

## "Religitour as a Tool for Promoting Diversity Management in Europe: A Case Study on Religious Tourism's Impact on Organizational Practices"

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### **Abstract:**

The article explores the potential of religious tourism, referred to as Religitour, as a tool for supporting diversity management in European organizations. In the context of increasing multiculturalism and religious diversity in Europe, the study highlights how religious tourism can contribute to building bridges between different groups, promoting mutual understanding and tolerance. The article presents a case study analyzing the impact of religious tourism on diversity management practices in organizations operating in areas with a rich pilgrimage tradition. The findings suggest that Religitour can be an effective tool not only for fostering interfaith dialogue but also as part of a diversity management strategy, supporting the integration of employees with different religious beliefs.