects on a society, it has a “multidisciplinary nature,” so it has become an increasing challenge for research to encompass all the important parts of tourism. The best way to organize tourism analysis is seen in journal articles like those written by ATR. ATR doesn’t have a specific focus, but examines all of tourism, including the main factors outlined in the article: economic,

technical, and holistic. From there, the authors organized these factors as several different disciplinary outputs tourism has (from thousands of other research articles produced by ATR) and then how they affect regional focus. The conclusion found by the researchers was that, through intensive categorization, tourism studies could be effectively understood through an interdisciplinary approach. By taking this approach, advancement in tourism is easily identified, but this approach also leads to several other outlets for tourism to take in new studies. The study's goal was completed and the thesis proven, but the fact that several other factors can be stemmed from just a simple interdisciplinary method leads to more studies that need to be conducted.

Next, Andrea Saayman, Melville Saayman, and Agyapong Gyeke, in their article "Perspectives on the Religious Economic Value of a Pilgrimage," outline to readers, the goal is to see if international pilgrimages attract large numbers of followers, and how this could possibly have an impact on the economy. They begin their article with a review of the importance and history of religious tourism as one of the oldest forms of travel and why people do it. Because there are so many religious travels, the authors chose to focus on the Zion Christian Church pilgrimage in the Limpopo province of South Africa to represent the world. This specific church combines Christianity with traditional African elements, and the group traditionally has their annual Easter gathering as the highlight of the religious calendar. Just as I did, the authors developed a survey to present to the pilgrims willing to complete it. The questionnaire was designed to gauge how much people were spending on their trip. Unfortunately, the survey was not presented to the reader.

The results were then placed in tables and diagrams for analysis and the results were surprising. The studies showed that the economic impact was very low for the following reasons: the low spending by visitors, the large proportion of locals, and the economic basis. This surprised the authors, but they learned that it was the economy they were analyzing that was the problem, not the study, and decided that they should have evaluated a more industrial economy.

The bulk of statistical data for this study will be coming from the following two articles. First, there was a study conducted regarding tourism across Europe. The objective of the article conducted by the University of Cagliari, titled “Tourism and Regional Growth in Europe,” includes the analysis of the impact domestic and international tourism has on the economies of over one hundred nations and regions in Europe. The authors determined that because tourism is so diverse in effects and how it impacts an economy, evaluating both domestic and international tourism was crucial. The specific decade determined was 1999 to 2009. First, the researchers looked at the flows of the tourism in overnight stays accounts. This was followed by what they call “empirical framework,” used to format the capital brought in by tourism. Variables for this included features such as GDP, capital stock, and human capital. They then conducted econometric analysis, a tool used to avoid the externalities of the study. Their studies were found too broad, so to create a more robust model, the authors added furthering characteristics of tourism for the official conclusive analysis. Overall, the college found the impact was apparent, but they seemed to have taken on too large of a study by analyzing all of Europe. They determined that they should have evaluated each country singularly, rather than developing more variables.

The second study evaluated for relevant data is from annual statistics collected by the 2016 “Travel and Tourism Industry Profile: Italy” from *MarketLine Profiles*. The purpose of this study is to present completely the industry report for tourism in Italy. For simplification sake, since this is such a hefty overview of the industry and since it is for economic purposes, the main segments are outlined with their results in this summary. First, the market value was analyzed, which is the overview of what affects tourism, such as transportation ticket sales (airlines, etc.), attractions, restaurants, lodging (hotels, etc.), and casinos/gaming. The researchers found the value for this to have increased from previous years. At that point, market value forecast was predicted for the following year, and the increase was to be three times higher in 2016 to 2017. Category segmentation was next and individually analyzed from the categories previously listed, and there was an increase total, but restaurants had the greatest increase. Geographic studies were then implemented for Italy against all of Europe with a finding that Italy accounts for 12.5% of travel. Lastly, there was the impact of rivalry for tourism versus other economic impacts in Italy. In conclusion, this study is an important tool for the previously published literature section of my thesis statement.

The penultimate article in this section is “Attractiveness Analysis of European Tourist Cities,” a large study that assesses how successful European cities are in different holiday instances, and how they stack up against one another. The objective of this study is to see if a European city’s tourist attraction relates to any type of given holiday, as well as European tourist preferences for visiting other European cities. The authors begin with a glance at competitiveness among European cities in this industry and lead to a focus on urban and tourism management as a model for evaluating this previously determined

competitiveness, including a discussion on city sustainability, integrated management and governance, and client orientation. The format for the center study is to evaluate actual tourism data from three holiday scenarios: city break, short holiday, and long holiday. The top ten cities chosen were Paris, London, Rome, Berlin, Barcelona, Madrid, Amsterdam, Venice, Florence, and Hamburg. The data were quantified into graphs, and the researchers were unable to find significant connection between European cities and certain holidays. In conclusion, limitations were observed as the hypothesis was deemed too broad even though the information was useful, taking the objective in an opposite direction. The authors did see potential for a new study in the form of online marketing and communication.

To conclude this section, I chose “A Father, A Son and the Holy Spirit,” as an actual recount of the absolute importance of religious destination factors in Rome’s tourism industry. Author Paul Wilkes writes this article based on his and his son’s extraordinary visit to Rome. Wilkes, his wife, and their two teenaged sons visited Rome in Easter of 1999 to visit but also with the intention to spark the children’s interests in their Catholic upbringing. Unfortunately, the boys were not engaged until the visit to St. Peter’s Basilica. The author wrote his first moment of awe was in the large room looking at the breathtaking statue of Michelangelo’s *Pieta*. Though, initially unimpressed, Wilkes’s son, Noah, became fixated on the statue of St. Peter and Vincenzo Camuccini’s *Incredulity of Thomas*. Feeling his own change, Wilkes partakes in a powerful confession and is surprised to find his son following his lead. They return to the Basilica a few days later, and Noah is introduced to the burials of the popes. He surprises his father with a revelation that true power is derived from love and that it is the only power

that can truly change people. As they are leaving Rome, Wilkes recounts how the Lord works in mysterious way, thus solidly concluding his article about the importance of his trip to St. Peter's Basilica.

Most of the data coming from these articles provides true statistics to the nature of my study and will be correlated with my other sources, as well as my questionnaire, to hopefully prove my thesis statement.

This literature review outlines the sources for my thesis. My thesis topic centers around the ideology that there happens to be a connection between the Roman tourism industry and the Catholic Church based on actual research, data, and a questionnaire I developed myself with a smaller sample. To accomplish this, I designed my literature review in four sections. The first discusses the history of pilgrimages and what they have become today, followed by a section on factors that could contradict my thesis. These sources will conclude with my third section analyzing the basis of my methodology and lastly, with my research and data section supporting my thesis.

## CHAPTER THREE: History and Methodology

### *I. Roman Pilgrimage History and Effects*

“The global tourist industry conducts members of all the great world faiths to holy sites across the world: to Mecca, to Kyoto, to Jerusalem, to Santiago de Compostela, to Lourdes, to Rome. Many go for manifestly religious reasons.” (Holderness, 2009). Researching to determine whether the historical practice of pilgrimage can be applicable today is important, not only for those of religious faiths, but also for the tourism industries. Of course, tourism has always been affected by other factors such as history, materialism, and general curiosity, but the root of these excursions is based heavily in religious tradition.

