

May 18-19, 2026

Tourism Communication Across Time and Space

*Languages, Cultural
Mediations, and Historical
Developments*

Book of Abstracts

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Table of contents

Table of contents	3
Programme	5
La comunicazione in ambito turistico in Italia dall'età liberale alla prima età repubblicana	6
From Portugal to the world: Institutional tourism discourse during the Salazar dictatorship	6
La promozione turistica delle "nuove province" nel primo dopoguerra	7
La digitalizzazione del patrimonio culturale davanti alla sfida regolatoria: problemi e prospettive	7
Evoluzione delle campagne istituzionali e nuove prospettive sulla traduzione/mediazione turistica in Spagna	8
Translation in Tourism Journals: Trends, Themes, and Future Directions	9
The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse	10
The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse	11
Bio Notes	12
Scientific Committee	16
Organising committee	16

Tourism Communication Across Time and Space

Languages, Cultural Mediations, and Historical Developments

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](#), 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.

American Tourist Encounters with Italy's Changing Twentieth Century Landscape

Prof. David Aliano, University of Mount Saint Vincent

For many Americans, tourism was the primary point of contact with Italy's social, cultural, economic, and political realities. The visual images and textual depictions contained within popular travel literature from both Italy and America therefore provide the prism from which tourists interpreted those realities. Through a critical analysis of popular American travel writing to Italy, this talk explores how the growth in American tourism intersected with Italy's changing twentieth-century landscape. Adopting a transnational approach, it analyzes both the American reception to the Italian materials produced by the ENIT, and how the ENIT writers in turn responded to popular perceptions of Italy found in the American travel literature. As reflections of broader cultural attitudes, this talk draws its examples from multiple subgenres of popular travel writing to offer a candid look at how the Italian state projected its changing social, cultural, and political realities, and in turn how American travelers interpreted the changes that they witnessed. The resulting story is one on the dynamic interplay between two competing images of Italy, in direct dialogue with one another, which together shaped and reshaped Italian identity in the twentieth century. The examples in this talk are drawn from my book which upon completion will shed new light on the formation of national narratives through the transnational lens of travel.

La comunicazione in ambito turistico in Italia dall'età liberale alla prima età repubblicana

Prof. Annunziata Berrino, University of Naples Federico II

L'intervento analizzerà l'evoluzione della comunicazione promozionale in ambito turistico in Italia dall'età liberale alla prima fase della Repubblica, evidenziando i cambiamenti nei linguaggi visivi e verbali, negli strumenti e nei soggetti promotori.

Saranno presentate le specificità della promozione di età liberale, distinguendo quelle di iniziativa pubblica realizzate principalmente dall'associazionismo locale e da quello nazionale, e quella di iniziativa privata, con una comunicazione incentrata sui caratteri delle aziende e rivolta a specifici profili di turisti italiani e stranieri.

Sarà poi analizzata la promozione del regime fascista, per il quale la comunicazione turistica assume un carattere più strutturato e centralizzato: lo Stato interviene direttamente nella promozione dell'immagine del Paese, utilizzando il turismo come strumento di propaganda e valorizzazione identitaria, anche attraverso nuovi media come il cinema, i manifesti e le pubblicazioni ufficiali.

Nel secondo dopoguerra, con la nascita della Repubblica e il progressivo sviluppo economico, si assiste a una trasformazione significativa: il turismo diventa fenomeno di massa e la comunicazione si adatta a un pubblico più ampio e diversificato.

La comunicazione metterà in luce come la comunicazione turistica rifletta i mutamenti politici, sociali ed economici del Paese, contribuendo allo sviluppo di specifiche forme di produzione artistica e tecnica e al contempo alla costruzione dell'immagine dell'Italia sia all'interno sia all'estero.

From Portugal to the world: Institutional tourism discourse during the Salazar dictatorship

Prof. Isabel Chumbo, Bragança Polytechnic University

During the authoritarian regime of António de Oliveira Salazar (1932–1968), the Portuguese state invested considerable effort in constructing and disseminating a carefully curated image of the nation. Rooted in the ideological foundations of the Estado Novo—characterised by corporatism, anti-communism, close alignment with the Catholic Church, and social conservatism—this project aimed to promote a cohesive narrative of Portugal both domestically and internationally.

In this period, official institutions played a central role in this nation-branding strategy. Portuguese newspapers, operating under strict censorship, consistently reproduced narratives that highlighted the achievements of Salazar's government and reinforced Portugal's imperial identity in relation to its overseas territories. A key actor in this process was the Secretariat of National Propaganda (SPN), established in 1933 with the mandate to “organise and centralise internal and external propaganda”. Inspired by similar propaganda structures in Nazi Germany and Fascist Italy, the SPN functioned directly under the Prime Minister's authority and coordinated communication across government ministries. In 1944, it was reorganised and renamed the National Secretariat of Information, Popular Culture and Tourism, thus reflecting a stronger integration of propaganda, culture, and tourism promotion.

Within this institutional framework, translation emerged as a key instrument of political communication. The propaganda entity commissioned numerous translations of Salazar's speeches and related materials into major European languages—including French, English, Spanish, Italian, and, until the end of the Second World War, German—facilitating the international circulation of the regime's ideological narrative.

This exploratory study examines the role of translation in shaping Portugal's international image through tourism discourse. Drawing on archival research conducted at the Portuguese National Archives, it analyses multilingual brochures and booklets promoting Portuguese tourism that were produced under the influence of state propaganda agencies. By investigating these materials, the study highlights how translation contributed to institutional communication strategies and to the broader nation-branding efforts of Portugal during the Salazar regime.

Keywords: Translation and tourism, institutional communication, tourism discourse, propaganda, Estado Novo

La promozione turistica delle “nuove province” nel primo dopoguerra

Prof. Ester Capuzzo, Sapienza University of Rome

L'intervento verifica nell'analisi di un local case l'intreccio che si sviluppa tra dimensione politica e dimensione turistica nel Trentino e nella Venezia Giulia dopo la fine della prima guerra mondiale. A sollecitare sul piano interno la ripresa del turismo, già sviluppato in questi territori nel periodo asburgico, c'è soprattutto il Touring Club Italiano che si era adoperato nel corso del conflitto a diffondere a un largo pubblico la conoscenza di questi territori e delle loro particolarità storico-artistiche e geografiche che si inserivano nel discorso nazionale e patriottico portato avanti dal sodalizio milanese sin dalla sua fondazione.

La digitalizzazione del patrimonio culturale davanti alla sfida regolatoria: problemi e prospettive

Prof. Giorgio Spedicato, Alma Mater Studiorum University of Bologna, Italy

La relazione affronta il tema della digitalizzazione del patrimonio culturale alla luce della sfida regolatoria che essa pone, evidenziandone il ruolo strategico per la conservazione, la valorizzazione e l'accesso ai beni culturali, nonché per lo sviluppo dei settori culturali e creativi. Le recenti politiche europee e nazionali promuovono tali processi, pur lasciando emergere rilevanti criticità.

In questo quadro, particolare attenzione è dedicata al sistema normativo di riferimento, caratterizzato dalla compresenza di discipline eterogenee, tra cui il diritto dei beni culturali, il diritto d'autore, la normativa sul riutilizzo dei dati del settore pubblico e, più recentemente, la regolazione dell'intelligenza artificiale. La relazione mette in luce come tale stratificazione costituisca il cuore della “sfida regolatoria”, generando tensioni applicative anche per l'inadeguatezza di alcune disposizioni – in primis quelle del Codice dei beni culturali – rispetto alle peculiarità dell'ambiente digitale.

Nel corso dell'esposizione saranno esaminati i principali problemi emersi negli ultimi anni: lo status giuridico del bene da digitalizzare e del bene digitalizzato; la titolarità dei diritti e i limiti alla riproduzione; il rapporto tra pubblico dominio e diritti esclusivi, anche alla luce del discusso diritto all'immagine del bene culturale.

La relazione affronta inoltre le questioni emergenti legate all'uso dei sistemi di intelligenza artificiale, con riferimento all'impiego di contenuti protetti per l'addestramento e alla qualificazione giuridica degli output. L'obiettivo dell'intervento è offrire una lettura sistematica dei problemi e delle prospettive del quadro regolatorio, al fine di individuare possibili soluzioni interpretative e contribuire a un equilibrio tra esigenze di tutela, accesso e innovazione.

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

Prof. Maria Vittoria Elena Calvi, University of Milan, Italy

Benché fin dall'800 la Spagna avesse promosso forme di valorizzazione turistica, soprattutto nel campo dell'escursionismo, il turismo inteso come attività commerciale organizzata si sviluppò solo a partire dagli anni Venti del Novecento, e in particolare con la fondazione del Patronato Nacional de Turismo (1928-1939). Nello stesso 1928 fu inaugurato il parador di Gredos, primo esempio della nota catena alberghiera statale dei Paradores, volta alla valorizzazione del patrimonio storico e naturale. In questo contesto presero avvio le prime campagne turistiche internazionali, imperniata sullo slogan Visit Spain e sulla costruzione di un'immagine della Spagna come destinazione esotica e pittoresca, ma anche proiettata verso la modernità (Moreno Garrido 2007, 2012; Vallejo Pousada 2021).

Dopo un breve inquadramento storico, saranno esaminate le principali campagne promosse dai governi spagnoli nel corso del XX secolo, a partire dalla celebre Spain is different, avviata durante la Seconda Repubblica all'inizio degli anni Trenta e poi rilanciata nel periodo franchista, soprattutto negli anni Sessanta (Villaverde 2025). In questa fase, la Spagna si affermò come una delle principali mete del turismo di massa balneare (sol y playa), facendo leva sulla 'diversità' come tratto distintivo, spesso associato a un'immagine tradizionalista, periferica e arretrata del paese. A partire dagli anni Ottanta, dopo la fine del franchismo, le politiche turistiche si orientarono verso la definizione di una nuova immagine di modernità, pur consolidando alcuni stereotipi persistenti, come il sole, il carattere socievole delle persone e la vitalità. Lo slogan Everything under the sun, accompagnato dal celebre logo di Miró, segnò una svolta decisiva.

In particolare, saranno analizzati in una prospettiva multimodale gli slogan e i materiali visivi di alcune campagne, sottolineando il passaggio dalla rappresentazione estetizzante di una Spagna 'andalusa', assolata e folklorica (Febas Borra 1978) a una maggior diversificazione dell'offerta turistica; dal 'turismo del guardare' al 'turismo del fare', in cui il visitatore diventa protagonista attivo (Urry e Larsen 2011). Infine, si illustreranno gli sviluppi più recenti della traduzione turistica istituzionale, caratterizzata da strategie di adattamento linguistico e culturale più attente alla provenienza e alle aspettative dei diversi turisti.

Translation in Tourism Journals: Trends, Themes, and Future Directions

Prof. Inês Carvalho, Universidade Europeia and **Prof. Michelle Lins de Moraes**

Translation plays a pivotal role in enabling effective communication, negotiation, and persuasion in international tourism. Despite the centrality of language to tourism experiences and destination marketing, the relationship between translation and tourism remains underexplored within Tourism Studies. This study addresses this gap by systematising the literature on translation in tourism through a mixed-methods bibliometric review. Drawing on publications indexed on Web of Science Core Collection, a quantitative analysis using VOSviewer maps the intellectual structure, temporal evolution, and thematic clusters of research connecting translation and tourism. This broader overview is complemented by a qualitative analysis of the articles published in tourism journals, examining how translation has been conceptualised and operationalised within Tourism Studies.

The findings of the literature review reveal three main research strands: (1) translation quality and cultural sensitivity in tourism communication; (2) the translation of tourism-specific terminology and its cultural implications; and (3) translation in cross-language qualitative tourism research. The first strand emphasises persistent issues of linguistic inaccuracy and insufficient cultural adaptation in promotional materials, websites, and public signage, while also debating the necessity and scope of cultural adaptation. The second highlights how key concepts—such as 生态旅游 (shēngtài lǚyóu) and “ecotourism”—embed distinct cultural and historical meanings. The third strand addresses methodological and ethical challenges in translating qualitative data, particularly in thematic analysis conducted across languages. In addition, the study addresses how the topic of translation in tourism has been approached in Portugal, highlighting national research contributions.

Overall, the review demonstrates that research on translation within Tourism Studies remains incipient but growing. The chapter underscores the need for closer collaboration between Tourism Studies and Translation Studies and outlines avenues for future research, including exploration of underrepresented language pairs, and the role of machine translation in tourism contexts.

Keywords: translation; tourism; literature review; translation in tourism

The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse

Dr. Ľuboš Török, Univerzita Konštantína Filozofa v Nitre

Tourism promotional materials (TPMs) occupy a hybrid space between cultural mediation and persuasive marketing. This study investigates the negotiation between cultural authenticity and communicative efficacy, proposing an integrative framework that synthesises the Cultural-Conceptual Translation (CCT) model with the principles of transcreation. While CCT functions to preserve the cognitive coherence and axiological integrity of the source culture, transcreation facilitates the

necessary emotional engagement and multimodal adaptation required for target-audience resonance.

The empirical framework employs a comparative corpus-based analysis of institutional tourism discourse, primarily focusing on Slovak and Spanish materials, with supplementary evidence drawn from Italian communicative practices. Methodologically, the research operationalises the CCT model through the lens of Hofstede's cultural dimensions and Hall's context continuum to identify the underlying mental models and axiological systems governing each locale. By systematically evaluating the adaptation of culture-specific items (CSIs) and rhetorical strategies, the study examines the cognitive and linguistic shifts required to bridge disparate communicative styles and mediates between source-culture integrity and target-market expectations.

The findings advocate for a reconceptualisation of the translator's role as an intercultural designer who merges analytical precision with imaginative re-creation. This synergy transforms tourism translation into a form of socially responsible engagement that preserves cultural identity while ensuring global accessibility. Ultimately, the study underscores that effective translation in the tourism sector transcends mere linguistic transfer, acting instead as a vital instrument for constructing authentic, yet persuasive, intercultural narratives in an increasingly interconnected global landscape

Key words: Cultural-Conceptual Translation (CCT), Transcreation, Tourism Promotional Materials (TPMs), Cultural Architect, Intercultural Mediation

The Translator as Intercultural Designer: Negotiating Authenticity and Persuasion in Global Tourism Discourse

Francesca Maria Lo Faro

In the aftermath of the Second World War, tourism assumed an increasingly important role in Italy's strategies of economic reconstruction and in the redefinition of the country's international image. Within this process, alongside national and regional policies, a significant role was also played by American influence, which helped shape models of development and territorial promotion practices. This paper investigates this dimension through the case of Sicily, a region which, despite profound infrastructural and economic weaknesses, gradually emerged as one of the most promising areas for the expansion of international tourism. In particular, the contribution focuses on the ways in which economic models, promotional strategies, and cultural imaginaries originating in the United States contributed to reshaping tourism development policies on the island between the years of postwar reconstruction and the beginning of the economic boom. Through the analysis of institutional sources, promotional materials, administrative documentation, and audiovisual production, the research highlights how tourism became a space of

interaction between development policies, cultural diplomacy, and the construction of Italy's international image, also through the involvement of renowned architects engaged in the design of new hotels and tourist resorts. In this context, Sicily represents a particularly significant vantage point for understanding how American influence intersected with national and regional policies, contributing to the definition of new models of territorial development and to the representation of the Mediterranean landscape. The paper therefore, aims to contribute to the historiographical debate on postwar tourism by highlighting the role of international cultural and political relations in shaping tourism development strategies and the international image of Sicily, also through the analysis of promotional films and documentaries produced about the island.

