



## ULTREIA Seminar, Ireland

Museum of Country Life, Turlough,  
Castlebar, Co. Mayo



Tuesday, 29<sup>th</sup> June, 2010

### Theme - Potential of Maritime and Pilgrimage Tourism *Showcase of Best Practice from Western Europe*

TIME	SPEAKER
9.15am	Registration in Auditorium Room
9.30am	Welcome Address <b>Eva Dearie</b> , Fáilte Ireland
9.45am	<b>José María Picallo Búa</b> , Territorial Chief of the Galician Regional Ministry of Culture and Tourism (ULTREIA Lead Partner)  "Way of St. James, First European Cultural Route, Galician, Spanish and International Pilgrimage Routes, the Product and Brand "Xacobeo"
10.15am	<b>Fernando Vicente Davila</b> , Manager of Fundação Para O Desenvolvimento Da Comarca De Santiago  The Potential of Pilgrimage Tourism in the Comarca of Santiago"
10.45am	Tea/Coffee
11.15am	<b>Deborah Maxwell</b> , Lough Derg  "Lough Derg – its history, development and it role in Celtic Heritage"
11.45am	<b>Major Alberto Pereira de Castro</b> , Câmara Municipal de Valença do Minho  "The Various Routes of Pilgrimage - Basis for a project of cultural and religious tourism"
12.30pm	<b>Sr. Maureen Lally</b> , Croagh Patrick Heritage Trail  "Community Development and the Croagh Patrick Heritage Trail"
1.00pm	Questions and Answers
1.30pm	Lunch

TIME	SPEAKER
2.30pm	<b>José António Falcão, Diocese de Beja, Portugal</b> A changing reality: Religious and Cultural Tourism in the Alentejo
3.00pm	<b>Frances McGettigan, Tourism Lecturer, Athlone Institute of Technology</b> “The motivations of Religious Heritage Visitors”
3.30pm	Tea/Coffee
3.45pm	<b>Magali Mallet, Director, Manche Tourisme, Normandy France</b> “Religious Tourism in France and Normandy”
4.15pm	Questions and Answers
4.30pm	Tour of Museum

### ULTREIA Partners:

