



Università degli Studi della Basilicata
Dipartimento di Scienze Umane



Lucania 61 by Carlo Levi

Naming, Identity and Tourism

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Abstracts

Aula Magna, Campus Francioso, Università degli Studi della Basilicata
Sala del Cortile, Palazzo Loffredo, Museo Archeologico Nazionale della Basilicata

MAOZ AZARYAHU (University of Haifa, Israel)

Name-making as place-making

Underlying the transformation of locations into destinations, place-making is a primary concern of the tourism industry. Place names that weld together language and territory conjure up the presence of a geographical feature into the mind. However, place names are not mere signifiers of places but are actively involved in place-making. The main argument of this lecture is that name-making is an important aspect of place-making. The lecture draws attention to and offers insights into two name-making practices that entail place-making. One is place-naming as a prerequisite for converting space into place. Following the perspective underlying recent developments in critical toponymy, the discussion focuses on place-naming as an ideologically-oriented political procedure where space, politics, memory and identity are interwoven. Based on the circumstance that in many languages name doubles as fame and reputation, the second name-making practice addressed in the lecture involves the issue of renown, in which name-making is about turning places into 'celebrities', celebrated for their real or alleged special or even unique qualities or merely famous for being famous.

Maoz Azaryahu is Professor in the Department of Geography and Environmental Studies at the University of Haifa and since 2017 he has been the Director of the Herzl Institute for the Study of Zionism.

His main research interest touches upon street names and monuments in public spaces and their relation with politics and politics of commemoration. An internationally recognized scholar, he has written extensively on urban landscapes, memory, and society.

To name but a few of his publications:

- *The Political Life of Urban Streetscapes: Naming, Politics and Place* (2017, co-editors: R. Rose-Redwood and D. Alderman), a collection that brings together the works of geographers, anthropologists, historians, linguists, planners, and political scientists to examine the power of street naming as an urban place-making practice.

- *Narrating Space / Spatializing Narrative: Where Narrative Theory and Geography Meet* (2016, co-editors: Marie-Laure Ryan and Kenneth Foote) offers a groundbreaking approach to understanding how space works in narrative and narrative theory and how narratives work in real space.

- *Tel Aviv: Mythography of a City* (2006) combines historical research and cultural analysis, exploring the different myths that have been part of the perception of Tel-Aviv. By relating Tel Aviv's mythology to its physicality (buildings, streets, personal experiences, and municipal policies), Azaryahu he offers critical insights into specific myths and their propagation in the spheres of both official and popular culture

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RICHARD COATES (University of the West of England, Bristol, UK)

Naming, packaging and the management of expectations

Identity is a complex notion, and names may function as proxies for one or more aspects of it in a simple-minded kind of way. Names have no inherent synchronic linguistic meaning (sense), which makes them suitable for the manipulation of the other major aspect of their meaning: their connotations (associations). Names function as addresses through which the probabilistic expectations of whole communities can be accessed, packaged, commodified and branded. This is of immense potential value to the tourist industry, as well as to other commercial operations. In this lecture I explore the role of names in the branding and in the

general Othering of regional and local identities, and their role in the construction of historicism and authenticity for touristic and language planning purposes.

Richard Coates is Professor of Linguistics and Onomastics at the University of the West of England. He is a former Vice-President of the International Council of Onomastic Sciences. He has also been Hon. Director of the Survey of English Place-Names since 2003 and Principal Investigator of the project Family Names of the United Kingdom, funded by the Arts and Humanities Research Council of the United Kingdom (2010–2014).

His research interests cover name theory, the philology of western European languages, historical linguistics, the cultural history of English, dialectology and dialect literature, and local history. An internationally recognized researcher, he has written extensively on issues related to these areas of study. His place-name work is mainly centred upon the origin of English place-names created before 1500 A.D. In addition, he has a more general interest in names as linguistic objects, and has published work on name theory (The Pragmatic Theory of Properhood) in such journals as *Linguistics*, *Language*, *Journal of Linguistics* and *Onoma*.

His book *The Traditional Dialect of Sussex* (2010) provides a detailed analysis of the dialect from the Anglo-Saxon period to the present day.