Keywords: Postwar Tourism; Sicily/Italian South; Cultural Diplomacy; Tourism Development Policies; Promotional Media and Film

Bio Notes

David Aliano

David Aliano is Professor of Italian and History at the University of Mount Saint Vincent in New York City and is the founding director of its B.A. program in Italian and Italian Diaspora Studies. He is the Editor of the *Italian American Review*, the peer-reviewed journal of the John D. Calandra Italian American Institute, and the Chair of the Columbia University Seminar in Modern Italian Studies. He holds a Ph.D. in History from the Graduate Center of the City University of New York. His areas of research include Modern Italy and Latin America; Italian transnational and comparative studies; National and ethnic identities; Italian Fascism and anti-Fascism, and Italian travel and tourism. He is the author of *Mussolini's National Project in Argentina* (Fairleigh Dickinson, 2012), which was awarded the annual Outstanding Book Award of the Association for Ethnic Studies. His most recent publications related travel and tourism include, "American Travel Encounters with Fascist Italy," in *Philosophy, Travel, and Place: Being in Transit* (Palgrave, 2018) and "Italy's Fields of Glory: First World War Battlefield Travel and the Uses of Public Memory, 1919-1953," in *Italy and the Military: Cultural Perspectives from Unification to Contemporary Italy* (Palgrave, 2020). He is currently completing a new book on American tourist encounters with Italy's changing twentieth-century landscape.

Annunziata Berrino

Berrino Annunziata (1959) insegna Storia Contemporanea, Storia del turismo e Storia dell'Ottocento presso l'Università degli Studi di Napoli Federico II. Specialista di storia del turismo, si è occupata in particolare dei consumi di lusso, ai quali ha già dedicato studi in edizioni in italiano e inglese: sullo yachting (*La Spina, uno yacht del Novecento. La storia del primo 12 metri stazza internazionale italiano*, Umberto Allemandi & C., Torino, 2009), sulla gioielleria (Sotirio Bulgari and tourism in the early years of globalization, in C. Ottaviano (ed.), *Bulgari: the Story, the Dream*, Rizzoli Mondadori, Milano 2019, pp. 19-30) e sull'alta hotellerie (*Grand Hotel Vesuvio. Napoli, 1882-2022*, Guida editori, Napoli, 2022). Ha pubblicato tre volumi con il Mulino: *Storia del turismo in Italia* (2011), *I trulli di Alberobello. Un secolo di tutela e di turismo* (2012); *Ritrovare l'Italia. Andare per terme* (2014).

Maria Vittoria Elena Calvi

Maria Vittoria Calvi ha svolto un'intensa attività scientifica e didattica come professoressa ordinaria di Lingua Spagnola presso l'Università degli Studi di Milano, dove è attualmente professore a contratto. È membro corrispondente della Real Academia Española dal 2016, anno in cui è stata insignita dell'Encomienda de la Orden de Isabel la Católica. È stata presidente dell'Associazione Ispanisti Italiani AISPI (2013-2017) e direttrice della rivista *Cuadernos AISPI* (2013-2021). Autrice di numerosi studi di linguistica spagnola, si è dedicata in particolare alla linguistica contrastiva tra spagnolo e italiano, con volumi come *Didattica di lingue affini: spagnolo e italiano* (1995); al contatto tra queste due lingue nei contesti migratori e nel paesaggio linguistico ("*Multilingualism and Migrants: The Case of Latin American Linguistic Landscape in Italy*", 2025); all'analisi del discorso, ai linguaggi specialistici

