Mount Putuo Island is one of the sacred Buddhist mountains in China. Located in the Zhoushan archipelago, southeast of Shanghai, he received pilgrims for centuries and any political event has never stopped its weight in the Buddhist religious imagery. His attendance has varied according to time and means of transportation, but, despite the attempts of the Cultural Revolution to dispel any religious sign, turn to some religious freedom has resumed strongly pilgrimages to the site. Currently, the situation is a strong religious attraction (the most visited Buddhist sacred mountain of China), but with a risk to became a theme park.

KEY WORDS: Putuo, pilgrimage, religious tourism, Buddhism.