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PETER JORDAN (University of Vienna, Austria)

Place names and tourism: survey of a dense relationship

This paper investigates Anglicism in Yoruba-English Bilinguals' (YEBs) positive pull towards the English language being a motivational factor in remoulding and reshaping of their indigenous names. YEBs' new thought is that the English language is global; therefore, they can afford to find new identities by refashioning and readjusting their indigenous names into Anglicised forms. The objectives of the study were to depict the recasting and refashioning of the Anglicised YPNs and YBNs and to reveal their impact on YEBs' psyche, identities, and personhood. In this study, the major instruments employed were two questionnaires: one for a verification task and the other for eliciting information from respondents' disposition to Anglicised indigenous names. Interviews and observations on the target group were conducted. One hundred Polytechnic and University undergraduates in Southwestern Nigeria were the purposively chosen subjects to serve as data. The theoretical framework adopted was Adebija's Pragmasociolinguistic Theory which accounts for the significance of an utterance at all levels of linguistic analysis. The major findings included the following: there is a new cultural identification springing up from the preference YEBs have for Anglicised names; YEBs' act of Anglicism in YBNs and YPNs is a conveyance of their belonging to a separate social group buttressing that social changes are couched in linguistic identity; YEBs had social fulfilment, excitement, jollity, hilarity, alacrity and enthusiasm coupled with some non-verbal cues of a fist in the air and thumb raised when articulating Anglicised names revealing their affinity and kudos for English; and Anglicised names redefined YEBs' identities as being global as opposed to local in the names they bear. The conclusion was that YEBs Anglicised names communicated that YEBs were already westernised, Englishlised, Britishlised or Americanised in their psyche and have become a part of the British "empire" the second time because of their modified names in English.

Peter Jordan (Austrian Academy of Sciences, Institute of Urban and Regional Research)

PhD., Professor honoris causa at the Babeş-Bolyai University Cluj-Napoca (Romania), he teaches regularly at the universities of Vienna, Klagenfurt and Cluj-Napoca.

He has had a long-standing interest in the field of geography, since 1977 he has been map editor (Atlas of the Danubian Countries) and then editor-in-chief of the Atlas of Eastern and Southeastern Europe, a map

series published in instalments (1989-2014). He is also member of the editorial board of several international scientific journals.

He was director of the Austrian Institute of East and Southeast European Studies in Vienna (2001-2005). He is currently director of the Institute of Urban and Regional Research, Austrian Academy of Sciences (since 2007), chair of the Austrian Board on Geographical Names (AKO) and managing editor of the Austrian Geographical Society (MÖGG).

At an international level, he is Chair of the ICA Commission on Atlases, Convenor of the Working Group on Exonyms United Nations Group of Experts on Geographical Names and Vice-chair of the Permanent Committee on Geographical Names.

ESTERINO ADAMI (Università di Torino, Italy)

Naming the exotic between cultural belonging, text building and railway heritage tourism

This presentation intends to discuss a range of thematic aspects concerning naming, identity and tourism with regard to a particular Indian attraction called the Darjeeling Himalayan Railway (DHR), a narrow-gauge line from Siliguri to Darjeeling, in West Bengal, recognised as a UNESCO world heritage site. Rather than a mere means of transportation, this scenic railway has emerged to embody the sense of a place and a community, but it has also lent itself to tourism promotion (and implicitly orientalist discourse) since its very opening in 1879, when colonial visitors, including Mark Twain during his Indian tour, wanted to ride the ‘toy train’ to escape the heat of the plains and travel towards an exotic destination perched in its luxuriant hills.

Here my purpose is twofold. First, I aim to offer an exploration of the etymological overlapping of some of the places that the DHR runs through, whose historical lore is rooted and bespeaks of ancient traditions. Second, I argue that actually the cultural dimension of the Darjeeling Railway is much broader and symbolic and this, to a certain extent, is also mirrored by naming strategies, ideological projections and discursive practices. I shall focus on the language and style used to describe and conceptualise the railway structure and world by looking at a wealth of different genres such as published guidebooks and travelogues, web sources, social media and BBC documentaries. To scrutinise these textual renditions, my methodology will be interdisciplinary and will benefit from the contribution of different fields such as cognitive poetics, cultural studies and postcolonial discourse.

Esterino Adami teaches and researches English language and translation at the University of Turin. His main areas include critical stylistics, variational sociolinguistics and postcolonial discourse. In the field of naming, he has worked on onomastic references in J. Lahiri and the ideology of station naming procedures for Delhi Metro. His volume *Railway Discourse. Linguistic and Stylistic Representations of the Train in the Anglophone World* is forthcoming.

