

DAY 2

9.00-10.00 **Keynote Speech**

Chair: **Giuseppe De Bonis**

Maria Vittoria Calvi (University of Milan),

Evoluzione delle campagne istituzionali e nuove prospettive sulla traduzione/mediazione turistica in Spagna

10.00-11.00 **SESSION 2**

Chair: **Giuseppe De Bonis**

Inês Carvalho (Universidade Europeia), *Translation in Tourism Journals: Trends, Themes, and Future Directions*

L'uboš Török (Constantine the Philosopher University in Nitra), *The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse*

Giuseppe De Bonis and **Linda Rossato** (Ca' Foscari University of Venice), *Italy in translation: Institutional tourism discourse through the lens of the DIETALY project, Giuseppe De Bonis*

11.00-11.30 Coffee Break

11.30-12.30 **Keynote Speech**

Chair: **Mirella Agorni**

David Aliano (University of Mount Saint Vincent), *American Tourist Encounters with Italy's Changing Twentieth-Century Landscape*

12.30-13.30 Lunch

13.30-14.30 **Round Table and Networking**

Chair: **Linda Rossato**

Anthony Pym, Universitat Rovira i Virgili

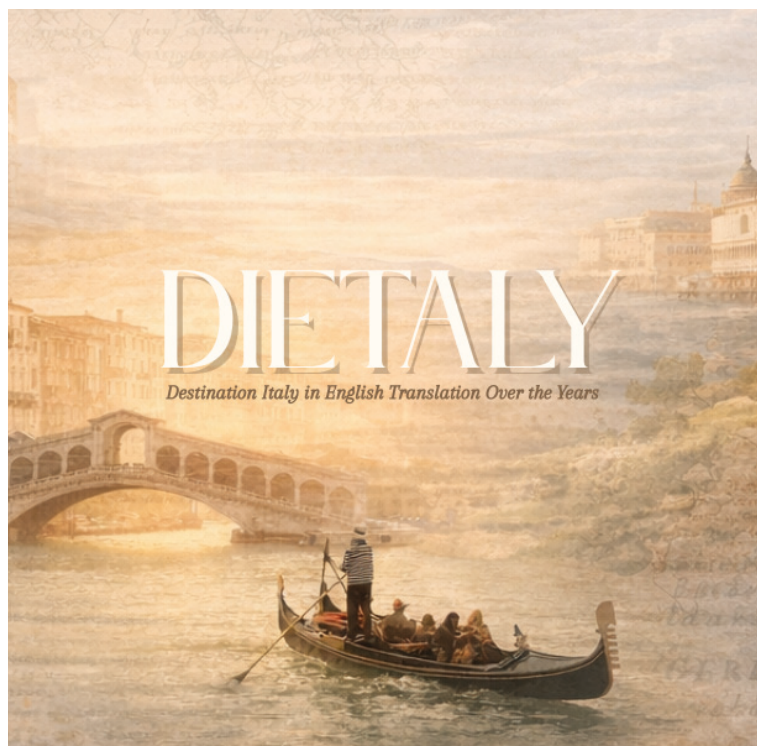
Mohamed Zain Sulaiman, National University of Malaysia

Andrea Rizzi, University of Melbourne

Giorgio Spedicato, University of Bologna

14.30 - 15.00 **Closing**

Mirella Agorni, Linda Rossato, Giuseppe De Bonis



**DIETALY – Destination Italy in Tourism Translation
Over the Years**

Final Conference

**Tourism Communication
Across Time and Space:
Languages, Cultural
Mediations, and Historical
Developments**

May 18-19, 2026

Treviso, Fondazione Benetton Studi Ricerche

The conference examines how tourist destinations have been represented, translated, and circulated across languages and media over time. Building on the outcomes of the PRIN 2020 project DIETALY (Destination Italy in Tourism Translation Over the Years), it focuses on the role of language, translation, and institutional communication in shaping international images of destinations throughout the twentieth century. With particular attention to Europe and the Mediterranean, the event brings together interdisciplinary perspectives on tourism discourse, visual strategies, cultural mediation, and heritage communication, fostering dialogue across translation studies, linguistics, history, and tourism studies. Special attention is also given to the growing relevance of legal frameworks and national and international regulatory contexts governing tourism and heritage communication, and to their implications for research practices, cultural mediation, and cross-border circulation.

PROGRAMME

DAY 1

9.15-9.30 **Welcome Address**

Mirella Agorni, Francesca Santulli

9.30-11.00 **Presentation of the DIETALY Project: The Three Research Units**

Giulia Cavalli and **Viviana Mauro** (Ca' Foscari University of Venice), *Destination Italy in English Language and Translation Over the Years, 1919-1959: Unive*

Valentina Di Francesco and **Ilaria Iori**, (University of Ferrara), *Destination Italy in English Language and Translation Over the Years, 1960-2000: Unife*

David Katan (University of Salento), *Destination Italy in English Language and Translation Over the Years, 1980-2020: Unisalento*

11.00-11.15 Coffee Break

11.15-12.15 **Keynote Speech**

Chair: **Maria Elisa Fina**

Annunziata Berrino (University of Naples Federico II), *La comunicazione in ambito turistico in Italia dall'età liberale alla prima età repubblicana*

12.15-13.15 **SESSION 1**

Chair: **Maria Elisa Fina**

Ester Capuzzo (University of Rome La Sapienza), *La promozione turistica delle "nuove province" nel primo dopoguerra*

Isabel Chumbo (Instituto Politécnico de Bragança), *From Portugal to the world: institutional tourism discourse during the Salazar dictatorship*

Francesca Maria Lo Faro (Independent Researcher), *Tourism in Sicily after the Second World War: Culture, Development, and Representations*

13.15-14.30 Lunch

14.30-15.30 **Keynote Speech**

Chair: **Mirella Agorni**

Giorgio Spedicato (University of Bologna) *La digitalizzazione del patrimonio culturale davanti alla sfida regolatoria: problemi e prospettive*

15.30-16.00 Coffee Break

16.00-17.00 **Round Table**

Chair: **Mirella Agorni**

Michele Tamma, Ca' Foscari University of Venice

Fabrizio Panozzo, Ca' Foscari University of Venice

Federica Montaguti, Ciset - Centro Internazionale di Studi sull'Economia Turistica

Elisabetta Pasqualin, Museo Nazionale Collezione Salce