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## The Camino de Santiago de Compostela (Spain) and The Via Francigena (Italy): a comparison between two important historic pilgrimage routes in Europe

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### Abstract

The Italian section of the Via Francigena, a Medieval pilgrimage route, has not yet been commercialised to its full potential when compared to the Camino de Santiago in Spain. There are many reasons for this under development. First, the lack of a specialised organisation focused on utilising the resources could be overcome by the forming a tourism body with the specific aim of developing these resources and attracting tourism. Second, the competition of the heritage of Rome in the contest for religious tourism takes away attention from other pilgrimage routes of Italy. Nevertheless, since 2007 in the region of Tuscany, Massa Carrara, La Spezia and Lucca some effort, from both a management and a perspective, has been made to advance tourism on the local level. As a result, this, pilgrims and tourists have begun to walk along the ancient route of Rome again. This paper examines reasons for the differences in the development, but also in management, between two of the most important pilgrimage routes in Europe.

ISSN: 2009-7379

DOI: 10.21427/D7VC7D

pilgrimage routes in Europe. It seeks to understand why the It  
to show a weaker trajectory of improvement when compared  
attractions in Italy

### Recommended Citation

Lucarno, Guido (2016) "The Camino de Santiago de Compostela (S  
Francigena (Italy): a comparison between two important historic p  
*International Journal of Religious Tourism and Pilgrimage*. Vol. 4: Iss  
doi:10.21427/D7Z30X

Available at: <https://arrow.dit.ie/ijrtp/vol4/iss7/7>

### DOI

10.21427/D7Z30X

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