Roman pilgrimages date back to pre-Christianity. The Roman Empire was one of the largest in existence, and they practiced polytheism with destinations representing each god or goddess in the form of a temple or other structure. Practitioners of the faith would travel to these centralized locations to worship and collect souvenirs to bring home. A primary example of polytheistic pilgrimage in the Roman Empire can be found in Acts 19:23-41 (ESV), documenting a riot that ensued in Ephesus, a town in the Roman Empire. Acts 19:35 is spoken by a clerk, who points out: “fellow Ephesians, doesn’t all the world know that the city of Ephesus is the guardian of the temple of the great Artemis and of her image, which fell from heaven?” The riot ensued because the entire city was so dependent on the visitation of pilgrims and feared the loss of their revenue funnel, as well as their economic stability. Of course, after the success of Paul and the Apostles, Christianity became the centralized religion of the city of Rome.

After the introduction of Christianity, a foundation was placed. “Modern tourism parallels medieval pilgrimage as the shadow parallels the substance. In the Middle Ages, travel for purposes of pilgrimage involved genuine religious belief.” (Holderness, 2009). The Middle Ages represented significant amounts of tourism because the Roman Catholic faith has grown so powerful in its representation of the church. As Catholicism progressed and different sects of Christianity branched from the church, there was still evidence of pilgrimage to Rome throughout history. One of the more notable events was the Grand Tour in Victorian England. In her study, Dory Agazarian evaluates what the Grand Tour was and how it affected touring in Rome. She claimed Rome, even at that time, “was from the ‘eternal source of Rome’s imperial hill’ that all ‘thirst’ for knowledge could be assuaged.” The Grand Tour was practiced by young men in eighteenth-century England, who were searching not only for adventure and knowledge, but religious answer to life. “Weeding their way to Rome, they were thrilled by a city easily deciphered as an illustration as one’s classical education.” (Agazarian, 2015). Today, that excitement and curiosity for the city and the corresponding faith is still ever-present.

Important evidence detailing the pilgrimage aspects of Roman tourism are not easily documented, rather they are represented in different facets. For example, *Angels and Demons*, authored by Dan Brown, successfully demonstrates how fixated tourists are not simply with the Vatican, “the only truly Holy City left in the world,” but the Catholic church’s unique history too. (Holderness, 2009). “*Angels and Demons* circulates pleasure through the possibility of infiltration and disruption in some of the universally recognized and established institutions or centers of power like the CERN of Switzerland and The

Vatican.” (Dey, 2015). Individuals across the world look to the Roman Catholic Church as sanctity and flourishing representation of one of the most successful and guarded organizations in the world. When new cultural elements come to fruition that would suggest anything otherwise, readers of Dan Brown’s novels grasp that possibility and become fixated on the church. In representation of this, Dey states: “narrative pleasure depends on the conflict between legitimate power and the struggle of a contradictory power that resists the social/scientific and religious power structures of a given society.” Because of this, there has even been an *Angels and Demons* tour set in Rome that takes visitors to all the historical and religious sites presented in the famous novel. (Holderness, 2009)

A second indication of the effects of Catholicism and Roman tourism can be seen through the economy. Further research of these facts will be discussed later in this thesis. In a study titled “Perspectives on the Regional Economic Value of a Pilgrimage,” support of economic success from pilgrimages is determined. Simply put, studies, “further indicate[s] that worldwide, religious travel is one of the fastest growing segments of the industry, with an estimated value of US\$1.8 billion (in 2010) and 300 million travelers.” (Saayman, Saayman, Gyeke, 2013). With such astounding numbers to support religious travels, it is difficult not to see how pilgrimages are so impactful.

Research proving the history of pilgrimages to Rome as a conductor for tourism is significant because it is a depiction of how, even though the world seems to be changing continuously, some aspects are staying the same. From biblical times to medieval periods to modern day, if that connection can be made, so many other studies could be undertaken, such as how to make other countries with rich religious history economically

successful or the psychology behind humans continuously searching for religious destinations. Basic research is simply the tip of the iceberg for correlations between tourism industries and religion, because there are so many other countries affected. For example, “religious tourism is the second-largest industry in Saudi Arabia, only beaten by the oil industry.” (Saayman, Saayman, Gyeke, 2013). As for now, Rome still seems to be the top contender for religious visitation. As eloquently described by Graham Holderness, “now for Catholics, Roman or Anglican, all this shows how Rome, the Eternal City, has managed to incorporate all its past, and shape it into a great monument that speaks the name of God in Christ.”

## ***II. Development of Methodology***

The originality of this study required in-depth analysis of other similar and seasoned Italy tourism studies. In the article titled, “Assessing the Link between Revenue Management and Performance: Evidence from Italy,” authors Di Foggia and Lazzarotti gathered information from a web survey. A test with “consistent findings” revealed a relationship between revenue management and the Italian tourism industry. The utilization of both these techniques inspired me to develop my thesis research design. I realized through reading these efforts, that evidence from a survey wouldn’t be enough to satisfy the qualifications of the thesis, rather I needed variables from published literature as well.

Amid determining exactly how I was planning to prove my thesis, I stumbled upon an author by the name of Chiara Rabbiosi. Rabbiosi has written various studies that focus on studies in tourism, specifically in Europe. In her article, “Place Branding

Performances in Tourist Local Food Shops,” I examined her technique and organization of her study. She made her thesis very clear that “place branding and tourism are increasingly mutually enacted,” which inspired me. She was comparing tourism effects with another factor in Italy. Because of her focus on a specific area for representation, I decided to choose Rome as my central location. By selecting a central location, Rabbiosi could find an increased number of relative studies and core information in regard to tourism in the area of the Rimini region of Italy. She quotes, “I was also able to ‘physically’ step onto the stage, where objects’, retailers’, and tourists’ performances were enacted, to observe them, sometimes from the side of the stage and at others taking a more active role.” (Rabbiosi, 2016). This is what truly inspired me to physically visit Italy, rather than a web survey, as in the study about revenue management and tourism.

From here, I studied Rabbiosi’s article “Renewing a Historical Legacy: Tourism, Leisure Shopping, and Urban Branding in Paris.” I decided to analyze this article because instead of a small town like in her other study, this time Rabbiosi was looking at the central city of Paris. I realized Paris would be more similar to Rome than a smaller city. Here, the author states “this article integrates literature on urban tourism branding as a planning and marketing strategy with more critical accounts of the social construction of urban meaning and legitimacy through place marketing consistent with contemporary urban politics.” (Rabbiosi, 2015). She identifies that marketing of leisure and urban shopping have become a central plane in Parisian tourism, like the connection of Catholicism and the Roman tourism industry. However, Paris additionally is a Catholic-based city and the fact that the article identified culture as a major driver of tourism contradicts my statement of religious connection.

This idea behind culture versus religious visitation of Rome stemmed from an article written by Lisa Pon discussing the “Acts of the Apostles” tapestries in the Sistine Chapel. In her study, Pon finds that “the Sistine Chapel is a prime tourist destination, visited regularly by as many as twenty thousand sightseers a day.” This study about the Sistine Chapel tourist destination evaluates the three most important factors in tourism: religion, culture, and history. The Sistine Chapel was built as a representation of the Catholic faith by Pope Leo X as a place of worship. The history behind the chapel and its story is another reason for visitation. Finally, the study of the tapestries brings in the cultural aspects, with a look into how they affect the sound and overall appearance of the chapel.

### *III. The Questionnaire*

What questions should be asked? How do I ask them? Who do I ask them to? How many questions should be asked? These are just a few among the several questions necessary to the development of my questionnaire. The survey I developed was reviewed by professional statisticians who advised me to develop my questions mainly in a multiple-choice format and create questions that answered all aspects of my research question.

