How Visible Are Sacred Sites Online? : Availability of European sacred site websites

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Sacred sites are places where the spiritual world meets the real world. Every culture in the world seeks to acclaim the mysterious, the divine, the martyred or the extraordinary. There are vast numbers of sacred places of prehistoric, historic and contemporary culture in the world. The internet has become a popular tool for gathering information about sacred sites as well as imagery and other required details related to the travel attraction of sacred sites. The internet sources possess an inevitable impact during the selection process of a sacred destination. This study aims to investigate the online background of sacred sites in Europe. Firstly, a list of sacred sites in Europe was prepared and then the online background of these sites was checked through the main web search engines. This study focuses on investigating the online status of sacred sites in Europe and it suggests avenues for tour operators, destination management actors and tourism stakeholders to improve the online presence of sacred sites in Europe.

Key Words : faith tourism, sacred sites, religious tourism, online sacred sites

Introduction

Tourism as an international industry and as the biggest provider of jobs on the planet, boasts a greater array of heterogeneous stakeholders than many other industries (Buhalis and Law, 2008). The tourism industry's uniqueness, dynamics and resilience are evident from the fact that it continues to record growth despite adverse events like the Gulf War, terrorism attacks, flu scares etc. (Mohsin *et al*., 2015). International tourist arrivals (overnight visitors) grew by 4.4% worldwide in 2015, reaching a record of 1186 million arrivals, after topping the 1 billion mark in 2012. International tourism receipts reached US$ 1260 billion worldwide in 2015 (UNWTO, 2016).

The field of tourism studies is rapidly growing and changing. Heritage tourism, educational tourism, youth travel and religious travel are all gaining importance and recognition (Cohen, 2008). Information search has drawn attention from tourism researchers and practitioners since it is a significant part of the purchase decision process. To make selection decisions on destination, transport, accommodation, meals, and entertainmens, travellers seek corresponding information through different channels: travel agencies, friends and relatives, the Internet, newspapers and magazines, airline companies, and commercial advertisements (Jang, 2004). Such is the engagement

with technology that the travel industry has been consistently identified as the sector to be most affected by the advance of the Internet (Weber and Roehl, 1999).

The Internet, and the World Wide Web (WWW or the Web) in particular, represent a recent technological innovation that has had a profound impact on all facets of people's lives (Weber and Roehl, 1999). With increasing amounts of travel related online information, tourists have an enormous number of choices as to where they travel and what they do (Pan *et al*., 2007).

As new technologies facilitate the planning of leisure activities, more and more companies are offering tourists information which can be easily accessed through web services and other information systems (Hsiao *et al*., 2015). The Internet has become a major source of information for travellers and a platform for tourism business transactions (Pan *et al*, 2007). In the travel industry the 'web' is becoming our collective 'travel square' as more and more travellers are turning to online travel communities to fulfil their travel-related tasks, ranging from seeking travel information and tips, making travel transactions, fostering relationships with people from far away, finding travel companions, or simply playing games for entertainment purposes (Wang *et al*., 2002).

The tourism product is becoming more dependent on information technologies (IT), and it is predicted to be more so in the future. More cross-sector alliances, direct links between providers and tourists and the drive towards efficiency will require access to, processing of, and the communication of, large amounts of information. This information will need to be processed faster, more reliably and in more executive format to enable prompt decision-making (Horan, 1996). At the macroeconomic level, IT becomes instrumental in the development and prosperity of regions, as they determine their competitiveness in the global marketplace. At the microeconomic level, IT permeates all functions of strategic and operational management and impels the competitiveness of enterprises (Buhalis, 1998). We live in the Internet era, and this represents not only an inexhaustible source of information but also the means and opportunity to communicate with people from all around the world, to research information and do business (Jakovic and Galetic, 2014).

As a result, a major research field is emerging from this interface, as the researchers increasingly seek to understand and communicate the significance of the new technologies, investigate and interpret contemporary activity, and attempt to forecast the way ahead for both industry and technological developments (Buhalis and Law, 2008). The two most common objectives for social media efforts for destinations are to increase awareness for the destination and to build engagement with consumers. VisitBritain was one of the first DMOs to adopt a proactive social media strategy embedding Facebook (LoveUK), Flickr, YouTube and Twitter, supported by utilisation of new mobile technology. For instance, in 2010, they launched an iPhone application for British film locations which had over 40,000 downloads, and included Google maps and Facebook integration, allowing users to find their favourite film locations, take a picture, and then post it on their social networking sites (Hudson *et al.*, 2015).

The usefulness and popularity of the internet undoubtedly provides tremendous opportunities for the tourism industry. However, extensive and rigorous literature research results in a dearth of papers on the study of website marketing and even less related to the online marketing of religious sites (Rashid, 2012).

Religious Tourism

The centre of any civilisation is its culture and the core of culture is religion. More than any other factor, religion infuses a culture with a perception of reality in

the broadest sense of the term by offering explanations for the origins of the universe and giving a deeper meaning to historical events, as well as to humanity's place within history. According to the UNWTO (2016) leisure, recreation and holidays are the most common purpose of travel. The second most important category of purpose of travel is visiting friends and relatives (VFR), followed by religion, health or other purposes.

Religion is increasingly important for tourism and vice versa, with religion and tourism sharing some concerns (e.g. identity). Standard definitions of tourism cover a wide range of travel activities undertaken by people in religious contexts, but religious tourism as a term, mostly refers to travel made for religious motives / purposes (e.g. pilgrimage, education) (Stausberg, 2011).

It should be noted that religion and tourism share the same cultural heritage, with pilgrimage existing in many religions around the world, including Buddhism, Hinduism, Islam, Judaism, and Christianity (Shani *et al.*, 2007). Hence, it is necessary to maintain close relations between heritage, religiousness, culture and tourism, aimed at a higher development of spirituality and humanity. Therefore, one of the major tasks is the establishment of effective and mutually beneficial interactions between organisers of religious tourism and representatives of various beliefs (Kurmanaliyeva *et al.*, 2014).

There is an enticing and interesting linkage between religion and tourism. A number of academic papers exist, which emphasise the strength of certain religious or sacred places to attract a considerable volume of tourists or the experience these visitors manifested after travel (Korstanje and Busby, 2010). Valued for millennia, people have travelled to sacred sites. Original spirit-seekers visited hallowed places based on a desire to become closer to divinity, seek forgiveness for wrongdoing, worship ancestors and nature gods, or petition a deity for blessings (Nyaupane *et al.*, 2015). Tourism or journeys with religious motivation have a particular importance in many parts of the world. On one hand, primarily due to intrinsic reasons that trigger them, these practices have special significance for the people who carry them out. On the other hand, they bring a wide range of benefits to the communities in which are practiced (Drule *et al*, 2012).

Religious tourism is a form of tourism where people of a particular faith travel to visit places of religious significance in their faith (Hanandeh, 2013). It is estimated that each year approximately 600 million

national and international religious and spiritual trips are made in the world, of which 40% take place in Europe (Roig, 2015). The UNWTO estimates that 300 to 330 million tourists visit the world's key religious sites each year (UNWTO, 2011). Additionally, billions is spent by faith-based travellers and groups flocking to pilgrimage destinations including Jerusalem, Mecca, the Vatican, and other significant spiritual sites, according to the World Religious Travel Association.

Religion is one of the factors that motivate people to set out on a journey. Millions of these people travel annually, towards the great pilgrimage centres pertaining to great religious cults located throughout the world. Within the last few decades, the popularity of pilgrimages has determined, religious tourism to occupy an important segment of world tourism's economic dynamics (Cristea *et al*., 2015). In addition to being a significant segment, religious tourism is rapidly growing within the tourism industry. It is also sometimes referred to as faith tourism, faith-based travel, Christian travel, Muslim travel, or any other religious denomination linked with the words 'travel' or 'tourism'. However, regardless of the name, the inference is that this is a form of tourism that is driven by a given faith.

As a sector, religious tourism is not well researched and documented. Few reliable statistics are available regarding its scale and value within the tourism sector as a whole, mainly because only a few countries measure tourist arrivals using a classification that refers to 'religion' or 'pilgrimage'. Consequently, most religious tourists are combined with 'other leisure' visitors, with most European countries classifying international inbound tourists into three purpose-of-visit groups: leisure / holiday; other leisure; and business / conference.

There are some exceptions to this, mainly in destinations where religious tourism is highly popular such as Saudi Arabia and Israel. In Saudi Arabia, religious tourism is the most significant type of tourism, and consequently the authorities measure it as a clearly defined activity.

Another common problem with the measurement of religious tourism relates to the inconsistent definitions of the segment. Many statistics quoted by destinations and appearing in publications do not clearly identify whether they include only international religious tourists (ie those travelling from one country to another) or domestic religious tourists (ie those travelling to destinations within the same country in which they live) also. This probably generates the greatest misunderstandings when attempting to measure the volume and value of the sector (www.store-mitel.com).