e in particolare alla lingua del turismo, cui ha dedicato volumi monografici (Il linguaggio spagnolo del turismo, 2000; Lengua y comunicación en el español del turismo, 2006) e numerosi articoli (“*Los géneros discursivos en la lengua del turismo: una propuesta de clasificación*”, 2010; “The Language of Tourism in New Travel Guides: Discursive Identities and Narratives”, 2017; “Géneros discursivos, diversidad cultural y traducción de textos turísticos”, 2019). Tra le sue attuali linee di ricerca spicca il linguaggio medico, ambito nel quale ha coordinato il progetto PRIN “Biomedical discourse and communication in multicultural societies”. In campo letterario, si è occupata di autori come Luis Mateo Díez e Carmen Martín Gaité, di cui ha pubblicato due volumi di manoscritti inediti, Cuadernos de todo (2002) e El libro de la fiebre (2007), oltre alla recente monografia *Diálogo, conversación y otros hilos en la narrativa de Carmen Martín Gaité* (2025).

Ester Capuzzo

Ester Capuzzo, formerly an official of the State Archives (State Archives of Trieste) and Researcher in the History of Italian Law (1988–2000), has been Full Professor of Contemporary History at Sapienza University of Rome since 2001. She is a member of the PhD programme in Documentary, Geographic, Linguistic and Literary Sciences at the same university (Cycle XLI). Her research interests include: the history of travel, the history of tourism, the history of the Risorgimento and the liberal age, the history of migration, the history of Italian Jews (19th–20th centuries), 20th-century history and the history of the northeastern border, and women’s history. She has served as President of the National Edition of the Writings of Giuseppe Garibaldi (Italian Ministry of Culture) and as Secretary General of the Institute for the History of the Italian Risorgimento. She is currently an expert member of the National Historical Board (Italian Ministry of Culture) and a member of the Board of Directors of the Historical Museum of the Liberation of Rome (Italian Ministry of Culture). In 2016, she curated the exhibition 1946. The Year of Change. Women at the Polls (Rome – Chamber of Deputies, Palazzo Montecitorio, Sala della Lupa, 1 June–31 October 2016). She is also a member, as an expert, of the interministerial commission at the Ministry of the Interior, Department for Civil Liberties, Citizenship and Immigration, Central Directorate for Civil Rights, Citizenship and Minorities, for the recognition of Italian citizenship pursuant to Law No. 379 of 14 December 2000 and Law No. 124 of 8 March 2006.

Inês Carvalho

Inês Carvalho is an Associate Professor in Tourism and Hospitality Management at Universidade Europeia and a Full Researcher at CETRAD - Centre for Transdisciplinary Development Studies. She is also a Collaborator at GOVCOPP - Research Unit on Governance, Competitiveness and Public Policies. She has a PhD in Tourism (University of Aveiro), MSc in Management and Planning in Tourism (University of Aveiro), and BA in Modern Languages and Literatures (University of Coimbra). She is currently pursuing a PhD in Management (ISEG – University of Lisbon). Her research interests lie at the intersection of culture, languages, artificial intelligence, and tourism.

Isabel Chumbo

Isabel Chumbo is an Assistant Professor at the Bragança Polytechnic University, Portugal. She holds a PhD in Translation Studies, with research on the English translation of Salazar's speeches in 20th-century Portugal, as well as a DEA in Translation and Intercultural Studies and a Master's degree in English Culture, Language and Literature. Her research focuses on the translation of political and propaganda texts, their connection to tourism discourse, and translation didactics.