The first few points in the questionnaire are for demographic variable purposes. All responders are to be over eighteen, because the travelers being analyzed must be cognizant of their travel and why they are touring Rome, while remaining anonymous. Age and gender are primary variables for the study’s statistics, followed by nationality. However, though nationality is important, it could vary from where the responder is

living presently, which is why that was placed next. Lastly, in the first section, determining whether or not the tourist was a student, worker, or retired person helps avoid potential outliers in the following seven questions.

The first question of why the person is traveling to Rome is important, because it affects the rest of the responses. For example, if a person is traveling for business, they are less likely to visit religious destinations. Question two is important, since whether or not a person has visited Rome may make them more or less inclined to visit religious sites. Questions three, five, and six are related because they essentially asking the same question. Question six is a catch question from the third question to see if the person is paying attention. They are the same question asked two separate ways. If one is not like the other, the response is void. Question four is strategically placed between three and six because the focus takes away from the person and looks at the majority and how that responder determines the rest of the tourists' focus. It is important to look into whether an individual feels they are different in their traveling purposes from the majority, or if they fall in with everyone else's reasons for traveling to Rome. The final question is the most personal because it evaluates if the tourist truly is enticed by religious sites in Rome. I will be telling each individual that this is a research paper evaluating the correlation between the Roman tourism industry and the Catholic church.

Potential outliers already foreseen, yet unavoidable in this survey, include the question of religion. Are the people being surveyed of Christian/Catholic faith is not something appropriately asked in the setting and cannot be easily listed in multiple choice format in the survey (as seven is the ideal survey number, and I only allowed two write-in responses, one pertaining to demographics). Following outliers can be identified in the

“write-in options” of the question regarding why they are traveling to Rome, what gender they are if they refuse not to answer, and not a student, worker, or retired person. These make outliers because it is difficult to categorize vague responses. This is why I realized that multiple choice is the best option for survey data collection.

The centralized plan for collecting survey responses was difficult to determine. First, I had to decide exactly how many responses I needed. How many represented qualifying data? How many responses were truly attainable? After consultation with my research and advice for statisticians, I determined that for this thesis, fifty responses would suffice as necessary proof. The surveys are to be presented orally to the fifty respondents, based on advice from the Institutional Review Board, in a conversational manner.

The first address to be presented to the volunteers will be as follows:

“Good morning, my name is Madeline Handler. I am an Honors Student at Southeastern University in Lakeland, Florida. I am currently writing a thesis about Catholicism and the Roman tourism industry. I am seeking responses for these quick, simple questions. Thank you for your help!”

After this dialogue, a professional response to the consent statement is to be responded to. (With a response “no,” continuation of research with subject is suspended.) From here, responses will be recorded and features about respondents analyzed in order to achieve proper demographical data for the graphical analyses. Once fifty responses have been provided, the results of the study may be completed.

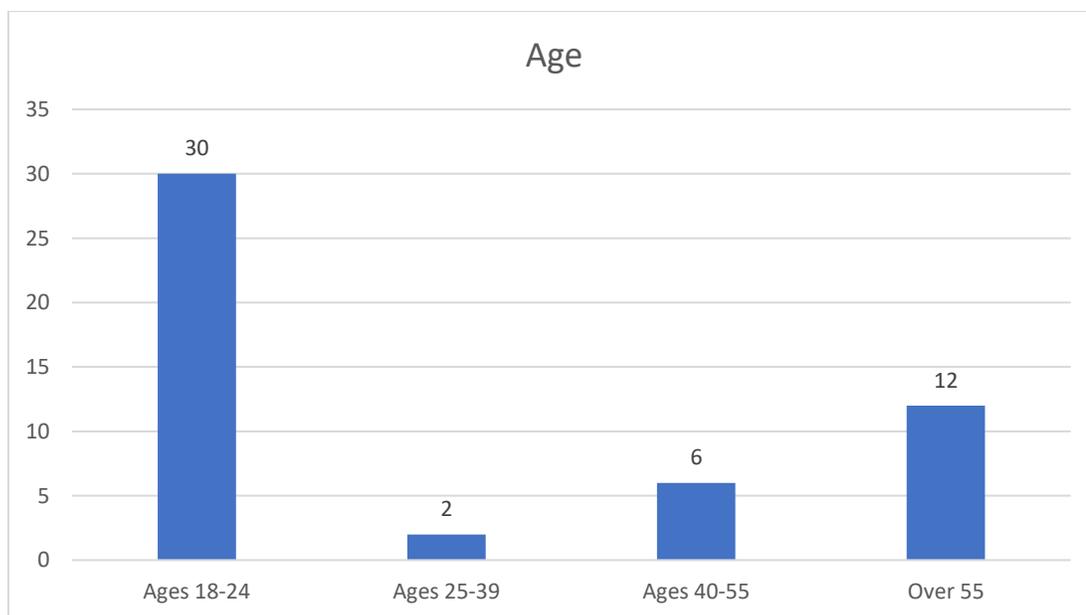
## CHAPTER FOUR: Graphs and Analysis Per Question

Fifty surveys were administered and completed during the month of May at the Hartsfield-Jackson Atlanta International Airport. Fifty respondents volunteered in the waiting area of a flight to Rome. Results were analyzed per question beginning with the Demographics section to evaluate the categorization of the anonymous responders, and then followed by graphical analysis of the Research section. Discrepancies of this study will be further analyzed in the conclusion section.

### *I. Demographics Analysis*

#### **1. Age**

The first question asked in demographics regards age of recipients. The following is a graphical representation of the responses by age:



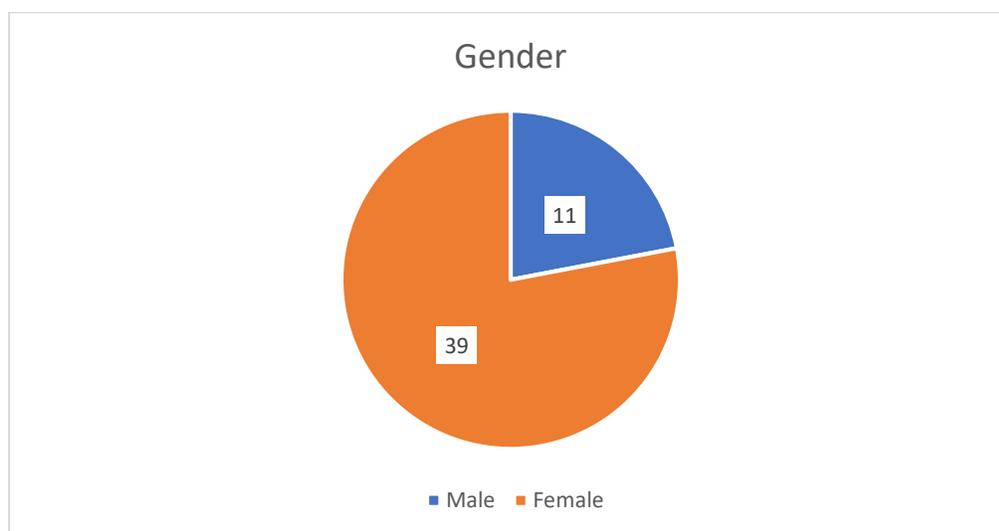
A potential problem from this category of age came from what groups were flying to Rome in the summer. The majority population of the flight was college study abroad groups. This is most likely because the school semester has ended and early summer is a

pleasant time to travel in Italy. Furthermore, after asking some of the candidates, it could be determined that people typically between the ages of 18 and 24 are in college or university and healthy enough to travel abroad successfully.