Sacred Sites

The work carried out by the UNWTO on tourism and world heritage sites, many of which have a religious significance, on tourism routes, often inspired by a religious character, and on spiritual tourism, contribute to enriching the debate (http://middle-east.unwto.org/). They highlight the following as some of the key issues impacting on religious sites and thus, on religious tourism:

1. Global trends shaping religious tourism and the development of competitive products and experiences;

2. Challenges and opportunities for the development and promotion of religious tourism routes;

3. Innovative approaches to tourism management at religious sites, particularly related to balancing heritage preservation and tourism development, and;

4. Promoting the participation of host communities and enhancing the socio-economic benefits of religious tourism at local level.

Sacred sites are locations that have been set aside from the places we encounter in our everyday lives and generally fall within two general categories: Built structures or natural places. They have been set aside because they are deemed to have a spiritual or religious purpose and sacred meaning within a cultural context. These places may be associated with sacred stories, ceremonies, rituals and practices.

Built sites may have remarkable architecture and / or a historic relationship with sacred land and / or environments; they include temples, churches, shrines, altars, places of pilgrimage, ruins, sites previously occupied, firepits. Natural sacred sites are often part of a greater sacred landscape (on land or below water) with many sacred sites that are related to one another and therefore interconnected; rivers and their sources, springs and their sources, wells, mountains, rocks and rock outcroppings, trees and tree groves, forests, caves, islands, cultural sacred landscapes, storyscapes, origin sites, pilgrimage routes, sacred ceremonial areas, rock / plant shrines – mani stones, gathering places for sacred plants, a place for entering the spirit world. The range of sites is enormous, including archaeological sites of

archaeoastronomy and calendric sites, Megaliths, stone circles, menhirs, dolmens, traditional architecture like historic native dwellings, kivas, pictographs and petroglyphs, temple ruins, totem poles, significant alignments, massacre sites, burial grounds of native peoples and historic cemeteries, mass burial sites, memorials, including contemporary sites like Vietnam Veterans' Memorial, shell-mounds and other cultural mounds.

Religious Site Management

The increasing popularity of tourism at religious sites presents a challenge for managers. On a practical level, effective planners and decision makers for the establishment of new religious-tourism sites in the future need to have a solid understanding of the main categories of issues involved (Kreiner *et al.*, 2015). Many sites still serve their religious purpose as places of worship and ceremony, yet they must also cater for the differing and sometimes conflicting demands of tourists seeking historic and cultural information, architectural insights and / or an entertaining recreational experience. To manage such sites effectively, it is important to identify aspects that are critical to the design of tourism experiences at religious sites and explore methods of appealing to, and satisfying, a diverse and often demanding range of visitors (Hughes *et al.*, 2013).

There are range of historical examples of linkages between religion and travel. Muhammed's migration (the Hijra) from Mecca to Medina in AD 622 was the genesis of the rapid spread of Islam throughout the world. The importance of pure pilgrimage can be clearly seen in sites such as Lourdes, Mecca and Chiang Mai, but it is not only the key religious sites of major world religions that are important for pilgrimage. Sites ranging from major cathedrals and temples right down to local wells, rocks and trees are considered as destinations for pilgrimage. Journeys such as this, related to religious sites and festivals, pilgrimage or spirituality, have long been a feature of human travel (Raj and Morepeth, 2007). Examples of religious tourism include: Christian visitors to the Holy Land in Palestine, Islamic Hajj to Mecca, Jewish Pilgrims to holy graves in Israel, Baha'i Pilgrimage Sites in Israel (Baha'i´ Gardens in Haifa, Israel) and Shia pilgrimage in Iran (El-Gohary, 2015).

In 1976 MacCannel stated that modern tourists are represented as the structural equivalents of medieval pilgrims in their search for authenticity across a fragmented modern world. The search for authenticity

varies with the level of alienation in society: those who are highly alienated seek another, authentic, culture centre (Cohen 1988). Urry (1990) argues that the search for authenticity is not the basis for tourism. Rather, the tourist is searching for the differences between home and work life. In contemporary society, work has become a mere attribute of society, rather than its centre (Urry 1990), and leisure itself becomes a subset of work (Bey 1991).

Nowadays, visitors to religious sites are very diverse. They range from pilgrims who travel alone, to families, seniors, and people with disabilities (Gassiot *et al.*, 2015). The change in traditional forms of pilgrimage destination, with diffusion in spiritual motivation, has seen cathedrals and churches increasingly becoming tourist attractions as well as places of worship (Raj and Morpeth, 2015). A comparison of the different kinds of visitor experiences offered at different types of religious site is timely, as such comparisons will provide religious heritage site managers with a detailed insight into the different ways in which individuals use religious sites and the different roles religious sites play in the lives of visitors (Bond *et al.*, 2015).

Over one in five of these religious website visitors sought information about Islam. A similar number of surfers sought ideas for celebrating religious holidays. For example, www.sacred-destinations.com provides information on holy sites and religious places (Hashim *et al.*, 2007). The use of sacred sites for this purpose remains, however, a relatively unexplored theme in the field of tourism studies, although it is likely that this contemporary spiritually-motivated visitor differs significantly from previous visitors to religious sites (McGettigan and Griffin, 2012).

People may have various motives for visiting religious sites, which may include desiring an experience which is life changing, seeking to spend a relaxing day out, seeking divine worship or merely to marvel and explore. Religious destinations, therefore, try to attract and satisfy large numbers of tourists by offering on-site activities such as audio visual presentations, sale of souvenirs, books, religious items, food, catering services and by organising special events and lodging facilities (Rashid, 2012). Despite this, in today's secular world, the relationship between an individual and their belief can still play a major part in influencing an individual to visit religious sites. The visiting patterns depend on internal factors such as the individual's strength of religious belief (Raj and Bozonelos, 2015). There is a great need to conduct much more research studies that can examine and

investigate the interaction and / or linkage between tourism and different aspects of religion (El-Gohary, 2015).

Individually or collective, tourists may want to visit popular sacred sites when they are visiting destinations. Information searching travellers may go directly to a Website if they have favourite sites in their bookmarks or have already determined which sites to visit (Kim and Fesenmaier, 2008). Alternatively, visitors to religious sites may go directly to a sacred location's website before their visit. Especially for international tourist arrivals, a website may be the first information source for gathering information about a sacred site.

The process of information search for travel planning using the Internet can be understood as comprising three distinct stages: (a) search, (b) primacy, and (c) elaboration (see Figure 1) (Kim and Fesenmaier, 2008).

While many forms of religious activity exist online, obtaining religious information still remains one of the most common religious uses. Many forms of religious worship and ritual exist online (Enongene, and Griffin, 2017) with a multitude of online sacred spaces existing.

The Internet is also changing the ways people of faith spread their beliefs and make converts. Many examples of online recruitment by religious groups exist. Another example of religious use of the Internet is online religious communities. These are online groups that facilitate interactions with and between believers, separated by geography, but sharing some sort of spiritual connection or conviction. One example is the emergence of cyberchurches and cybertemples. These are online environments where electronically linked groups aim to reproduce some aspects of conventional church or temple life. By using IRC software (Internet relay chat, which allows multiple users to log on to the same 'channel' simultaneously and hold typed group conversations) or chat rooms, religious Internet users can also participate in online prayer meetings. In many cases users meet in another online forum, but then choose to gather weekly at a specific time for moderated prayers. These examples illustrate the diverse ways religious worship and ritual has surfaced online.

Obtaining religious information online is probably one of the most important online activities for sacred sites. When a tourist seeks information about a sacred site, he / she goes online and checks the sacred site using search engines for information; access maps, opening-hours and other such practical information is very important for visitors who are seeking to travel to the sacred site.

Analysis of Sacred Place Websites in Europe

Considering this evolving and emerging importance of websites, this study aims to investigate the online background of the sacred sites in Europe. Firstly, a list of sacred sites throughout Europe is prepared and then the online background of sites is checked through the main web search engines. In order to access sacred

Figure 1: The Process Of Information Search Using The Internet For Travel Planning
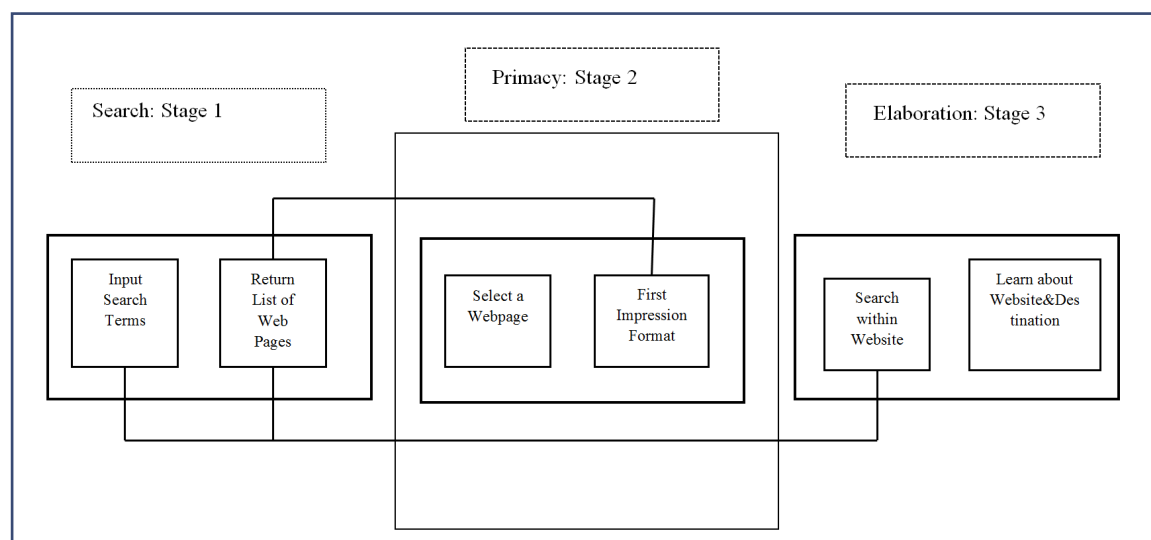
Source: Kim and Fesenmaier (2008)

sites in Europe collectively, the www.sacredsites.com website has been utilised. The list of selected websites is indicated in appendix A.

