



# Tourism across Cultures: accessibility in tourist communication

University of Salento LECCE (Via Calasso 3/A, Aula SP4)

Thursday, February 25, 2016

14.00-14.45	Registration		
14.45-15.15	Opening	David Katan	
15.15-16.00	KEYNOTE	Mirella Agorni, <i>Cattolica University Milan</i>	Tourism Across Languages and Cultures: Accessibility through Translation
16.00-16.45	KEYNOTE	Stefania Maci, <i>Bergamo University</i>	"Perception or Perspective? Adjusting the representation of Italy and the UK for the tourist
16.45-17.05	Questions		
17.05-17.25	BREAK		
17.25-17.45	Paper (1)	Jin Lan, <i>Rikkyo University Tokyo</i>	The Current Situation and Issues of Translations in Rural Areas of Japan
17.45-18.05	Paper (2)	Napu Novriyanto <i>University of South Australia</i>	Translating promotional materials: insights from the commissioning process
18.05-18.25	Paper (3)	Mohamed Zain Sulaiman <i>National Uni. Malaysia</i>	Translating Nature Tourism: A Cross-Cultural Journey into Naturescapes
18.25-18.40	Questions		

Friday, February 26, 2016

08.30-09.00	Registration		
09.00-09.15	Opening		
09.15-10.00	KEYNOTE	Sabrina Francesconi <i>Trento University</i>	(In)tangible heritage tourism discourse across cultures
10.00-10.45	KEYNOTE	Gloria Cappelli <i>Pisa University</i>	Smoothing the way: tourist guidebooks for children in the English-and Italian-speaking world
10.45-11.05	Questions		
11.05-11.25	BREAK		
11.25-11.45	Paper (4)	Maria Grazia Guido Cesare Amatulli Lucia Errico Pietro Luigi Iaia <i>Salento University</i>	"Lingua franca" narratives of ancient and modern "odysseys" across the Mediterranean sea: an Experiential-Linguistic Approach to the Marketing of Responsible Tourism.
11.45-12.05	Paper (5)	Thomas Christiansen <i>Salento University</i>	Translanguaging and its effects on accessibility in Travel Writing: A Case Study: H.V. Morton on Apulia
12.05-12.25	Paper (6)	Laura Centonze <i>Salento University</i>	Beauty is in the eye of MygranTour. A case study of migrant-driven intercultural urban routes across Europe
12.25-12.45	Questions		

	LUNCH		
14.20-14.30	Chair	Elena Manca	
14.30-15.15	KEYNOTE	Olga Denti, <i>Cagliari University</i>	Creating accessibility through authenticity and identity construction
15.15-15.30	Questions		
15.30-15.50	Paper (7)	Nikolas Komninos <i>Udine University</i>	Nonverbal and Intercultural Communication Competence in Tourism Promotion
15.50-16.10	Paper (8)	Luisanna Fodde <i>Cagliari University</i>	Destination image and the staging of authenticity in tourism discourse
16.10-16.25	Questions		
16.25-16.45	BREAK		
16.45-17.05	Paper (9)	Laura Colaci <i>Salento University</i>	A contrastive socio-cultural and linguistic analysis of Italian and German tourist websites
17.05-17.25	Paper (10)	Navarro Sandra <i>Sao Paolo University</i>	Travelers' reviews across cultures: a corpus-based study of the English-Portuguese language pair
17.25-17.45	Paper (11)	Angela D'Egidio <i>Salento University</i>	Investigating English and Italian Tourist Wor(l)ds through Automated Semantic Categorisation and Corpus Linguistics
17.45-18.05	Questions		
	DINNER		Salento Cooking Experience. Lecce Historic Centre.

### Saturday, February 27, 2016

09.00-09.15	Opening		
09.15-10.00	KEYNOTE	Robin Cranmer <i>Westminster University</i>	Accessibility in Tourist Communication - museums, galleries and beyond
10.00-10.15	Questions		
10.15-10.35	Paper (12)	Josélia Maria Santos José Neves, <i>HBKU, Qatar</i>	<i>From Audio Guides to Descriptive Multisensory Guides</i> , beyond blindness
10.35-10.55	BREAK		
10.55-11.15	Paper (13)	Elisa Fina <i>Salento University</i>	Audio Guides in English and Italian: a multimodal Investigation Audio Guides in English and Italian
11.15-11.35	Paper (14)	Daniela Cesiri <i>Venice University</i>	Promoting Venice through digital travel guides: some case studies of texts written in English and Italian
11.35-11.50	Questions		
12.00-13.30	Workshop	Robin Cranmer (For registered participants)	Translating for museums and galleries - managing intercultural complexities.

Update: 25.01.2016