



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

18<sup>th</sup>-19<sup>th</sup> May 2026

Fondazione Benetton Studi Ricerche, Via Cornarotta, 7, Treviso

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.

## GUEST SPEAKERS

Prof. **David Aliano**, University of Mount Saint Vincent, US  
Prof. **Annunziata Berrino**, University of Naples Federico II, Italy  
Prof. **Maria Vittoria Calvi**, University of Milan, Italy  
Prof. **Loredana Polezzi**, Stony Brook University, US  
Prof. **Anthony Pym**, Universitat Rovira i Virgili, Spain  
Prof. **Andrea Rizzi**, University of Melbourne, Australia  
Prof. **Giorgio Spedicato**, University of Bologna, Italy

## SCIENTIFIC COMMITTEE

**Mirella Agorni**, Ca' Foscari University of Venice, Italy  
Coordinator

**Annunziata Berrino**, University of Naples Federico II, Italy

**Maria Vittoria Calvi**, University of Milan, Italy

**Giuseppe De Bonis**, Ca' Foscari University of Venice, Italy

**Loredana Polezzi**, Stony Brook University, US

**Anthony Pym**, Universitat Rovira i Virgili, Spain

**Andrea Rizzi**, University of Melbourne, Australia

## ORGANISING COMMITTEE

Coordinator: **Mirella Agorni**, mirella.agorni@unive.it

**Giulia Cavalli**, giulia.cavalli@unive.it

**Giuseppe De Bonis**, giuseppe.debonis@unive.it

**Viviana Mauro**, viviana.mauro@unive.it



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