



Università  
Ca'Foscari  
Venezia

**PROJECT ACRONYM AND TITLE:** DIETALY - Destination Italy in English Translation and Language over the Years

**FUNDING PROGRAMME:** PRIN 2020

**HOST DEPARTMENT:** Department of Linguistics and Comparative Cultural Studies

**SCIENTIFIC RESPONSIBLE:** Mirella Agorni

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€577.966,00	€ 242.246,00

**ABSTRACT:**

The project focuses on communication in English by the Italian institutional tourism bodies promoting Italy as a tourist destination for international visitors over the last 100 years. As such, it will contribute to the strategies for improving accessibility for visitors and for slow tourism (fostering authenticity and safeguarding the tourist destination). The economic crisis triggered by Covid-19 has severely affected the tourism industry, but it is also an opportunity to reflect on how to improve attractiveness after the extraordinary expansion phase of Italian tourism in the 1960s-80s. It is also an opportunity to analyze the success in communicating tourism internationally under Covid. The unprecedented growth in global tourism in the last decades has attracted much academic research. However, even though tourism depends on language and translation, Italy is one of the very few research bubbles to focus on tourism communication (Gotti 2006, Nigro 2006, Francesconi 2007, Manca 2016, Fina 2018, Agorni 2019, Maci 2020, Katan 2021). Italian language and translation scholars have begun to study how tourism operates through text, and through multimodal features, how accessible and attractive destinations appear and how cultural identities are formed. It is also through language that tourist behavior can change, to make destinations more (or less) attractive and to relieve the environmental and social stresses created by an excess of accessibility that threatens the authenticity, with an increasingly negative impact on the host community (Katan 2021). This lack of research within Tourism Studies itself creates what appears to be a theoretical gap (Agorni 2018). Indeed, much tourism research is still anchored to an Anglo-American tradition, whose universalist assumptions very often appear to be taken for granted (Atelejevic et al. 2007). This includes the use of the same, one-size-fits-all, language (and translation rather than transcreation) for all readerships. So, this research will demonstrate that the linguistic aspects that characterize cross-cultural interactions deserve a place on tourism phenomena research agenda. And this will become especially apparent in a diachronic-oriented approach. To conclude, the project will provide a descriptive overview of the evolution of Italian tourism communication in English published by institutions such as ENIT (the Italian National Tourism Agency) from 1919 to 2020. The first phase covers the period 1919-1999 with special attention to the reconstruction after WWII. The second part deals with more recent issues applied to specific territories, through three dedicated case studies. These focus on the transition from mass tourism to slow sustainable tourism in Emilia Romagna in the first decades of the 2000s, the making of Salento into a popular international tourist destination, and the evolution of tourism communication in English in the Veneto region as a reaction to the Covid pandemic.

**PARTNERSHIP:**

<b>1</b> Università Ca' Foscari di Venezia	Venezia (IT)	Coordinator
<b>2</b> Università degli Studi di FERRARA	Ferrara (IT)	Partner
<b>3</b> Università del Salento	Lecce (IT)	Partner