The analysis is based on the Website Communication Model (WCM) (Cantoni and Tardini, 2006; Cantoni *et al.*, 2012). This WCM method examines websites from the point of view of communication, adopting a holistic approach which goes beyond a naive dichotomy which sees the website either as a mere technological artefacts, to be handled by engineers or, on the opposite side, as an advertising tool, to be managed by visual communication experts. One or other interpretation is only partially true, but both suggest that websites are static objects. The WCM model, instead, presents the website as a dynamic entity with a proper life and typical functions, like a shop or a press agency. It ideally considers all the elements and the actors involved in the communicative activity taking place, grouped into four dimensions or pillars (see Figure 2).

- Contents and services / functionalities are the more or less structured ensemble of information pieces and services provided in the site, such as news reporting, storytelling, buying, polling, chatting.
- Accessibility tools are the collection of technical instruments which make the contents and services accessible, like hardware, software, and interface;

- the group of people who design, implement, maintain and promote the site.
- Users / clients are the group of people who access the site.

The first two dimensions are related to things and the latter two are related to people.

Finally, there is a fifth dimension which completes the framework. Ecological context or semiosphere gives to every element of the site its precise meaning, value and place (or context) within the broader context of the web.

An indicator is a single type of content or functionality (e.g.: a website's home page) relevant both for the domain and for the end users (Cantoni *et al.*, 2007). Following the work of Inversini (2010) and Cantoni *et al*. (2012), who analysed the contents and services of tourism destination websites and catholic religious sites, the main categories were organised as a narrative. The result of this work is a comparative and descriptive grid, which lists all the types of contents and functions used by at least one of the selected websites. In the grid, the indicators offered on each website are listed. In the grid a '1' is put if the indicator is present, and a '0' if not. Appendix B illustrates a part of the grid designed for the analysis of the websites in this research. In this study, the contents and services offered by 276 websites have been identified and described as indicators.

Figure 2 : Website Communication Model

Project

1) A cluster of content and services

2) A collection of technical instruments to make accessible those contents and services

3) A group of people who produce, update and promote the website

4) A group of people who access and use the website

Evaluation

The context, the world, the relevant market
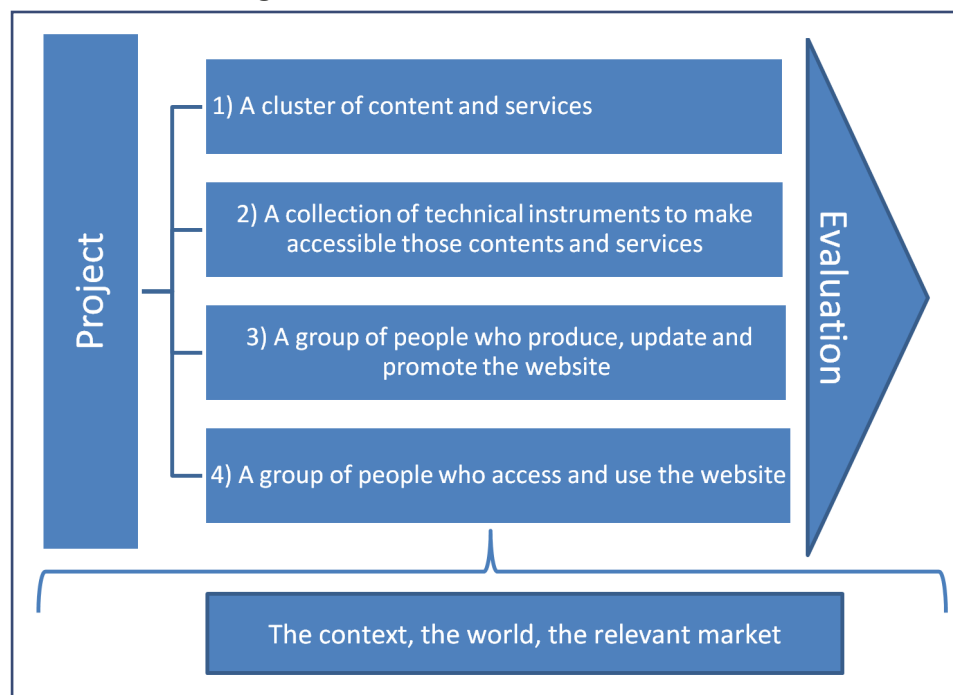
Cantoni and Tardini, 2006

276 sacred sites were analysed from 27 (Andorra, Austria, Belgium, Bosnia, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Scotland, Slovenia, Switzerland, Spain, United Kingdom, Turkey) European countries. Analysis indicates 176 of the 276 sacred sites have a website, thus, approximately 64% of the examined sacred sites have a website. After researching the websites of the 'sacred sites' in Europe, analysis shows that the Kells Ruins of Monastery and Round Tower (http://www.visitingkells.ie/) in Ireland has the top score (16) .

Indicator Analysis

According to indicator analysis, the **Internal Links** indicator has the top score (162). 162 of 176 website have internal links on them. This may be because websites utilise internal links to provide detailed information and sections for the sacred site.

Second position amongst the indicators belongs to **Contacts** (162). 162 of the websites have contacts on their websites. One of the most important methods of communication nowadays is e-mail. Most of the website designers prefer to have contact e-mails in order to communicate with their online visitors. This way of communication is easy and fast for most of the internet users.

External Links is the third highest scoring indicator (155). 155 of the 176 websites have external links in their websites. The internet is a 24/7 open source for information. People can go online and access the internet via computers, mobile devices etc. Because of this easy access, most of the online sites give links (external links) to other websites, which often reciprocate and create two-way traffic.

The fourth highest indicator score is **Copyright and Privacy** details (151). 151 of 176 websites have a copyright and privacy mark on their homepage. The internet provides easy access to diversely designed websites with different layouts, colours and sections, but these are important elements for many web designers.

The fifth highest score is **Home** (146). 146 of the 176 websites have a home link on their websites. A home function is a very useful tool for online users when they want to directly reach, or return to a home page.

Search Functions and **Website Maps** are the indicator with the sixth highest score (117). 117 of the 176 websites have search functions and sitemaps on their websites. Search functions and sitemaps are common and useful tools for website designs and much sought by online users.

Social Networks have the seventh highest score (110). 110 of the 176 websites have links to social networks on their pages. Millions of people have social network accounts and they are becoming increasingly popular and important all around the world.

The eighth highest indicator score is **Sacred Site Map** (103). 103 of the 176 websites have sacred site maps on their websites. Software like Google Maps are useful tools for online users while they are trying to find access and orientation instructions for the sacred sites.

Multi-language facilities is the ninth highest indicator (93). 93 of the websites have a multi-language function. This may be because sacred sites attract visitors from nations all around the world and website managers prefer to have multi language functions for all web visitors who seek information through the internet about the sacred site.

FAQ's are the tenth highest indicator (87). 87 of the 176 websites have FAQ on their websites. FAQ's (lists of Frequently Asked Questions) are an easy tool to disseminate information to online users.

Multimedia links are the eleventh highest indicator (76). 76 of the 176 websites have connectivity to multimedia sources on their websites.

The twelfth highest score indicator is **Newsletter** (74). 74 of the 176 websites have newsletters, these are used to regularly publish periodic information.

Shop has the thirteenth highest score indicator (62). 62 of the 176 websites have retail sections. Online purchases are growing rapidly all around world, online gift and souvenir retail is a good way to raise revenue while indirectly promoting and advertising the sacred site.

The fourteenth highest score indicator is **Downloads** (43). 43 of the 176 sacred sites have a download facility on their website. The provision of downloads for online users is a good method to provide useful tools like maps, site information, promotional literature etc. related to the sacred sites.

The fifteenth highest indicator score is ***Fundraising*** (33). 33 of the 176 websites have a fundraising section on their websites.

The sixteenth highest indicator score is ***RSS*** feeds and tools (27). 27 of the 176 websites have RSS tools on their websites

The seventeenth highest indicator is ***Publications*** (18). 18 of the 276 websites have publications on their websites.