The second largest age population was the group of people who are aged over 55 years. This is most likely because the personnel of this age made up chaperones for the college students, or they were groups of older seniors who tour together. (Several senior groups were witnessed traveling throughout Italy, thus explaining the reason for their populace in statistical gatherings.) The other two groups mainly are made up of working people, who most likely cannot receive time off to travel for extended periods of time abroad. This would define one of the reasons for the lack of representation in their specific age categories.

## 2. Gender

The second question in the demographics section asks about gender, and whether respondents are male or female. The following is the graphical representation:



The results of this question are staggering. The female respondent population almost quadruples that of the males. The reason for this is female travelers were far more

willing to respond to an anonymous questionnaire from a stranger than men. This may be because the gender of the surveyor was female or potentially because the male psyche is less likely to respond in these settings. Nevertheless, a new study could be conducted as to the psychology and understanding for why men are potentially less likely to respond to anonymous surveys than women.

### 3. Nationality

The third demographics question became an outlier because most of the responses for the question regarding nationality of the travelers was American. This is caused by where the data was conducted: an airport in the United States visibly populated with American travelers. Therefore, the table represents the responses of American and the other two present nationalities:

American	British	Latino/Hispanic
45	1	4

Total, there were only three nationalities that were observed in this study. Once again, problems arose in the location in which statistics were taken. Yes, this was an international airport; however, the airport was in the United States, and few international connecting flights were made in the airport at the time when the surveys were presented. Besides Rome, the only flights internationally were to the Bahamas and Paris. That being said, if statistics were to be taken in the Rome airport on the flight back to Atlanta, problems would arise because most of the travelers to Atlanta were once again United States citizens.

#### 4. Country of Residence

The question regarding country of residence portrays the same problems with the question of nationality. Once again, the airport where data was taken was in the United States and most of the respondents were American, concluding that most of the respondents live in the United States (including those not originally American in nationality). Thus, the graphical data is very similar:

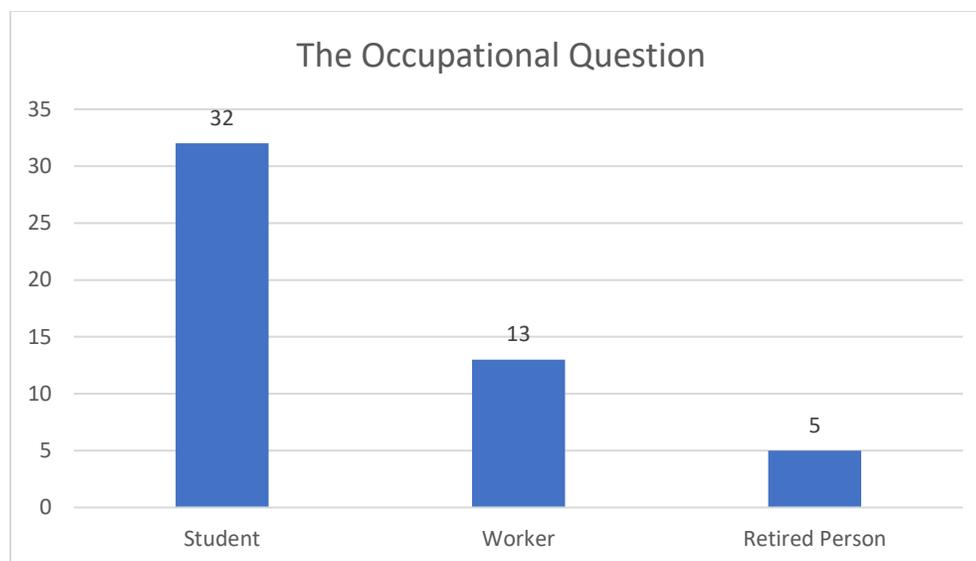
United States	Great Britain	Mexico
48	1	1

Nearly all of the respondents claimed the United States as their country of residency except for two, who lived in Mexico and Great Britain. This causes discrepancy in overall equality of demographics.

#### 5. The Occupational Question

The final question in the demographic series evaluates whether a person is a student, worker, retired person, or has the option not to respond otherwise known as “the Occupational Question,” since it refers to whether or not the person is working.

Fortunately, optimal evaluation of this question could be obtained because no one responded, “Prefer Not to Answer.” Correlations could be made between the population of students and the category of ages 18 to 24. There were 32 total students and 30 people between the ages of 18 and 24. This represents those respondents who were on their college study abroad programs and made up majority of the collected surveys. Here is the graphical representation of those responses:

