

**From:** UUM CORPORATE COMM.  
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**To:** UUM - All Staff; UUM - All Students  
**Subject:** Congratulations! Prof. Dr. Azilah Kasim For Publishing In A Q1 SCOPUS/WoS Journal



UUM Corporate Comm.  
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"  
(THE EMINENT MANAGEMENT UNIVERSITY)

By School of Tourism, Hospitality and Event Management

**CONGRATULATIONS! PROF. DR. AZILAH KASIM FOR PUBLISHING IN A Q1 SCOPUS/WoS JOURNAL**



**UUM ONLINE:** Working in collaboration with her international network, Prof. Dr. Azilah Kasim from School of Tourism, Hospitality and Event Management has successfully published in Religions – a Q1 Scopus/WoS journal by MDPI.

The article 'Religious Festival Marketing: Distinguishing between Devout Believers and Tourists' has been published in Religions as part of the Special Issue Sacred Sites, Rituals, and Performances: New Perspective for Religious Tourism Development and is available online.

The article was selected as it fits the criteria of the special issue in exploring the ability of rituals and performances in sacred sites to explain contemporary religious tourism.

The special issue explored both the demand and supply side: On the demand side, the issue sought to understand visitors' interests and tendencies when being in a sacred site, the evolution of visitors' activities from what were traditionally performed in pilgrimages as well as the exchange between religious institutions in sacred sites and visitors.

From the supply side, the special issue explored aspects related to the adaptation of priests, temple-managers, clergymen and other religious actors to the evolving nature of pilgrimage and religious tourism.



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