Concluding Notes

This research exercise gives an overview of the current status of website availability of European sacred sites, analysing and describing the content on each of the domains. This analysis shows that approximately 64% of the sacred sites analysed have a website. It is interesting to find that only 64% of the sacred sites in Europe have a website. On the basis of this analysis alone, it maybe concluded that the remaining 36% of sacred sites in Europe need to be visible online. The analysis of websites has also revealed a clear need to improve online availability of the sacred sites with the help of relevant keywords and terms, which people use to search for sacred sites.

This paper reveals whether or not the identified sacred sites possess some basic online elements in terms of website requirements. This exercise might shed light for practitioners and researchers of e-tourism and e-religion. Sacred site stakeholders should take into account that online comments and familiarity of both the site and the destination are of great importance for the future sustainability of the faith tourism product.

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Appendix A : Sacred Sites of Europe

Country	No	Name	Websites	Source
Andorra	1	Shrine of the Virgin of Meritxell	None	None
	2	Shrine of Sant Antoni de la Grella	None	None
	3	Santuari de la Mare de Déu de Canòlic	None	None
Austria	4	Marian pilgrimage church	1-http://marianpilgrimcentre.com/	Google
	5	Church of St. George	None	None
	6	Church of Maria-Hilf	2-http://www.mariahilf-passau.de/	Google
	7	Magdalensberg	None	None
	8	Marian Shrine of Maria Lankowitz	None	None
	9	Frauenberg Pilgrimage Church	3-http://www.stiftadmont.at/	Google
	10	Teufelstein (Devil's rock)	4-http://www.calendersign.com/	Google
	11	Mariazell Basilica of the Virgin Mary	None	None
	12	Church of St. Anne	5-http://www.annakirche.at/	Google
	13	Maria Taferl Pilgrimage church of Mary	None	None
Belgium	14	Brugge Basilica of the Holy Blood	6-http://www.holyblood.com/	Google
	15	Oostacker Ghent: Shrine of the Virgin	None	None
	16	Scherpenheuvel Basilica of Our Lady	7-http://www.scherpenheuvel.be/	Facebook
	17	Banneux Church of the Virgin of the Poor	8-http://www.banneux-nd.be/	Google
	18	Wéris Megalithic Site	9-http://www.weris-info.be/	Google
	19	Beauraing Church of Our Lady with the Golden Heart	None	None
Bosnia	20	Visoko Pyramid	None	None
	21	Sarajevo Tsar's Mosque	10-http://www.sarajevo.ba/	None
	22	Blagaj Bektashi Sufi Tekke Monastery at Cave Cliff Source of Buna River	None	None
	23	Medjugorje Shrine of the Queen of Peace at Medjugorje	11-http://www.medjugorje.ws/	Google
Bulgaria	24	Rila Monastery	12-http://www.rilamonastery.pmg/	Google
	25	Perperikon Thracian Sanctuary	13-http://www.perperikon.bg/	Google
	26	Dolni Glavana Megalithic Site	None	None
	27	Malko Tarnovo Megalithic Site	14http://www.malkotarnovo.yes.bg/	Google
Croatia	28	Rijeka Church of Our Lady of Trsat and Franciscan Monastery	15-http://www.kvarner.hr/	Google
	29	Marija Bistrica Marian shrine Our Lady of Bistrica	16-http://www.kraljica-mira.com.hr/	Google
Czech Republic	30	Prague Shrine of Infant Jesus	17-http://www.pragjesu.cz/en/	Google
	31	Pribram Svatá Hora Holy Mountain and Basilica of Mary	18-http://svata-hora.cz/	Google
	32	Ordry Megalithic Stone Circles	None	None
	33	Mt. Hostyn Cathedral and Healing Spring, Near City of Bystrice	None	None
Finland	34	Mt. Kilpisjarvi Sacred mountain	None	None
	35	Joensuu Heinavesi Monastery	None	None
	36	Hameenlinna Hattula Church	19-http://www.hattula-evl.fi/	Google
France	37	Island of Ile de Sein. Pagan Holy Island	20-http://www.audierne-tourisme.com/	Google
	38	Foret de Huelgoat Celtic Sacred Forest	None	None
	39	Guingamp Coat-an-Hay and Coat-an-Noz Sacred Celtic Forests	None	None
	40	Jersey La Houque Bie Megalithic Site	None	None
	41	Douvries-la-Delivrande Basilica of Our Lady of Deliverance (a Black Madonna) on Celtic Goddess Site	21-http://www.interfaithmary.net/	Google
	42	Boulogne-Sur-Mer Cathedral of Notre Dame	22-http://www.tourisme-boulognesurmer.com/	Google
	43	Carnac Large Megalithic Site, Tumulus of Saint-Michel on Pagan Sacred Hill, and Nearby Locmariaquer Megalithic Site	None	None
	44	St. Anne d'Auray Cathedral of St. Anne, Mary's Mother, Built on Pagan Sacred Site	23-http://www.sainteanne-sanctuaire.com/	Google
	45	GavrinisIsland with Megalithic Ruins	None	None
	46	Paimpont Celtic Sacred Forest of Foret De Paimpont And Megalithic Site of La Roche Aux F'ees	None	None
	47	Chartres Cathedral of Our Lady of Chartres Atop Pagan Sacred Site	24-http://www.cathedrale-chartres.org/	Google
	48	Paris Cathedral of Notre Dame, Basilica of Sacre Coeur	25-http://www.sacre-coeur-montmartre.com/	Google
	49	Reims Cathedral of Our Lady of Reims	None	None
	50	Indre-et-Loire Saint-Maure-de-Touraine Church Atop Celtic Site	None	None
	51	Bourges Cathedral of St. E'tienne	26-http://www.ville-bourges.fr/	Google
	52	Vezelay Church of Mary Magdalene	None	None
	53	Pontigny Cistercian Abby and Monastery	None	None
	54	Paray le-Monial Sacré-Coeur Church	27-http://www.sanctuaires-paray.com/	Google
	55	Rocamadour Church of the Black Virgin Mary Atop Ancient Pagan Sacred Place	28-http://www.rocamadour.biz/	Google
	56	Conques Abbey of Conque	None	None
	57	Le Puy Cathedral of Notre Dame and Church of St. Michael	29-http://www.cathedraledupuy.org/	Google
	58	Mt. Blanc Sacred Mountain	None	None

Country	No	Name	Websites	Source
France (cont.).	59	Lourdes Holy grotto and Cathedral	30-http://en.lourdes-france.org/	Google
	60	Montsegur Cathar Fort	31-http://www.catharcastles.info/	Google
	61	Rennes le Chateau Church of Mary Magdalene	32http://www.renneslechateau.com/	Google
	62	Carcassonne Basilica of St. Nazaire	None	None
	63	Mt. Canigou Monastery of St. Martin	33-http://stmartinducanigou.org/	Google
	64	St. Guilhem le De'sert Gellone Monastery	34-http://www.saintguilhem-valleeherault.fr/	Google
	65	Sts. Marie de la Mer Fortified Church	35-http://www.avignon-et-provence.com/	Google
	66	Arles La Grotte des Fe'es Megalithic Site	36-http://www.pays-arles.org/	Google
	67	Mont Ventoux Celtic Holy Mountain and Spring	None	None
	68	Saint-Maximin-la-Sainte-Baume Basilica of Mary Magdalene	37-http://www.st-maximin.fr/	Google
	69	Casamaccioli Church, Corsica	38-http://www.visit-corsica.com/	Bing
	70	Filitosa Megalithic Site, Corsica	39-http://filitosa.fr/	Yahoo
	71	Palaggui Menhirs, Corsica	None	None
	72	Fortanaccia Dolmen, Corsica	None	None
	73	Stantari Menhirs, Corsica	None	None
	74	Rehaghiu Menhirs, Corsica	None	None
Germany	75	Aachen Cathedral	40-https://www.aachenerdom.de/	Bing
	76	Cologne Cologne Cathedral	41-http://www.koelner-dom.de/	Msn
	77	Externsteine, Germany Megalithic Site	None	None
	78	Speyer Cathedral on Pagan Sacred Site	42-http://www.speyer.de/	Yahoo
	79	Ettal Benedictine Abbey	43-http://www.abtei.kloster-ettal.de/	Msn
	80	Altotting Marian Shrine	44-http://www.bavaria.by/	Yahoo
Greece	81	Ephyra, Ancient Site	None	None
	82	The Shrine of Dodona	None	None
	83	Meteora Greek Orthodox Monasteries	45-http://www.meteora-greece.com/	Msn
	84	Mt. Olympus Sacred Mountain	46-http://www.olympusfd.gr/	Bing
	85	Mt. Athos Twenty Greek Orthodox Monasteries.	47-http://www.ouranoupoli.com/	Yahoo
	86	Mt. Pelion	None	None
	87	Delphi	None	None
	88	Olympia Temples of Hera and Zeus	None	None
	89	Mt. Lycaeon	None	None
	90	Mycenae	None	None
	91	Argos Temple of Hera	None	None
	92	Aegina Temple of Athena Aphaia	None	None
	93	Isthmia Shrine of Poseidon	48-https://isthmia.osu.edu	Yahoo
	94	Asklepion Shrine Athens	None	None
	95	Mount Parnitha	49-http://www.parnitha-np.gr/	Msn
	96	Marathon	50-http://www.visitmarathon.gr/	Yahoo
	97	Cape Sounion Greek Temple of Poseidon	51-http://www.visitgreece.gr/	Google
	98	Santorini Minoan Ruins of Akrotiri	52-https://www.santorini.com/	Msn
	99	Asklepion Kos	53-http://odysseus.culture.gr/	Yahoo
	100	Temple of Hera Samos Island	54-http://www.visitgreece.gr/	Google
	101	Patmos Holy Grotto of the Revelation	55-http://www.patmos-island.com/	Msn
	102	Tinos Church of the Megolohari	56-http://www.visitgreece.gr/	Yahoo
	103	Delos Legendary Birthplace of Apollo and Artemis	None	None
	104	Crete Lato Minoan Ruins	None	None
	105	Crete Mt. Dicti Birthplace of Zeus	None	None
	106	Crete Knossos Minoan Ruins	57-http://odysseus.culture.gr/	Msn
	107	Crete Mt. Ida	None	None
Ireland	108	Slieve League Sacred Mountain and Well	58-http://slieveleaguecliffs.ie/	Bing
	109	Moneyglass Monastery and Round Tower	None	None
	110	Downpatrick Wells of Struell	59http://www.discovernorthernireland.com/	Msn
	111	Emain Macha Druid Ceremonial Mound	None	None
	112	Eamhain Mhacha Navan Fort	60-http://www.armagh.co.uk/	Msn
	113	Uragh Stone Ring	None	None
	114	Carrowmore Megalithic Site	61-http://www.carrowkeel.com/	Yahoo
	115	Tobar Nalt Holy Well	62-http://www.holywellsligo.com/	Msn
	116	Carrowkeel Megalithic Site	63-http://www.carrowkeel.com/	Google
	117	Killycluggin Stone Ring Ballyconnell	None	None
	118	Croagh Patrick Sacred Mountain	64-http://www.croagh-patrick.com/	Google