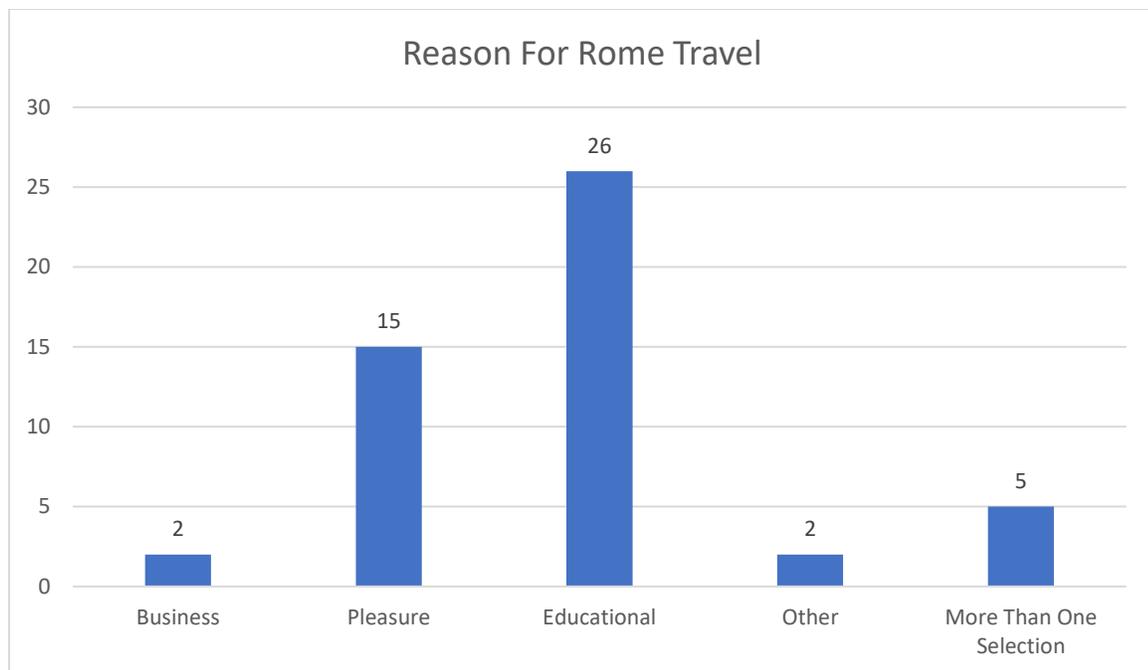


## ***II. Research Analysis***

### **1. Reason for Rome Travel**

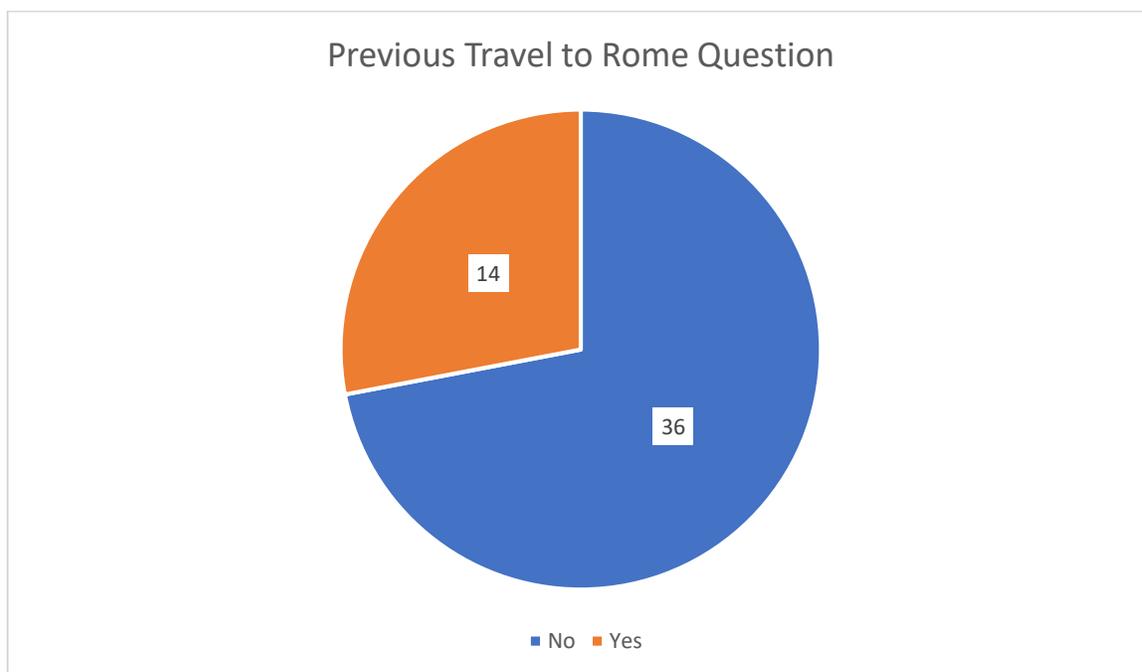
It has become apparent that this question should have been asked: “What is the primary reason you are traveling to Rome?” This is because results for this question developed into more categories than anticipated. Some respondents selected more than one category, while others had individual responses.

The two people who responded in the “Other” category had the responses of “family matters,” and “I must stop in Rome for one and a half hours because Rome isn’t my final destination.” Of the five respondents who selected more than one section, four of those selected “Pleasure,” and “Educational,” while one selected “Business,” and “Pleasure.” Overall, there is the overarching theme of education which relates to the large student population traveling for study abroad. Since variation was evident, the following graph represents totality of responses:



## 2. Previous Travel to Rome Question

The second research question was an analysis of whether the person being surveyed has been to Rome before. The following chart represents the second question:

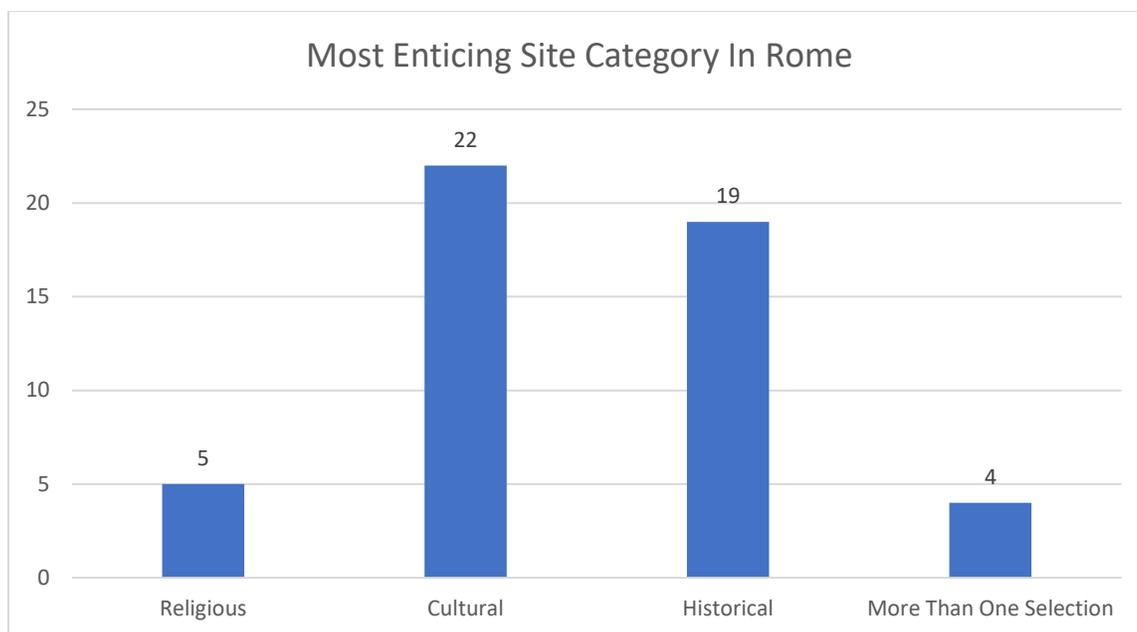


Interestingly, only 14 people had been to Rome before and 36 had not. This potentially comes back to the study abroad travelers and vacationers. Most likely, those traveling for study abroad will choose a place they have never been before in order to benefit from learning. The hypotheses here was drawn from the case of the travelers in the Southeastern University program. Also, those on vacation probably have not been before and are looking for new places to visit.

### **3. Most Enticing Site Category in Rome**

The third research question asks about which site category in Rome was the most enticing to the person completing the survey. The responses could be either “Religious,” “Cultural,” or “Historical.” Such with the first question in the research category, there were discrepancies in responses because some selected more than one option. The question should have been asked: “which of the following site categories in Rome entices you the most (please select one)?” That way, only one selection could be made and easier results fulfilled.

Out of fifty surveys, four selected more than one option for the question regarding enticing site categories. One survey had all three options circled, meaning they believed “Religious,” “Cultural,” and “Historical” were each equally important. Two responses had “Cultural” and “Historical” circled, and the final person responded with both “Religious” and “Historical.” Overall, the groups for “Cultural” and “Historical” were the largest with populations of 22 and 19, respectfully despite the inconsistencies. “Religious” was the smallest of the three options with only five selections. Here is the graph representing responses:



#### **4. Popularity of Rome as a Tourist Destination (On a 1-10 Scale)**

The fourth question of the research study questions was different because of the open-ended format with selecting a number. One symbolizes Rome as a less popular destination for tourists, while ten categorizes Rome as supremely popular. Because of ten options for results, the subsequent table presents the data:

