



Erasmus+
International Credit Mobility Programme (ICM)



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, Via Cornarotta, 7, 31100, Treviso (TV).

The PRIN 2020 project **DIETALY (Destination Italy in Tourism Translation Over the Years)** has investigated how Italy has been represented, translated, and circulated as a destination for international tourists across languages and media over the past century. Focusing in particular on the period from the 1920s to the 1950s, the project has examined the role of language and translation in shaping Italy's international image during years marked by Fascism, economic crisis, and post-war reconstruction. The analysis has drawn on brochures, booklets, magazines, and related materials produced for English-speaking audiences, placing institutional communication and multilingual mediation at the centre of historical inquiry.

A key outcome of the project is the **DIETALY database**: <https://pric.unive.it/projects/dietaly/home>, a digital resource that systematises the metadata of a dispersed body of materials. By indexing more than 600 brochures, magazines, and promotional texts, the database offers searchable and cross-referenced metadata that support customised research across bibliographic descriptions, tourism-specific categories, languages, and genres, enabling users to trace discursive patterns and reconstruct how Italy was presented to foreign publics. Beyond documenting Italy's tourism promotion, the database also carries comparative potential: it opens avenues for cross-national studies and invites dialogue with similar collections relating to other countries, particularly within Europe, where parallel historical developments shaped the international promotion of national identities.

Tourism studies have gained renewed significance in recent years, not only because tourism remains a crucial economic and cultural sector but also because it offers a productive lens through which to examine processes of identity-making, cultural translation, mediation, and heritage communication. Understanding these dynamics requires perspectives that bring together linguistic, historical, and media-oriented approaches. Another area that has gained increasing importance relates to the legal frameworks and national and international regulatory contexts governing tourism and heritage communication, as well as their implications for research practices, cultural mediation, and cross-border circulation.

On this basis, the conference **Tourism Communication Across Time and Space: Languages, Cultural Mediations, and Historical Developments** seeks to offer an opportunity to engage with the results of the DIETALY project, to extend its questions to other national and regional contexts, and to foster wider interdisciplinary discussion on the processes through which tourist destinations are represented, mediated, and imagined across time and space.

We welcome contributions that address the historical evolution of tourism communication, with particular attention to Europe and the Mediterranean. Proposals may explore institutional, visual, and discursive strategies that shaped tourism images across the 20th century, or examine how earlier practices informed or transitioned into later developments in tourism communication.

Possible topics include (but are not limited to):

- Historical perspectives on tourism communication across languages and media
- Institutional tourism discourse and nation branding across time
- Heritage communication and the mediation of cultural identity
- Translation and multilingual mediation in the construction of tourist destinations
- The role of language professionals, mediators, and translators in tourism contexts
- Archives, corpora, and methodologies for historical tourism research
- Legal frameworks and regulatory contexts shaping tourism and heritage communication
- National and international regulations affecting research, dissemination, and access in heritage and tourism contexts
- Legal, ethical, and institutional constraints on multilingual tourism communication

Submission guidelines

Abstract length: 250-300 words

Language: English

Include: 5 keywords + short bio (max 150 words)

Presentation format: 15-minute presentation + 10 minutes Q&A

Please submit abstracts through the following form: <https://forms.gle/EGsY2JPD2BtHLgDDA>

Deadline for submission: March 15, 2026

Notification of acceptance: April 1, 2026

Registration: April 1-30, 2026

Selected bibliography

- Agorni, M., & Parini, I. (Eds.). (2025). Destination Italy in English translation and language over the years (1919-1959) [Special issue]. *Altre Modernità*.
- Aliano, D. (2018). American travel encounters with Fascist Italy: Being in transit. In R. Scapp & B. Seitz (Eds.), *Philosophy, travel, and place* (pp. 227-259). Palgrave Macmillan.
- Berrino, A. (2011). *Storia del turismo in Italia*. Il Mulino.
- Cimorelli, D., & Villa, G. C. F. (Eds.). (2025). *Visitate l'Italia! Promozione e pubblicità turistica 1900-1950*. Silvana Editoriale.
- Syrjämaa, T. (1997). *Visitez l'Italie: Italian state tourist propaganda abroad, 1919-1943: Administrative structure and practical realization*. Turun yliopiston julkaisu.
- Zuelow, E. G. E. (2022). Tourism, nations, and nationalism. In E. G. E. Zuelow & K. J. James (Eds.), *The Oxford handbook of tourism history*. Oxford University Press.