	No	Name	Websites	Source
	119	Kilmacduagh Ruins of Monastery and Round Tower	None	None
	120	Knock Catholic Pilgrimage Shrine, Marian Apparition Site	65-http://www.knockshrine.ie/	Msn
	121	RathcroghanDruid Ceremonial Mound	66-http://www.hedgedruid.com/	Bing
	122	Hill of Uisnech	67-http://uisneach.ie/	Google
	123	Loughcrew Megalithic Ruins	None	None
	124	Kells Ruins Of Monastery and Round Tower	68-http://www.visitingkells.ie/	Bing
	125	Newgrange Megalithic Passage Mound, Nearby Dowth And Knowth Passage Mounds.	69-http://www.newgrange.com/	Msn
	126	Drogheda Shrine of St. Oliver Plunket	70http://www.discovernorthernireland.com/	Google
	127	Monasterboice Island Ruins of Monastery and Round Tower	None	None
	128	Clonmacnois Round Tower	71-http://www.thestandingstone.ie/	Yandex
	129	Kildare Cathedral and Holy Well	None	None
	130	Lough Derg St Patrick's Purgatory Church	None	None
	131	Baltinglass Megalithic Ruins	None	None
	132	Scattery Island Monastery Ruins and Round Tower		
Ireland (cont.)	133	Lough Gur Stone Ring	72-http://loughgur.com/	Yandex
	134	Cashel Church and Round Tower	73-http://www.cashelfolkvillage.ie/	Google
	135	Holy Cross Abbey	74http://www.holycrossballycahill.com/	Google
	136	Brandon Mountain	None	None
	137	Glendalough Monastery and Round Tower	75-http://www.glendalough.ie/	Yahoo
	138	Lady's Island	76-http://www.ourladysisland.ie/	Msn
	139	Dromberg Stone Ring	None	None
	140	Ballyvourney St. Gobnait's Well	None	None
	141	Blarney Stone in Blarney Castle	77-http://www.blarneycastle.ie/	Yandex
	142	Ardmore Round Tower and Monastery Ruins	78http://www.ardmoregalleryandtearoom.ie/	Google
	143	Kenmare Stone Ring and Holy Well	79-http://www.theringofkerry.com/	Msn
	144	Skellig Michael	80http://www.skelligexperience.com/	Msn
	145	Ardgroom Stone Ring	None	None
	146	Drombohilly Stone Ring	None	None
	147	Kealkil Stone Ring	None	None
	148	Varallo Sacro Monte Basilica and Chapels	81-http://sacrimonti.net/	Google
	149	Padova Shrine of St. Anthony	82-https://www.stanthony.org/	Yandex
	150	Cervo Church of St. George	None	None
	151	Sanctuary of La Verna; St. Francis Holy Place	83http://www.lavernasecularfranciscans.com/	Bing
	152	Civitella Church of San Michael	None	None
	153	Loretto Holy House of Loretto Cathedral	84-http://www.santuarioloreto.it/	Yandex
	154	Assisi Basilica of St. Francis, Temple of Goddess Minerva	None	None
	155	Subiaco Sacro Speco Holy Cave of St. Benedict	85-http://monasteri-subiaco.it/	Bing
	156	Rome	86-http://www.rome.info/	Google
	157	Rieti	87-http://www.comune.rieti.it/	Yandex
	158	Monte Casino Monastery of St. Benedict	88http://www.abbaziamontecassino.org/	Msn
	159	Castelpetroso The Sanctuary of the Sorrowful Mother	89-https://thegrotto.org/	Yahoo
Italy	160	San Giovanni Rotondo Shrine of Padre Pio	90http://www.padrepiodapietrelcina.com/	Google
	161	Paestum Greek and Roman Ruins, Temple of Hera	91-http://www.paestum.de/	Bing
	162	Santuario Maria Ss.ma del Tindar	92-http://www.santuariotindari.it/	Msn
	163	Duomo di Siracusa	93-http://www.siracusaturismo.net/	Yahoo
	164	Temple of Concordia Greek Temple Sicily	94-http://www.italia.it/	Google
	165	Parco Archeologico di Selinunte Greek Temples of Selinunte, Sicily	None	None
	166	Tempio di Segesta Greek Temple of Segesta, Sicily	None	None
	167	Santuario di Santa Rosalia, Sicily	95http://www.santuariosantarosalia.it/	Yandex
	168	Basilica Santuario Nostra Signora di Bonaria Sardinia	96-http://www.bonaria.eu/en	Google
	169	Monte Gonare, Sardinia	97-http://www.sardegnaturismo.it/	Yahoo
	170	Dolmen Sa Coveccada, Sardinia	98-http://www.sardegnaturismo.it/	Yahoo
	171	Coddu Vecchiu Megalithic Site, Sardinia	None	None