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VINCENZO ASERO (Università di Catania, Italy)

DOUGLAS MARK PONTON (Università di Catania, Italy)

In search of ‘Vigata’: rebranding Sicilian towns in a tourism perspective

This paper focuses on cinetourism, exploring the linguistic and tourist dimensions related to the success of the Italian television series 'Montalbano', whose transmission on worldwide television has given rise to a re-branding operation (Kavaratzis and Hatch 2013) in Sicily. Thanks to the 'Montalbano effect' (Ponton and Asero 2015), the south-east of Sicily is experiencing a significant increase in tourist flows. From a cinetourism perspective, our paper explores the motivations behind these phenomena (Kim and Richardson 2003). Tourists are seeking the ‘luoghi di Montalbano’, the places they have seen in the shows, idealised by filters and other special techniques of presentation and filming. Specifically, in this context, the invented town called ‘Vigata’ represents a crucial site which encapsulates the symbolic appeal of the places associated with Camilleri’s characters. ‘Vigata’ is a name invented by Camilleri, which has now become – in the real world - a collection of various places involved in the tourist market, authentic destinations and important sources of revenue for the local economy. In a naming perspective, then, reality and fiction become inextricably blended.

Through analysis of webpages relating to tourist offers, we analyse the verbal and multimodal construction of this idealised site, and its relation to the real towns and places – Modica, Ragusa, Scicli, Porto Empedocle, etc. which represent it in the TV series. The approach followed is interdisciplinary and aims to combine the study of the tourism phenomenon in a linguistic perspective, using some of the techniques in Francesconi (2012). Montalbano and Vigata, two imaginary elements – the one, a person, the other a place – become two aspects of a unique brand, attracting viewers/tourists towards parts of Sicily traditionally associated with other attractions – Baroque architecture, folklore and enogastronomy.

The Montalbano brand can therefore represent an effective market strategy that may foresee the beginning of a more complex re-branding of Sicily as a tourist destination away from past negative stereotypes.

Vincenzo Asero is Assistant professor in Economics at University of Catania, Department of Political and Social Sciences, where he currently teaches Economics, Regional Economics, and Heritage and tourism development. His research interests cover Tourism, Local Development, Regional Economics, and Business Networks. On these issues, he has published articles, book chapters and edited books for Italian and foreign publishers. He is a reviewer for several international journals. Moreover, he is actively involved as consultant in projects in the fields of tourism and regional development.

Douglas Mark Ponton has lived in Sicily for more than 20 years. He is currently Associate Professor of English Language and Translation at the Department of Political and Social Sciences, University of Catania. His research interests include evaluative language, interactive sociolinguistics, ecolinguistics, political discourse analysis and discourses of tourism.

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ELENA BELLAVIA (Università degli Studi della Basilicata, Italy)

La toponomastica in Alto Adige tra conflitti identitari e leggi di mercato

La questione riguardante l'italianizzazione o meno dei toponimi in Alto Adige è attualmente ancora oggetto di accesi dibattiti. Questo non solo perché il ricordo dei dolorosi avvenimenti storici permane tuttora negli animi di molte persone - un rancore che acuisce le difficoltà di convivenza tra tedeschi e italiani in questa regione - , ma anche perché una risoluzione di questo conflitto identitario tra etnie è fortemente auspicata dall'industria del turismo. L'area turistica è infatti il settore economico di gran lunga più importante dell'Alto Adige; è chiaro quindi che proprio nel mercato turistico si tenda a negare l'esistenza del problema, essendo forte la preoccupazione che ogni discussione pubblica potrebbe recare disturbo al turismo.

Il presente contributo analizza le relazioni tra i diversi poli della discussione: l'identità tedesca, l'identità italiana e le regole della pubblicità turistica.

Elena Bellavia lavora dal 2001 come docente di “Lingua Tedesca – Lingua e Traduzione” (ricercatore confermato con abilitazione ad associato) presso l'Università degli Studi della Basilicata.

Tra i suoi campi di studio: il ruolo delle metafore nello sviluppo del lessico mentale del tedesco come L2, lo sviluppo della competenza interculturale.

Attualmente è impegnata anche con un progetto d'insegnamento rivolto ai mediatori interculturali che operano nella Fondazione Città della Pace in Basilicata.

MIRKO CASAGRANDA (Università della Calabria, Italy)

From the Big Apple to Frisco and return: Naming and nicknaming in American tourist guides

In everyday language, some places are commonly referred to by means of their nicknames, which are used in informal contexts and, in some cases, to strengthen community identity and create in-group solidarity. In the United States of America, there are popular examples about both cities (New York City a.k.a. *The Big Apple*, San Francisco a.k.a. *Frisco*, Las Vegas a.k.a. *Sin City*) and states (Texas a.k.a. the *Lone Star State*, Utah a.k.a. the *Beehive State*, Alaska a.k.a. *The Last Frontier*) which are frequently employed in tourist guides as well.

Even though informal communication is to be found especially in Web 2.0 tourism discourse (Calvi 2010, Francesconi 2014, Maci 2017), products like the *Lonely Planet* and the *Rough Guides* series, which “position themselves as young, fresh and alternative texts for ‘real’ travellers” (Francesconi 2012: 70), are characterised by a high degree of informality, which is achieved also through onomastic practices.