Francesca Maria Lo Faro

Francesca M. Lo Faro is a historian whose research interests span modern and contemporary Italian history, with particular attention to the relationships between culture, science, and territory. Her work has addressed various aspects of social and cultural history, with a specific focus on Sicily. She participated in a conference on early nineteenth-century travel organised by Annunziata Berrino, a leading scholar of tourism history, and contributed to the published proceedings with her essay "Sensory Experiences for the Health of Intellectuals: Conference Participants Travelling to the Seventh Congress of Italian Scientists, Naples 1845." She is currently conducting independent historical research outside a university affiliation. Her current work investigates the role of international influences—particularly those originating in the United States—in shaping tourism development policies and representations of Sicily in the decades following the Second World War, up to the years of the economic boom.

Michelle Lins de Moraes

Michelle Lins de Moraes is a Professor at the Lisbon Accounting and Business School (ISCAL) and former member of Portugal's National Training Commission for Tourism. She holds dual PhDs in Economics (Università degli Studi di Ferrara, Italy, 2014) and in Public Policy (Federal University of Maranhão, Brazil, 2014), and a Master's in International Management (Università Cattolica del Sacro Cuore, Italy, 2009). Her research and publications focus mainly on behavioral economics, with contributions in academic journals, books, and book chapters.

Mohamed Zain Sulaiman

Mohamed Zain Sulaiman has been working as a professional translator and interpreter since 1995. His working languages are English, Malay and Arabic. He has been employed by the Ministry of Foreign Affairs, Saudi Arabia in one of its diplomatic missions as Chief Translator and Interpreter and subsequently as Researcher for eight years. In 2008 he joined Universiti Kebangsaan Malaysia as a lecturer in Translation Studies and Arabic and continues to work as a professional translator. As a professional translation practitioner, he has provided translation services for both the public and private sectors including the Malaysian Prime Minister's Department, Malaysian Institute of Translation & Books, Organization of Islamic Conference, Leo Burnett, Ogilvy & Mather, J. Walter Thompson, M&C Saatchi and many others. He has also lectured and supervised postgraduate students in the Arabic translation stream at Monash University, Melbourne from 2011 to 2013. Zain's doctoral research on the translation of tourism won third place

worldwide for the CIUTI PhD Award 2015. In January 2016, he was invited to the CIUTI Forum held at the United Nations, Geneva to present his research findings and receive the award from the CIUTI Council. He is also currently an editor for GEMA Online® Journal of Language Studies and New Voices in Translation Studies. He was a post-doctoral researcher at Monash University from 2017 to 2018. In 2019, he co-authored a book with Rita Wilson entitled Translation and Tourism: Strategies for Effective Cross-Cultural Promotion published by Springer.

Giorgio Spedicato

Giorgio Spedicato is Associate Professor of Commercial Law at the University of Bologna, where he teaches Intellectual Property Law, Copyright Law, and Digital Technology Law. He graduated with honours in Law from the University of Bari and later obtained a Master's degree and a PhD in IT Law from the University of Bologna.

He also studied International Copyright Law at the University of Amsterdam (Netherlands) and has been a Visiting Research Scholar at the Benjamin N. Cardozo School of Law in New York, as well as a Visiting Researcher at the Max Planck Institute for Innovation and Competition in Munich.

Author of four books and more than forty articles, in both Italian and English, on intellectual property law, competition law, and digital markets law, he has been invited as a speaker to over one hundred conferences, seminars, and workshops in Italy and abroad over the past twenty years.

He is a member of ATRIP (International Association for the Advancement of Teaching and Research in Intellectual Property) and of the Italian Association of University Professors of Law.

L'uboš Török

PhDr. L'uboš Török, PhD., deals with intercultural relations in translation communication, as well as psychological and ethical issues of perception of the world and the text. In his research and theses, he also focuses on the preferences of transfer practices in selected types of texts, due to the peculiarities of reception and the intention of the sender towards selected cultural communities. It is for this reason that texts containing culturemes and other culture-representing attributes are of particular interest to him. He conducts his basic research on the example of tourist texts, which, despite the boom in tourism in Slovakia, have received little attention.

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