Country	No	Name	Websites	Source
Latvia	172	Aglona Cathedral	99-http://en.aglona.travel/	Msn
Lithuania	173	Hill of Crosses	100-http://www.hillofcrosses.com/	Google
Malta	174	Ta Pinu Sanctuary	101-http://www.tapinu.org/	Yahoo
	175	Ggantija Triq It Tafla	None	None
	176	Mnajdra Neolithic Temples	102-http://heritagemalta.org/	Bing
	177	Hagar Qim	103-http://heritagemalta.org/	Bing
	178	Tarxien Temples	104-http://heritagemalta.org/	Bing
	179	Hal Saflieni Hypogeum	105- http://heritagemalta.org/	Google
Montenegro	180	Ostrog Monastery Cave Shrine of St. Basil	106-http://stbasilchurch.org/main/	None
Netherlands	181	Maastricht Basilica of Our Lady	107-http://www.sterre-der-zee.nl/	Msn
	182	Roermond Munsterkerk Church, Holy Well	None	None
	183	Smakt St. Joseph's Chapel	None	None
	184	Hertogenbosch Mary's Chapel in Cathedral	None	None
	185	Laren St. Johannes Church	None	None
	186	Heiloo Mary's Chapel and Holy Well	None	None
	187	Emmen Megalithic Site	None	None
	188	Assen Megalithic Site	None	None
	189	Dokkum Chapel St. Bonifatius	108-http://www.bonifatiuskapel.nl/	Yahoo
Norway	190	Eidsborg Wooden Church	http://www.vest-telemark.museum.no/	Google
	191	Roldal Wooden Church	108-http://www.roldal-reiseliv.no/	Msn
	192	Borgund Wooden Church	109-http://www.stavechurch.com/	Bing
	193	Selje Ruins Of Medieval Monastery and Church	110-https://selje.kommune.no/	Yandex
	194	Trondheim Nidaros Cathedral	111-http://www.nidarosdomen.no/	Google
Poland	195	Lichen Basilica of Our Lady of Licheń	112-http://www.lichen.pl/	Msn
	196	Kalwaria Zebrzydowska Basilica and Monastery	113-http://www.kalwaria.eu/	Yandex
	197	Sankt Annaberg Basilica of St. Anne	None	None
	198	Czestochowa Jasna Gora Marian Shrine	None	None
	199	Teresin	None	None
	200	Bialystok Holy Mountain of Grabarka	114-http://www.obitel-minsk.by/	Msn
Portugal	201	Caldas da Rainha	115-https://www.visitportugal.com/	Yahoo
	202	Fatima Marian Apparition Site	None	None
	203	Lamego Church of Our Lady of Remedies	116-http://www.douroalliance.org/	Msn
	204	Braga Shrine of Bom Jesus do Monte	117http://www.estanciadobomjesus.com/	Yandex
Scotland	205	Rosslyn Chapel	118-http://www.rosslynchapel.com/	Bing
	206	Callanish Isle of Lewis	119http://www.historicscotland.gov.uk/	Google
	207	Stenness Orkney Island	120-http://www.historic-scotland.gov.uk/	Google
Slovenia	208	Piran Hill Top church of St. George	121-http://www.slovenia.si/	Bing
	209	Dreznica Sacred Heart Church	122-http://www.slovenia.info/	Yahoo
	210	Brezje Marian Shrine of Brezje	123-http://www.marija.si/	Msn
	211	Tunjice Mineral Spring	None	None
Switzerland	212	Church of St. Petersinel, on Celtic Holy Island in Lake Bieler See	None	None
	213	Mariastein Benedictine Abbey	124-http://www.kloster-mariastein.ch/	Yandex
	214	Einsiedeln Benedictine Abbey	125-http://www.einsiedeln-tourismus.ch/	Bing
	215	St. Gallen Benedictine Abbey of Saint Gall	126-http://www.stgallplan.org/	Msn
Spain	216	Santiago de Compostela Basilica of Santiago de Compostela	127http://www.catedraldesantiago.es/	Google
	217	Leon Cathedral	128-http://www.leon.es/	Msn
	218	Garabandal	129-http://www.garabandal.org/	Yandex
	219	Burgos Cathedral	130http://www.catedraldeburgos.es/	Google
	220	Pena de Francia	None	None
	221	Avila Cathedral	131-http://catedralavila.vocces.com/	Msn
	222	Zaragoza Basilica del Pilar	132-http://www.basilicadelpilar.es/	Google
	223	Montserrat Basilica of the Black Madonna	133-http://www.montserrat-tourist-guide.com/	Yandex
	224	Guadalupe Basilica	134-http://basilica.mxv.mx/	Msn
	225	El Rocio	135-http://www.andalucia.com/	Bing
	226	Sacromonte	136-https://granadainfo.com/	Yahoo
	227	Caravaca de la Cruz Church of Salvador	None	None

Country	No	Name	Websites	Source
Turkey	228	Ephesus	138http://www.kulturvarliklari.gov.tr/	Bing
	229	Aphrodisias	139-http://www.aphrodisias.org/	Google
	230	Mt. Ida	140http://www.kazdagimilliparki.com/	Yahoo
	231	Bursa	141-http://www.bursa.gov.tr/	Google
	232	Istanbul	142-http://www.istanbul.gov.tr/	Google
	233	Yazilikaya Hattuşaş	143http://www.kulturvarliklari.gov.tr/	Bing
	234	Konya	144-http://konya.gov.tr/	Yahoo
	235	HaciBektas	145-http://www.hacibektas.com/	Msn
	236	Eski Gumus, Monastery of Gumusler	146http://www.nigdekulturturizm.gov.tr/	Google
	237	Mount KelDağı	None	None
	238	Antioch	147-http://www.hatay.gov.tr/	Msn
	239	Darende Shrine of Sufi Saint Somunca Baba	None	None
	240	Nemrut Dagi Sacred Mountain with Tomb-Sanctuary of King Antiochus I Theos of Commagene at Top of Peak.	148-http://www.milliparklar.gov.tr/	Google
	241	Sanliurfa Ibrahim Magaras (Pools of Abraham), Throne of Nimrod	149-http://www.sanliurfa.gov.tr/	Yahoo
	242	Mt. Judi Sacred Mountain	None	None
	243	Akdamar Island	None	None
	244	Mt. Ararat Sacred Mountain	150-http://yigm.kulturturizm.gov.tr/	Google
United Kingdom	245	Orkney Island	151-http://visitorkney.com/	Google
	246	Durness	152-http://new.durness.org/	Bing
	247	Portree	153-https://www.visitscotland.com/	Google
	248	Iona	154-http://www.isle-of-iona.net/	Msn
	249	Praying Hands	None	None
	250	Inverness	155-http://www.inverness-scotland.com/	Yandex
	251	Lindisfarne	156-https://www.lindisfarne.org.uk/	Google
	252	Keswick Castle Rigg Stone Ring	157-http://www.english-heritage.org.uk/	Bing
	253	Durham	None	None
	254	Knaresborough	158-http://knaresborough.co.uk/	Msn
	255	York	159-http://www.visityork.org/	Google
	256	Rudston	160-http://rudston.org.uk/	Yandex
	257	Holywell Church of St. Winifred	161http://www.saintwinefrideswell.com/	Google
	258	Llangolen	162-http://international-eisteddfod.co.uk/	Msn
	259	Cadair Idris	163http://www.visitmidwales.co.uk/	Bing
	260	ClynnogFawr	None	None
	261	Bardsey Island	164-http://www.bardsey.org/	Google
	262	St. Davids Pilgrimage Church and Holy Well of St. Non	165http://www.stnonsretreat.org.uk/	Msn
	263	Carn Ingli Holy Mountain	None	None
	264	St. Davids Pilgrimage Church and Holy Well of St. Non	None	None
	265	Cornwall Megalithic Sites	166-http://www.cornwalls.co.uk/	Google
	266	St. Michael's Mount	167-www://stmichaelsmount.co.uk/	Bing
	267	Tintagel Arthur's Castle and Nearby Megalithic Sites	168-http://www.cornwalls.co.uk/	Google
	268	Cerne Abas	169-http://cernevalley.co.uk/	Msn
	269	Glastonbury	None	None
	270	Bath	170-http://visitbath.co.uk/	Google
	271	Salisbury	171-http://www.visitwiltshire.co.uk/	Yandex
	272	Stonehenge	172-http://www.english-heritage.org.uk/	Google
	273	Avebury	173-http://www.english-heritage.org.uk/	Google
	274	Winchester	174-http://www.visit-hampshire.co.uk/	Msn
	275	London	175-https://www.london.gov.uk/	Yandex
	276	Canterbury	176-http://www.canterbury.co.uk/	Msn

Appendix B: Indicators For Sacred Sıtes Website Analysis

Country	Web No.	1-Home	2-Multi-language	3-Socialnetworks	4-Multimedia	5-Downloads	6-Publications	7-RSS	8-Contacts	9 – Externallinks	10-Internallinks	11-Search function and sitemap	12-Newsletter	13-FAQs	14-Fundraising	15-Shop	16-Copyright and privacy	17-Sacred sitemap	TOTAL
											General Services Indicators*								
Austria	1	1	0	1	0	0	0	1	1	1	0	0	0	0	0	0	1	0	6
	2	0	1	1	0	0	0	0	1	0	1	1	0	0	0	0	0	0	5
	3	0	1	1	0	1	0	0	1	1	0	1	1	0	0	0	0	0	7
	4	0	1	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	4
	5*	1	0	1	0	1	1	1	1	1	1	0	1	0	0	1	1	1	12
	6	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	5
Belgium	7*	1	1	0	0	0	0	0	1	1	0	1	0	0	0	0	1	1	7
	8	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	3
	9	1	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	5
Bosnia	10*	1	1	0	1	0	0	0	0	1	1	1	1	1	0	0	1	0	9
	11	0	1	1	0	0	0	1	1	1	1	1	0	0	0	0	1	0	8
Bulgaria	12	0	1	0	1	0	0	0	1	1	1	1	0	0	0	0	1	0	7
	13*	0	1	0	1	0	0	0	1	1	1	1	1	0	0	0	1	0	8
	14	0	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0	0	4
Croatia	15*	1	1	1	1	0	0	0	1	1	1	1	1	1	0	0	1	1	12
	16	1	1	1	0	0	0	0	1	1	1	0	1	0	0	0	0	0	7
Czech Republic	17	0	1	1	0	0	0	0	1	1	1	0	1	1	1	1	0	0	8
	18*	1	1	1	1	1	0	0	0	1	1	1	1	1	1	0	1	0	12
Finland	19*	1	0	1	0	1	0	0	1	1	1	1	1	0	0	0	1	0	9
	20	0	0	1	0	1	0	0	1	1	1	1	1	0	0	0	1	0	8
	21	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	3
	22*	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	1	1	15
	23	1	1	1	0	0	0	0	1	0	1	1	1	1	0	0	1	0	9
	24	1	1	0	1	1	0	0	1	1	1	1	1	1	1	1	1	0	13
France	25	1	1	1	1	1	0	1	1	1	1	1	0	1	0	0	1	1	13
	26	1	1	0	0	0	0	0	1	1	1	1	0	1	0	0	1	1	9
	27	1	1	0	1	0	0	1	1	1	1	1	1	0	0	0	0	0	9
	28	1	1	0	1	1	0	0	1	1	1	0	0	1	1	0	1	0	10
	29	1	1	1	1	0	0	0	1	0	1	1	1	1	0	0	1	1	11
	30	1	1	1	1	0	0	0	1	1	1	1	1	1	1	1	0	0	12
	31	0	0	1	1	0	0	0	1	1	0	0	0	0	0	0	1	0	6
	32	0	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	13
	33	1	1	1	0	0	0	0	1	1	1	0	1	1	1	0	1	1	10
	34	1	1	0	0	1	1	0	1	1	1	1	0	1	0	0	1	1	12
	35	1	1	1	0	0	0	1	1	1	0	1	1	0	1	1	1	1	12
	36	0	0	0	0	1	0	0	1	1	1	1	1	0	0	0	1	0	7
	37	1	0	1	0	0	0	0	1	1	1	0	0	0	0	0	0	0	5
	38	1	1	1	1	1	1	0	1	1	1	1	1	1	0	0	1	1	14
	39	1	1	1	1	0	0	0	1	0	1	0	0	1	0	0	1	1	8
	40*	1	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1	15

Country	Web No.	1-Home	2-Multi-language	3-Socialnetworks	4-Multimedia	5-Downloads	6-Publications	7-RSS	8-Contacts	9 – Externallinks	10-Internallinks	11- Search function and sitemap	12-Newsletter	13- FAQs	14-Fundraising	15- Shop	16- Copyright and privacy	17-Sacred sitemap	TOTAL
Germany	41	1	1	1	1	0	0	0	1	1	1	1	0	1	0	0	0	1	10
	42	1	1	1	1	1	1	0	1	1	1	1	1	1	0	1	0	1	14
	43	1	0	0	0	0	0	0	1	1	1	0	0	1	0	1	1	0	7
	44	1	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	13
	45	1	0	1	0	0	0	0	1	1	1	1	0	1	0	1	1	1	10
	46	1	1	0	0	0	0	0	1	1	1	1	0	1	0	0	1	1	9
	47	0	0	0	1	0	0	0	1	1	1	0	1	0	0	1	1	0	7
	48	1	0	0	0	1	1	0	1	1	1	1	1	1	1	0	1	0	11
Greece	49	1	0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	0	6
	50	1	0	0	0	0	0	0	0	1	1	1	0	1	0	1	1	1	8
	51*	1	1	1	1	1	1	0	0	0	1	1	1	0	0	0	1	1	12
	52	1	1	1	0	0	0	0	0	1	1	0	1	1	0	1	1	1	10
	53	1	1	0	0	0	0	0	0	0	1	1	0	0	0	0	1	0	5
	54	1	0	0	0	0	0	0	0	1	1	1	0	1	0	1	1	1	8
	55	0	1	1	0	0	0	0	1	1	1	1	1	1	0	1	1	0	10
	56	1	0	0	0	0	0	0	0	1	1	1	0	1	0	1	1	1	8
	57	1	1	1	0	0	0	0	0	1	0	1	1	1	0	1	1	1	10
	58	1	1	1	1	0	0	1	1	1	1	1	0	0	0	1	1	1	12
	59	0	0	1	0	1	0	0	1	1	1	1	0	1	0	1	1	1	10
	60	1	0	1	1	0	0	0	1	1	1	1	0	1	0	0	1	1	10
	61	1	0	0	0	0	0	0	0	0	1	1	0	1	0	0	0	1	5
	62	1	0	0	1	0	0	0	1	0	1	0	0	1	0	1	1	1	8
	63	1	0	0	0	0	0	0	0	0	1	1	0	1	0	0	0	1	5
Ireland	64	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	1	0	3
	65	1	1	1	1	1	0	1	0	1	1	1	1	1	1	1	1	1	15
	66	1	0	1	0	1	0	1	1	1	1	1	1	0	0	1	1	1	12
	67	1	0	1	1	1	0	0	1	1	1	0	1	1	0	1	0	1	11
	68*	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	16
	69	1	0	1	1	0	0	0	1	1	1	0	0	1	0	1	0	1	9
	70	1	0	1	1	0	0	0	1	0	1	1	0	1	1	0	1	1	10
	71	1	0	1	0	0	0	1	1	1	1	0	0	1	1	0	0	1	9
	72	1	1	0	1	0	0	0	1	1	1	1	1	1	0	1	0	1	11
	73	0	1	0	1	0	0	0	1	0	1	1	0	1	0	0	1	0	7
	74	1	0	1	0	0	0	0	0	1	1	1	0	0	0	1	0	0	6
	75	1	0	1	1	0	0	1	1	1	1	1	0	0	0	0	1	1	10
	76	1	0	0	0	0	0	0	1	1	1	1	0	1	0	1	1	0	8
	77	1	0	1	1	0	0	0	1	1	1	1	1	1	0	1	0	1	11
	78	1	0	0	0	0	0	0	1	0	1	0	0	0	0	1	1	1	6
	79	1	0	1	1	0	0	0	1	1	1	1	1	1	0	1	1	1	12

Country	Web No.	1-Home	2-Multi-language	3-Socialnetworks	4-Multimedia	5-Downloads	6-Publications	7-RSS	8-Contacts	9 – Externallinks	10-Internallinks	11- Search function and sitemap	12-Newsletter	13- FAQs	14-Fundraising	15- Shop	16- Copyright and privacy	17-Sacred sitemap	TOTAL
Ireland (cont.)	80	1	0	0	1	0	0	1	1	1	1	1	1	1	0	1	1	1	12
	81	1	1	0	0	1	1	0	1	1	1	1	1	1	0	0	0	1	11
	82	1	0	1	1	0	0	0	1	1	1	0	1	1	1	1	1	1	12
	83	1	0	0	0	1	1	0	1	1	1	0	1	1	1	0	1	0	10
	84	1	1	0	0	0	0	0	1	1	1	0	1	1	0	0	1	1	9
	85	1	1	1	0	0	0	0	1	1	1	0	0	1	0	0	1	1	9
	86	1	1	1	1	0	0	0	1	1	1	1	0	1	0	1	1	1	12
	87	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	1	0	8
Italy	88*	1	1	0	1	1	0	0	1	1	1	1	0	1	1	1	1	1	13
	89	1	0	0	0	0	0	0	1	1	1	1	0	0	0	1	1	1	8
	90	1	1	0	0	0	0	0	1	1	1	1	0	1	0	0	1	0	8
	91	0	0	0	0	0	0	0	1	1	1	0	0	0	0	1	1	0	5
	92	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	0	4
	93	1	1	1	1	0	0	0	1	1	1	0	0	0	0	1	1	1	10
	94	1	1	1	1	0	0	0	1	1	1	1	1	1	0	0	1	1	12
	95	1	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	1	9
	96	1	1	1	0	0	0	0	1	1	1	1	1	1	0	0	1	1	11
	97	1	1	1	1	0	0	0	1	1	1	1	1	0	0	0	1	1	11
	98	1	1	1	1	0	0	0	1	1	1	1	1	0	0	0	1	1	11
Latvia	99*	1	1	0	1	0	0	0	1	1	1	0	1	0	1	1	1	1	11
Lithuania	100*	1	0	0	0	0	0	0	1	1	1	1	0	1	0	0	1	1	9
	101*	1	1	1	1	1	1	0	1	1	1	0	1	0	1	0	1	1	13
Malta	102	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	0	12
	103	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	0	12
	104	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	0	12
	105	1	1	1	1	0	0	0	1	1	1	1	1	0	1	1	1	0	12
Montenegro	106*	1	0	1	0	1	0	0	1	1	1	1	0	0	0	1	1	0	9
Netherlands	107*	1	0	0	0	0	0	0	1	1	1	1	1	0	0	0	1	1	8
	108	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	1	6
Norway	109*	1	1	1	1	0	0	0	1	1	1	1	1	0	0	1	1	1	12
	110	0	1	0	0	0	0	0	1	1	1	1	1	1	0	0	1	1	9
	111	1	1	0	0	0	0	0	1	1	1	0	0	1	0	0	0	1	7
	112	1	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0	5
	113	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	1	1	10
	114	1	0	0	0	0	0	0	1	1	1	1	1	0	0	0	1	1	8
Poland	115*	1	1	0	1	1	0	0	1	1	1	1	1	0	1	0	1	1	12
	116	1	1	1	0	0	0	1	1	1	1	0	0	1	1	0	1	1	10
	117	1	1	1	1	1	0	1	1	1	1	0	0	1	0	0	1	1	12
Portugal	118*	1	1	1	0	1	1	0	1	1	1	1	1	1	0	0	1	1	13
	119	1	1	1	1	1	0	1	1	1	1	0	0	1	0	0	1	1	12
	120*	1	1	1	0	0	1	1	1	1	1	1	1	1	1	0	1	0	13