One	Two	Three	Four	Five	Six	Seven	Eight	Nine	Ten
0	1	0	0	1	1	7	20	6	10

*\*Note four surveys did not have this question complete*

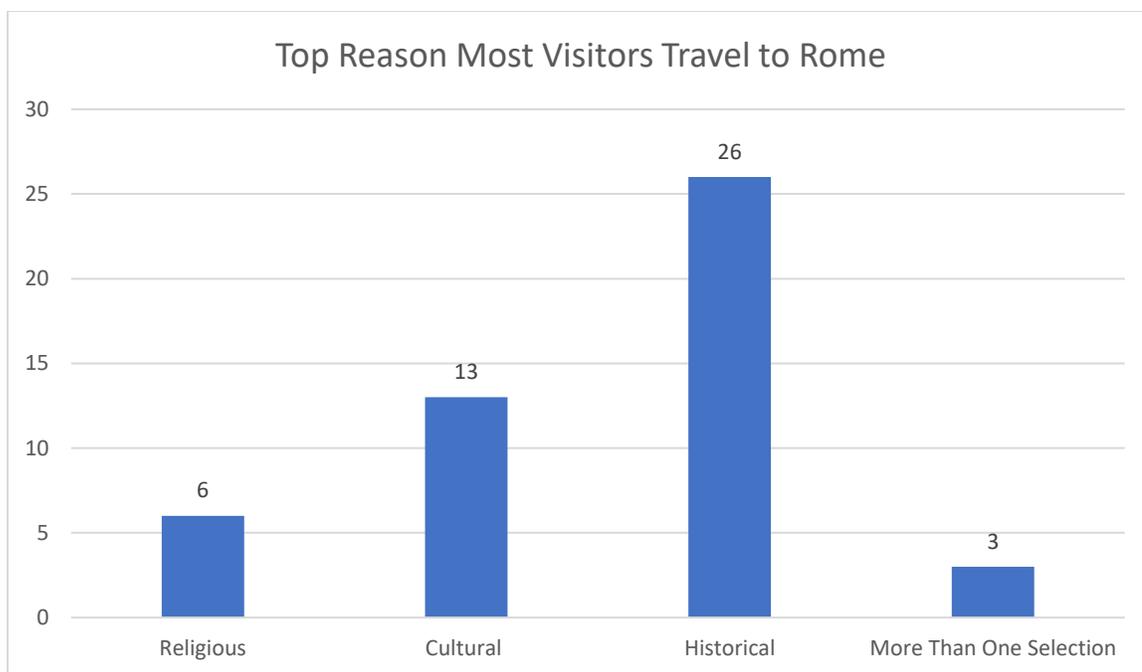
After further examination, four of the respondents did not complete this question. This left 46 options, with majority selecting in the plus-five range. Staggering selection was with the number eight and second most being ten, which, once again, is the highest selection that can be made. Total, only one person selected a relatively low score for Rome as a popular tourist destination. The particular participant mentioned had been to Rome before and is a male between the ages of 18 and 24, which might explain the lower score. However, it is significant that he had been to Rome before, while the majority of

his age group had not. In fact, 25 of the respondents in his age group had never been to Rome (which totals 25 out of 36 contributors who had never been to Rome). Also, of these 25, 18 gave Rome a score of 8 and above in popularity, which is half of the 36 responses for eight and above. Conclusively, that this person is an outlier.

### **5. Top Reason Most Visitors Travel to Rome**

The fifth question in the series of research questions asked in the survey was a purposeful combination of both question three regarding which site category entices the respondent the most, and number scaling Rome's significance as a travel destination. Question five asks: "what reason do you believe most visitors travel to Rome," with yet again, the top three categories being "Religious," "Cultural," and "Historical" (inconsistent order with the other questions). The persistence in providing the same three options is to see if some of the answers may have changed between what the individual is attracted to most in Rome and what they believe collectively. This is followed by evaluating if any of these respondents had connection between why travelers visit Rome and if they believed Rome is a popular tourist destination site.

Unfortunately, two of the surveys neglected to have responses to this question (again, potentially because it was overlooked). Three of the responses had both "Cultural" and "Historical" selected as answers. These particular volunteers kept their answers consistent with question three, where they had also answered both "Cultural," and "Historical." However, there is no correlation to question four because with the scaling, each participant had a different response with a score of 6, 9, and 7. There was also no consistency with age group, and two were female and one was male. These could potentially be seen as outliers in this case.

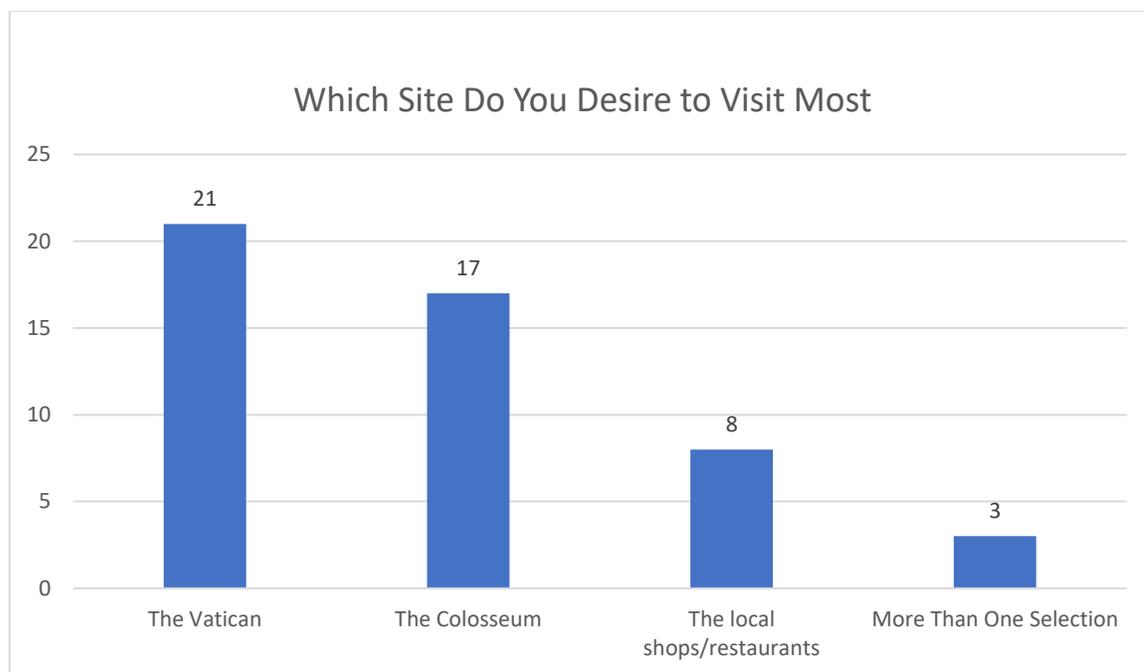


After further examination, there seems to be a lack of connection between individual responses in question three for why the participant would like to visit Rome and why they think others would prefer to visit Rome. Unlike the majority of responses falling nearly equally between Cultural and Historical in the third question, double the responses were Historical over Cultural. The only true equivalency in responses came from the number of people who responded Religious, with five in question three and six in question five. Of these, only one person was interested personally in religion and thought other visitors would be as well. Once again, there was a lack in uniformity in responses to question four, with answers as low as a score of five and as high as ten.

#### **6. Most Enticing Site to Visit**

Question six is important because it is, in nature, the exact same as question three, just with examples of categories rather than the three categories of Religious, Cultural, and Historical, alone. Question six asks the contributor which of the listed sites they desire to visit most, with selections being “The Vatican” (representing the Religious

category), “The Colosseum” (otherwise known as the Historical category), and “The local shops/restaurants” (the Cultural aspects of Rome). A significant note to make here is that the answers are not in their usual consistent categories, rather Historical and Cultural are switched, which is purposeful because it is another test to see if the responses are consistent in nature or if they become questionable.



