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

<table>
<thead>
<tr>
<th>TIME</th>
<th>SPEAKER</th>
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<tbody>
<tr>
<td>9.15am</td>
<td>Registration in Auditorium Room</td>
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<tr>
<td>9.30am</td>
<td>Welcome Address</td>
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<tr>
<td></td>
<td><strong>Eva Dearie</strong>, Fáilte Ireland</td>
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<tr>
<td>9.45am</td>
<td><strong>José María Picallo Búa</strong>, Territorial Chief of the Galician Regional Ministry of Culture and Tourism (ULTREIA Lead Partner)</td>
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<tr>
<td></td>
<td>“Way of St. James, First European Cultural Route, Galician, Spanish and International Pilgrimage Routes, the Product and Brand &quot;Xacobeo&quot;</td>
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<tr>
<td>10.15am</td>
<td><strong>Fernando Vicente Davila</strong>, Manager of Fundación Para O Desenvolvemento Da Comarca De Santiago</td>
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<td></td>
<td>The Potential of Pilgrimage Tourism in the Comarca of Santiago”</td>
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<tr>
<td>10.45am</td>
<td>Tea/Coffee</td>
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<tr>
<td>11.15am</td>
<td><strong>Deborah Maxwell</strong>, Lough Derg</td>
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<td></td>
<td>“Lough Derg – its history, development and it role in Celtic Heritage”</td>
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<td>11.45am</td>
<td><strong>Major Alberto Pereira de Castro</strong>, Câmara Municipal de Valença do Minho</td>
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<td>“The Various Routes of Pilgrimage - Basis for a project of cultural and religious tourism”</td>
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<tr>
<td>12.30pm</td>
<td><strong>Sr. Maureen Lally</strong>, Croagh Patrick Heritage Trail</td>
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<td>“Community Development and the Croagh Patrick Heritage Trail”</td>
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<tr>
<td>1.00pm</td>
<td>Questions and Answers</td>
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<tr>
<td>1.30pm</td>
<td>Lunch</td>
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<td>2.30pm</td>
<td>José António Falcão, Diocese de Beja, Portugal</td>
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<td>A changing reality: Religious and Cultural Tourism in the Alentejo</td>
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<tr>
<td>3.00pm</td>
<td>Frances McGettigan, Tourism Lecturer, Athlone Institute of Technology</td>
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<td>“The motivations of Religious Heritage Visitors”</td>
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<td>3.30pm</td>
<td>Tea/Coffee</td>
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<td>3.45pm</td>
<td>Magali Mallet, Director, Manche Tourisme, Normandy France</td>
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<td></td>
<td>“Religious Tourism in France and Normandy”</td>
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<tr>
<td>4.15pm</td>
<td>Questions and Answers</td>
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<tr>
<td>4.30pm</td>
<td>Tour of Museum</td>
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ULTREIA Partners: