

Within the frameworks of my activity at the Scientific Students' Association do I wish to deal with two tourism products, the religious and cultural tourism of Rome.

The basics of my research is to examine how much the two tourism products are determining in the tourism of the Italian capital, how much revenue can be thanked to them so what economic impact travelling with religious and cultural motivations has on the city.

What is more, I would like to check whether there is any coherence and cooperation between these products and if yes, how and how much.

I also would like to find out what economic impact religious tourism as a tourism product generally has. According to my presumptions, the consumers of the product mentioned are more likely to be austere-in terms of income for whom spending quality time with their fellow pilgrims and the spiritual experience gained during the pilgrimage are more important than the (high) quality of the touristic services.

As a summary, my aim is to examine the eternal city's two quite popular, interesting and seriously coherent tourism products. Furthermore, to proof or disproof my hypotheses with different methods.

Making the essay, I studied the relevant literature, professional articles and statistics.

What I did experience while assessing the topic beforehand was that little literature existed in Hungarian as for the relation between culture and religion. I did read several books, studies and articles dealing with culture. However, many have been up to religious travelling abroad so far. Therefore, I collected information mainly from English-language books and articles.

I assessed the Hungarian tour operators and travel agencies with regards to travelling to Rome. I analyzed the elements of these packages, their supplied services, prices and how religion may fit in to travels basically motivated by culture and sightseeing.

I investigated a popular online travel agency from the aspect of Hungarian guests' opinion on Roman accommodations.

I made a depth-interview with the rapporteur on Italy of 'FEHÉRVÁR TRAVEL' and created a questionnaire as my own research.

My most important statement is that these products do cohere, their attractions are to be connected and are not be separated. Their consumers take interest in the other product, as well, consequently, motivation and the need for getting to know them also exists from the side of tourists.