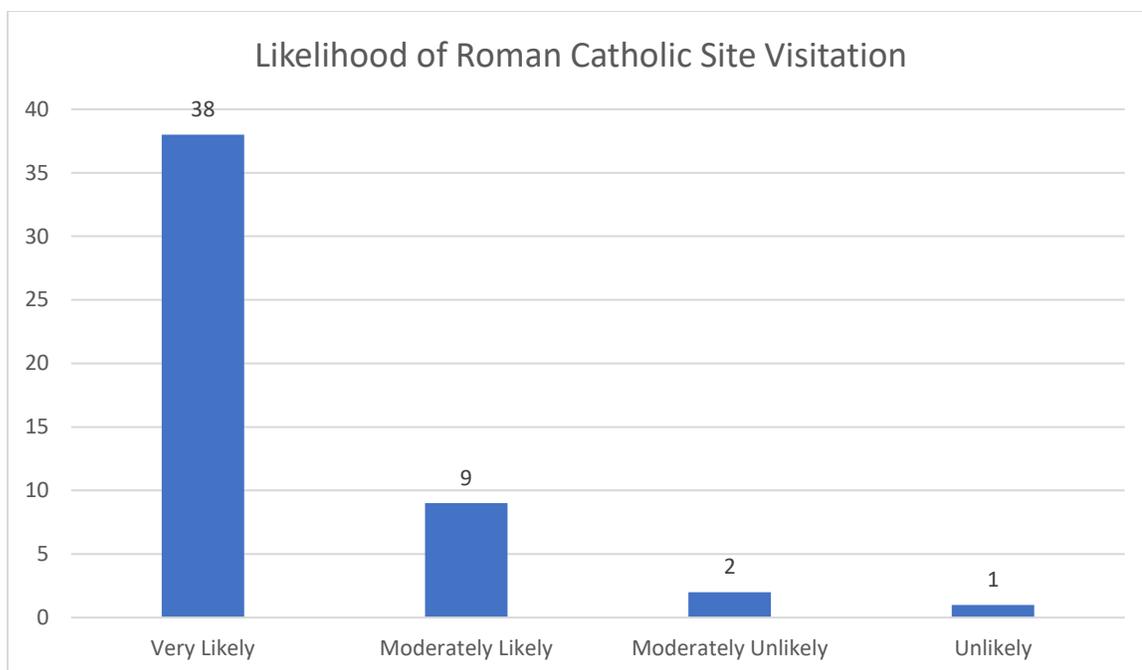
First of all, there is one participant who overlooked this question, thus only 49 of the surveys were useable. Once more, there are three people who selected more than one option as a response. Two of these selected all of them, and one selected both the Vatican and the Colosseum. The last person had previously selected Cultural and Historical in question three, and therefore raises the first question of the legitimacy of these responses or the validity of the Vatican fully representing the Religious category or if some view it as more Historical. The latter is asked because a slight majority of answers represent the Vatican and the second highest represent the Colosseum. Also, of the 21 who chose the Vatican, nine originally chose Historical as most enticing site

category, yet all five who nominated Religious in the first place, all chose the Vatican. This is significant because even if these participants are not partaking in modern-day pilgrimage, they are at least interested in visiting a frequented Catholic pilgrimage location.

At the same time, the Colosseum had 17 selections and in questions three had a numerical representation of 19, making them at least arithmetically consistent. Still, only seven of the 17 who chose Colosseum had originally selected Historical to be the most enticing site category. One could argue that the Colosseum could represent both Historical and Cultural, but on the other hand, it shows through experience, that locals do not appear to visit the Colosseum. It is strictly a tourist destination with a heavy focus on the history it represents.

#### **7. Likelihood of Visitation to the Vatican, Sistine Chapel, or Any Other Roman Catholic Tourist Site**

The final question is a summary of essentially whether or not Roman Catholic tourist destinations will be visited by those responding to the surveys. The answer selections include “Very likely,” “Moderately likely,” “Moderately unlikely,” and “Unlikely.” The last option poses a problem because if someone has already visited the Vatican or Sistine Chapel, they may not have interest in visiting other Roman Catholic sites; therefore they would respond with Unlikely. Very likely is the goal of the survey because once again, though the respondents may not be making pilgrimages to the Roman Catholic sites, they are still representing a population of tourists that are simultaneously visiting. Yet, preferable responses would find correlation to Religion and the likelihood of visitation as a representation of religious travel.



The results for potential visitation to Roman Catholic tourist sites were staggering with a majority of nearly four times the combination of other responses deciding Very Likely. Previously, the one response for the Unlikely option, wrote an individual note on the page stating previous visitation. Upon further analysis, the only two people who responded Moderately Unlikely were the British respondent who cited Business as his reason for visit to Rome, and the Mexican respondent who declared Rome as not being her final destination. These two analyses describe why they responded the way they did.

As for the nine who selected Moderately Likely, none were previously interested in any Religious category both from question three or five. Five of these were student aged, between 18 and 24, which hypothetically explained why they chose Moderately Likely over Very Likely, because they are not in control of the trip visits. Further analysis of the respondents who chose Very Likely showed that all five participants who had originally cited Religious as their most enticing site category, then further supported

their claim with desire to visit the Vatican, also selected a Very Likely potential for visiting Roman Catholic tourist sites.

## **CHAPTER FIVE: Conclusion**

The question regarding the conclusiveness of this data collection can only be defined through the elements underlying each outlier of the assignment. Thus, upon analytical research per each question in the survey presented to fifty passengers in the airport traveling to Rome, results are inconclusive for a variety of reasons. The reciprocal discrepancies are best organized in three categories: complications regarding demographics questions, issues with the research questions, and overall inconsistencies of the research assignment.

The first complication focusing on the demographics question was circumstantial and that was the age area. All fifty participants responded to this question; however, a staggering majority of three-fifths of the population were between the ages of 18 and 24, with only two volunteers between the ages of 24 and 39. Therefore, it appears that the couple in this age gap are outliers. It would have been preferable to have an even, dispersed group of ages. Nevertheless, in response to the astounding number of younger travelers, results had to be interpreted on the basis of why they were traveling. During survey distribution, it was taken into account that a vast majority of the population of the plane were from Southern-United States based universities preparing for their study abroad trips.

Upon further evaluation of this fact, it became apparent that the results from the age question matched those of the occupational question and the reason for traveling. Thirty-two responded “Student” as what best describes them and 26 selected “Educational” for their reason for visiting Rome. These correlations all point back to the majority of participants being on study abroad trips. Hence, it becomes important with

statistical data to have equal representation of all demographic groups available.

Concurrently, because of the education traveling groups, analysis from research questions six and seven would indicate support of the thesis statement and finding that correlation between the Roman Catholic Church and the tourism industry. This is because most selected “The Vatican” as the site they desired to visit most and 38 decided it to be “Very Likely” for visitation of Roman Catholic tourist destinations. Still, results would be regarded as swayed because of the potential for these students to not have a choice in their visitation as it is part of their travel program, and they would not be visiting these locations for religious purposes.

The second major problem found in the demographic section was with the two questions seeking response for nationality and country of residence. The first complication found when evaluating data was that the results were almost exactly the same. Almost all participants wrote American as their nationality with the outlier of one British and four who wrote Latino. As for country of residence, 48 out of 50 described the United States as their country of residence with the same outliers of Britain and Mexico.

It was later interpreted that the male who was from Britain was traveling for business and was one of only two to do so. Because he was in Rome strictly for work, he also became one of two who selected “Moderately Unlikely” for his visitation to the Roman Catholic tourist destinations. Consequently, the other volunteer to respond similarly was from Mexico and wrote in “Other” for her reason for travel to Rome as Italy being only a stop for her to her final destination. Though both of these participants represented their own categories, they also became outliers. Fortunate data collection

would have it this way because with such a small number of travelers not visiting the Catholic sites, this leaves the rest of the population for likelihood to stop by places like the Vatican or the Sistine Chapel. Still, as previously stated, it is always better to have even representation of all parties.

