

CONTENTS

INTRODUCTION	5
1. SPECIFIC NATURE OF MANAGEMENT OF TOURISM DEVELOPMENT IN THE CONTEXT OF CITY FUNCTIONING	8
1.1. City management in the context of tourism development	8
1.2. Tourism management in the city: its nature and functional scope	13
1.3. Management structure of the tourism policy	17
2. TOURISM MANAGEMENT IN RELIGIOUS CITIES	26
2.1. Components and the main features of religious tourism	26
2.2. The nature of religious tourism	34
2.3. Marketing of religious tourism	40
3. DEVELOPMENT FACTORS OF PILGRIM CENTRES	54
3.1. Cooperation between pilgrim centres	54
3.2. The role of tourism organizations in pilgrimage community management	61
3.3. The role and capabilities of local governments in support of private sector investors	73
3.4. Transport infrastructure, as a significant factor in the development of pilgrimage cities	77

4.	PILGRIM CITY DEVELOPMENT INDEX (PCDI) - EVALUATION METHOD OF SPECIFIC AREAS OF PILGRIM CITIES DEVELOPMENT	93
4.1.	Characteristics of selected pilgrim cities	93
4.2.	Characteristics of pilgrims and evaluation of the image of the cities studied	108
4.3.	Pilgrim City Development Index (PCDI) - description of the method	128
4.4.	The study of pilgrim city development using the author's PCDI method	139
	SUMMARY	165
	REFERENCES:	169
	FIGURES	198
	TABLES	200
	FORMULAS	201