Country	Web No.	1-Home	2-Multi-language	3-Socialnetworks	4-Multimedia	5-Downloads	6-Publications	7-RSS	8-Contacts	9 – Externallinks	10-Internallinks	11- Search function and sitemap	12- Newsletter	13- FAQs	14- Fundraising	15- Shop	16- Copyright and privacy	17- Sacred sitemap	TOTAL
General Services Indicators*																			
Scotland	121	1	1	1	0	0	0	1	1	1	1	0	0	1	1	0	1	1	10
	122	1	1	1	0	0	0	1	1	1	1	0	0	1	1	0	1	1	10
	123	1	0	1	0	0	0	1	1	1	1	1	0	1	0	0	1	0	9
Slovenia	124	1	1	1	0	0	0	0	1	1	1	1	1	0	0	0	1	1	10
	125*	1	1	1	1	0	0	0	1	1	1	1	1	0	0	0	1	1	11
	126	1	0	1	0	0	0	0	1	1	1	0	0	0	1	0	1	1	7
Switzerland	127*	1	1	1	1	1	0	1	1	1	1	1	1	0	0	0	1	1	13
	128	1	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	1	8
	129	0	1	1	0	0	0	0	1	1	1	1	1	0	0	1	1	1	10
	130	1	1	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	8
Spain	131	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	3
	132	1	1	0	0	0	0	0	1	0	1	0	0	0	0	0	1	0	5
	133*	1	0	1	1	1	0	0	1	1	1	1	0	1	0	1	1	1	12
	134	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	1	6
	135	1	0	0	0	0	0	0	1	1	1	1	0	0	0	0	1	0	6
	136	1	0	0	1	0	0	0	1	1	1	0	0	0	0	1	1	0	7
	137	1	1	1	0	0	0	0	1	1	1	0	1	0	1	1	1	1	11
	138	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	3
	139	0	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	0	6
	140	1	1	1	0	1	1	1	1	1	1	1	0	0	0	0	1	0	11
	141	1	1	1	0	0	0	0	1	1	1	0	0	0	0	0	1	0	7
Turkey	142	1	0	1	1	0	0	0	1	1	1	0	0	0	0	0	1	1	8
	143*	1	1	1	1	1	1	1	1	1	1	1	1	0	0	0	1	1	14
	144	0	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	0	6
	145	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	0	5
	146	1	0	0	1	0	0	0	1	1	1	1	0	0	0	0	0	1	7
	147	0	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	1	7
	148	1	1	0	0	0	0	0	1	1	1	1	0	0	0	0	1	1	8
	149	1	0	0	1	1	0	0	1	0	0	0	0	0	0	0	1	1	6
	150	1	0	1	0	0	0	0	1	1	0	1	0	0	0	0	1	0	6
	151	1	0	1	1	1	0	0	1	1	0	1	1	1	0	1	1	1	12
	152	1	0	0	0	0	0	1	1	1	1	0	0	0	0	0	1	0	6
	153*	1	1	1	1	1	0	0	1	1	1	1	1	1	1	0	1	1	14
	154	1	0	0	0	0	0	0	1	1	0	0	0	1	0	1	1	0	6
	155	1	1	1	0	0	0	0	1	1	1	1	0	0	0	1	1	0	9
	156	1	0	0	0	0	0	0	1	1	1	0	1	1	0	1	1	0	8

Country	Web No.	1-Home	2-Multi-language	3-Socialnetworks	4-Multimedia	5-Downloads	6-Publications	7-RSS	8-Contacts	9 – Externallinks	10-Internallinks	11- Search function and sitemap	12-Newsletter	13- FAQs	14-Fundraising	15- Shop	16- Copyright and privacy	17- Sacred sitemap	TOTAL
United Kingdom	157	1	0	1	1	0	0	0	1	1	1	1	1	0	1	1	1	1	12
	158	1	0	1	0	0	0	0	1	1	1	0	1	1	0	0	1	1	9
	159	1	1	1	1	1	0	0	1	1	1	1	0	1	0	1	1	1	13
	160	1	0	0	0	0	0	1	1	1	1	1	1	0	0	0	1	0	8
	161	1	0	1	0	0	0	0	1	1	1	0	0	0	1	1	1	0	8
	162	1	1	1	0	1	1	0	1	1	0	0	0	1	0	0	1	0	9
	163	1	1	1	0	0	0	1	1	1	0	1	0	1	0	1	1	1	10
	164	1	0	1	0	0	0	0	1	1	1	0	0	0	0	1	1	0	7
	165	1	0	0	0	0	0	0	1	1	1	0	0	0	0	0	1	0	5
	166	0	0	1	0	0	0	0	1	1	1	1	0	0	0	0	1	1	7
	167	1	1	1	0	0	0	0	1	1	1	1	0	1	0	0	1	0	9
	168	0	1	1	0	0	0	0	1	1	1	1	0	0	0	0	1	1	8
	169	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	1	9
	170	1	1	1	0	0	0	0	1	1	0	1	0	1	0	0	1	1	9
	171	1	0	1	1	0	0	0	1	1	0	1	0	1	1	0	1	0	9
	172	1	0	1	1	0	0	0	1	1	1	1	1	0	1	1	1	1	12
	173	1	0	1	1	0	0	0	1	1	1	1	1	0	1	1	1	1	12
	174	1	0	1	1	0	0	1	1	1	1	0	0	1	0	0	1	1	10
	175	1	0	1	1	0	0	0	1	1	1	1	0	0	0	0	1	1	9
	176	1	1	1	0	1	0	0	1	1	1	1	0	0	0	1	1	0	10
TOTAL		146	93	110	76	43	18	27	156	155	162	117	74	87	33	62	151	103	1613

Appendix C: Indicator Scores			
Ranking	No	Indicator	Score
1	10	Internal Links	162
2	8	Contacts	156
3	9	External links	155
4	16	Copyright and privacy	151
5	1	Home	146
6	11	Search function and sitemap	117
7	3	Social networks	110
8	17	Sacred Site sitemap	103
9	2	Multi-language	93
10	13	FAQs	87
11	4	Multimedia	76
12	12	Newsletter	74
13	15	Shop	62
14	5	Downloads	43
15	14	Fundraising	33
16	7	RSS	27
17	6	Publications	18

Appendix D: Top Scoring Website in Each Country

No	Country	Sacred Site	Sacred Site Website	Score
1	Austria	Church of St. Anne	http://www.annakirche.at/	12
2	Belgium	Scherpenheuvel Basilica of Our Lady	http://www.scherpenheuvel.be/	7
3	Bosnia	Sarajevo Tsar's Mosque	http://www.sarajevo.ba/	9
4	Bulgaria	Perperikon Thracian Sanctuary	http://www.perperikon.bg/	8
5	Croatia	Rijeka Church of Our Lady of Trsat and Franciscan Monastery	http://www.kvarner.hr/	12
6	Czech Rep	Pribram Svatá Hora Holy Mountain and Basilica of Mary	http://svata-hora.cz/	8
7	Finland	Hameenlinna Hattula Church	http://www.hattula-evl.fi/	12
8	France	Paris Cathedral of Notre Dame, Basilica of Sacre Coeur	http://www.sacre-coeur-montmartre.com/	15
9	Germany	Aachen Cathedral	https://www.aachenerdom.de/	15
10	Greece	Cape Sounion Greek Temple of Poseidon	http://www.visitgreece.gr/	12
11	Ireland*	Kells Ruins Of Monastery and Round Tower	http://www.visitingkells.ie/	16
12	Italy	Monte Casino Monastery of St. Benedict	http://www.abbaziamontecassino.org/	13
13	Latvia	Aglona Cathedral	http://en.aglona.travel/	11
14	Lithuania	Hill of Crosses	http://www.hillofcrosses.com/	9
15	Malta	Ta Pinu Sanctuary	http://www.tapinu.org/	12
16	Montenegro	Ostrog Monastery Cave Shrine of St. Basil	http://stbasilchurch.org/main/	9
17	Netherlands	Maastricht Basilica of Our Lady	http://www.sterre-der-zee.nl/	8
18	Norway	Eidsborg Wooden Church	http://www.vest-telemark.museum.no/	12
19	Poland	Lichen Basilica of Our Lady of Licheń	http://www.lichen.pl/	12
20	Portugal	Braga Shrine of Bom Jesus do Monte	http://www.estanciadobomjesus.com/	13
21	Scotland	Stenness Orkney Island	http://www.historic-scotland.gov.uk/	13
22	Slovenia	Brezje Marian Shrine of Brezje	http://www.marija.si/	11
23	Switzerland	Einsiedeln Benedictine Abbey	http://www.einsiedeln-tourismus.ch/	13
24	Spain	Avila Cathedral	http://catedralavila.vocces.com/	12
25	Turkey	Istanbul	http://www.istanbul.gov.tr/	14
26	UK	Portree	https://www.visitscotland.com/	14

*Top score Sacred Site Website