

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

Programme

Day 1

09.15-9.30 Welcome Address: Mirella Agorni, Francesca Santulli

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

- *Destination Italy in English Language and Translation Over the Years, 1919-1959: Unive Research Unit* (Giulia Cavalli and Viviana Mauro, Ca' Foscari University of Venice)
- *Destination Italy in English Language and Translation Over the Years, 1960-2000: Unife Research Unit* (Valentina Di Francesco and Ilaria Iori, University of Ferrara)
- *The Making of Salento and Beyond: Internationalisation in Tourism Promotion from 1990 to the Present Day* (David Katan, University of Salento)

11.00-11.15 Coffee Break

11.15-12.15 Keynote Speech

Chair: Maria Elisa Fina

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

12.15-13.15 Session 1

Chair: Maria Elisa Fina

- *La promozione turistica delle “nuove province” nel primo dopoguerra,* Ester Capuzzo (University of Rome La Sapienza)
- *From Portugal to the world: institutional tourism discourse during the Salazar dictatorship,* Isabel Chumbo (Instituto Politécnico de Bragança)
- *Tourism in Sicily after the Second World War: Culture, Development, and Representations,* Francesca Maria Lo Faro (Independent Researcher)

13.15-14.30 Lunch

14.30-15.30 Keynote Speech

Chair: Mirella Agorni

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

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

Day 2

9.00-10.00 Keynote Speech

Chair: Giuseppe De Bonis

Evoluzione delle campagne istituzionali e nuove prospettive sulla traduzione/mediazione turistica in Spagna, Maria Vittoria Calvi (University of Milan)

10.00-11.00 Session 2

Chair: Giuseppe De Bonis

- *Translation in Tourism Journals: Trends, Themes, and Future Directions*, Inês Carvalho (Universidade Europeia)
- *The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse*, Luboš Török (Constantine the Philosopher University in Nitra)
- *Italy in translation: Institutional tourism discourse through the lens of the DIETALY project*, Giuseppe De Bonis, Maria Elisa Fina and Linda Rossato (Ca' Foscari University of Venice)

11.00-11.30 Coffee Break

11.30-12.30 Keynote Speech

Chair: Mirella Agorni

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

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