Discrepancies due to research question dilemmas first stem from several of the volunteers selecting more than one response for questions like “which of the following site categories entices you the most” or “which of these sites would you desire to visit most,” among others. When a participant would select more than one response such as both “Cultural” and “Historical,” it became difficult for analysis to truly interpret what became greatest enticement to respondents. That being said, in question three regarding site categories, religion still was minimally represented at five choices. At the same time, four selected more than one option for their answer, and a few chose religious in their multiple choosing becoming almost equivalent in number. Perhaps, if those that had selected more than one response had only chosen one, then maybe there would have been more representation in the Religious category. The same theory applies to question five and why most people are thought to visit Rome.

The only logical correction that could have been made to deter that from happening would be in each of the questions where multiple choices occurred would be to rewrite the question to include the phrase “please select one answer.” Inclusion of these directions would probably have to be given both in the beginning directions of the survey as well as with each question where these results occurred or could have occurred. Nevertheless, response collection from questions three and five, where multiple selection happened, showed definitive argument against the study of the thesis as a whole.

Religious representation as means for individual incentive and what was thought of others' incentive, was minimal. Since the religious category was so triflingly unselected, part of proof of the thesis argument from the survey collection could be ruled out.

A second implication that came from the research questions was actually noted by the surveyor from several of the volunteers. They asked multiple times whether or not "Cultural" options could include art galleries and outdoor sites such as the Borghese Gardens. A complete list collected indicated questions in regard to food, wine, museums, monuments, art, and shopping. In theory, when categorizing tourist destinations, research showed that "Religious," "Cultural," and "Historical" were the broadest options utilized in other surveys and reporting. Therefore, assumption could be made that art galleries and other similar tourist opportunities questioned could fall into both historical and cultural categories. The art galleries and gardens could be historical because of the history emphasized in these locations, while food, wine, and other groups could fall into Cultural.

Potentially, the surveys should have included a guide in the beginning explaining the three classes and then listings of what went in each of the categories. Another option would be a complete definition of what was included in "Religious," "Cultural," and "Historical." This would have saved several questions from being raised, but would also have added time to the proclaimed "quick survey," as participants would continuously refer to the list. In addition, if these other opportunities were included in answers, there would be the probability for even less representation of Religious responses. Altogether, these questions only added to reasons for selection of more than one response, subsequently leading to more discrepancies in the data gathering.

Overall irregularities arose and could have been avoided through a number of contingencies. The first edit that should have been made to the overall process includes the recommendation for more surveys to be administered. With more surveys, more representation of various responses could have been characterized and data would not have been as skewed in certain question areas. The goal survey amount after analysis from what was already gathered would be close to 100 responses. A particularly blatant area of slant where more surveys would have been productive would be in the representation of gender. There were almost three times the number of women who took the survey than men. Though this may be incidental, it would have been less likely with a greater number of responses.

In addition to more responses is the opportunity for administering the survey over a longer course of time and in a variety of airports. Rather than a couple of hours in one American airport, not only would there have been a superior likelihood to have twice the collection of volunteers, but would furthermore encourage variety with questions of nationality and age groupings that originally caused incongruities. As previously stated, ideal statistical gathering would have evenly dispersed demographics to represent their answers to the questions. Prolonged assembly of data could have included airports in different countries, in this case both Rome and the United States. However, American representation would still most likely be high in numbers. It could also have conducted during different seasons of the year. Because the project happened in late May, the time of year represents the beginning of summer and when school has been released for university students. Rather, if data could have been sought out during all seasons of the year, more variety would have been present. Regrettably, as availability would have it,

the only chance for travel to Rome was through a study abroad trip during the month of May. Only fifty surveys were planned for distribution, and thus more could not have been presented in the Leonardo da Vinci-Fiumicino Airport in Rome.

A supplementary edit that could have been made to the survey (after summary review) would be the deletion of a few questions. The first question to be eliminated would be “What is Your Country of Residence?” in the demographic section. Originally, the thought process behind asking country of residence stemmed from the idea that even though people have a certain nationality, it doesn’t mean that they live in their home country. Such was the case for only three of the volunteers. All four participants who cited Latino or Hispanic as their nationality, only one lived in a Hispanic or Latino country. The other three resided in the United States. With such a minimal result of the initial hypothesis, the question not only becomes redundant, but it also becomes obsolete to the overall study. It seemed beneficial to have more demographics to evaluate with the responses, but in reality, the respondents and their country of residency did not make a difference. Also, even though the Hartsfield-Jackson Atlanta International Airport was international, most of the travelers in the waiting area of the Rome flight were American.

The final question that could have been removed from the survey is question four which asks: “on a scale of 1 to 10, how popular do you think Rome is as a tourist destination?” The first issue identified was the open-ended nature of the question. Not only did it not fit with the rest of the multiple-choice responses, but it was also a challenge when it came to review of all of the answers. Responses ranged from two to ten with no real implication of what the answers meant. The purpose of question four was to identify Rome with a certain appeal as to how tourists would rank its popularity in

the tourist industry. In reality, the question would serve no benefits to supporting the thesis statement, plus, it removed the consistency from the answer formatting of the rest of the questions.

With all of these edits taken into consideration, it becomes apparent to the researchers that the thesis statement, whether or not there is a correlation between the Roman Catholic Church and the Roman tourism industry based on previously published literature and a survey presented at time of visit, could not be proven by the latter. There were too many conditional problems that caused for skewed demographics and lack of representation for some traveling parties. Thus, because of the circumstances that were presented at time of data collection, answers were also not evenly dispersed. Though the sixth and seventh question regarding possible visitation to Roman Catholic sites and preference to see the Vatican supported the thesis, it took away from the important, underlying pilgrimage characteristic that was also being evaluated. If this study were to be further conducted or redistributed, it would become necessary to delete some questions and crucial to mandate that one response be chosen for each question. Finally, explanation for the possible responses of the survey also should be given and why the three categories that are being represented were chosen as they were. Perhaps, with these edits and further research collection, the thesis could be fully proven.

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## APPENDIX

## QUESTIONS

Voluntary Oral Consent:

*I understand the academic nature of this survey and that my responses are solely for research. I understand that, at any time, I may withdraw from this survey and/or have my responses destroyed. I understand I will not be contacted following this survey for additional information and that I only must complete what I am comfortable completing. I am orally consenting as a legal adult (over or at the age of eighteen).*

Yes: \_\_\_\_\_

Demographics Questions:

Age:

- Between the ages of 18 and 24
- Between the ages of 25 and 39
- Between the ages 40 and 55
- Over 55
- Prefer not to answer

*(Individual Note by Secondary Investigator)*

Gender:

- Male
- Female

What Is Your Nationality:

What is Your Country of Residence:

What Best Describes You:

- Student
- Worker
- Retired Person
- Prefer Not to Answer

Research Questions:

1. Why are you traveling to Rome?

- A. Business
- B. Pleasure
- C. Educational
- D. Other, please explain \_\_\_\_\_

2. Have you been to Rome before?

- A. Yes
- B. No

3. Which of the following site categories in Rome entices you the most?

- A. Religious

B. Cultural

C. Historical

4. On a scale of 1 to 10, how popular do you think Rome is as a tourist destination? \_\_\_\_\_

5. What reason do you believe most visitors travel to Rome?

A. Religious

B. Cultural

C. Historical

6. Which of these sites would you desire to visit the most?

A. The Vatican

B. The Colosseum

C. The local shops/restaurants

7. How likely are you to visit the Vatican, the Sistine Chapel, or any other Roman Catholic tourist site?

A. Very likely

B. Moderately likely

C. Moderately unlikely

D. Unlikely