The aim of this paper is to analyse the place nicknames used in the *Lonely Planet* guides to the United States of America (*Eastern USA* and *Western USA*, both 2016) and to assess their role and function within tourism discourse as a form of social construction of space and as an example of destination branding, which ultimately influence the tourist’s gaze. Indeed, by using nicknames instead of official toponyms, tourist guides contribute to a representation of the tourist experience that privileges subjectivity over objectivity and strategically turns tourists into travellers and tourist destinations into familiar places in which one can ‘travel like a local’.

Mirko Casagrande, PhD, is Assistant Professor of English Linguistics at the University of Calabria, Italy. His areas of interest include Postcolonial Varieties of English, Translation Studies and Onomastics. Among his publications, the volumes *Traduzione e codeswitching come strategie discorsive del plurilinguismo canadese* (2010) and *Procedure di naming nel paesaggio linguistico canadese* (2013). He is currently serving as a member at large of the Executive Council of the American Name Society (2015-2017).

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STEFANIA GALLOTTA (Università degli Studi della Basilicata, Italy)

The importance of being Herculaneum

Herculaneum is one of the most visited sights in Campania, for its invaluable archaeological heritage. It was located on the slopes of Mount Vesuvius in a highly strategic position. Like Pompei, Herculaneum was completely destroyed by the Vesuvius eruption in 79 A.D. In the tenth century B.C. the area was called Resina. The town kept this name until 1969, when it was renamed Herculaneum, following the Council decision to change the name.

After highlighting the historical and archaeological value of the site and its complex history, I would like to focus on the main reasons for the renaming. In 1969 as well as today, the city realised that the issue at stake—once mainly of archaeological nature—was actually a social one, more precisely a problem of urban planning. As a result, renaming Herculaneum was meant to highlight the tradition and historical memory of the site.

Has the renaming of Resina as Herculaneum been as effective as planned?

Stefania Gallotta is Tenure Track Lecturer of Ancient Greek history in the Department of Humanities of the University of Basilicata. Her area of research is the Greek colonization and, in particular, the study of the complex relations between the Greeks and indigenous people in specific peripheral regions such as the Black Sea area and ancient Arabia.

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RICHARD W. HALLETT (Northeastern Illinois University, US)

DUSTIN DE FELICE (Michigan State University, US)

***“Come to live a unique experience in one of Mexico's Pueblos Mágicos”:
The linguistic landscape of Mexican tourism***

This paper addresses how tourism discourse, specifically Mexico's ‘A World of Its Own’ campaign (www.visitmexico.com), contributes to the linguistic/social construction of place through the exoticization of indigenous cultures. This multimodal discourse analysis reveals how this tourism campaign through its website has expanded its mission of (re)attracting tourists to constructing an identity for Mexico often commoditizing Mayan culture through exploiting representations of an ‘essentialized Mayan culture’ (Median 2003:354). These representations also serve to promote Mayan-based cultural stereotypes and depict indigenous members and their language, tradition and culture as packaged commodities in the forms of theme parks, spas, and hospitality services (e.g. hotels, restaurants, and beach front communities):

(1) Fun and entertainment are just ten minutes from Oaxtepec. It is Tlayacapan, also known for its Nahuatl root as the nose of the earth, due to a glyph or hieroglyph representing it and indicating the boundary, that is, the hill, which in the rainy season becomes a silky carpet due to the bursting vegetation (<https://www.visitmexico.com/en/main-activities/tlayacapan/meet-tlayacapan-its-natureand-history>, accessed 1/9/18).

Through a multimodal discourse analysis (involving Critical Discourse Analysis of both the English and Spanish texts and a visual semiotic analysis of the accompanying pictures), this presentation provides evidence that tourism websites, operating as grand narratives, construct identities not only for potential tourists but also for places themselves. The use of indigenous languages as linguistic landscapes (Cenoz and Gorter 2006, *inter alia*) constructs an exotic identity for the Mexican Mayan communities.

Richard W. Hallett is a professor of linguistics at Northeastern Illinois University. His areas of specialization are the discourses of tourism, world Englishes and second language acquisition. He is the co-author of *Official Tourism Websites: A Discourse Analysis Perspective*.

Dustin De Felice is an assistant professor and director of the Master of Arts in Foreign Language Teaching Program at Michigan State University. His current research interests include the use of Huastecan Nahuatl or Yucatec Maya as a language of instruction through distance learning and the perspectives and experiences of indigenous educators and their life work.

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KATHRYN M. HUDSON (University at Buffalo, US)

The Consequences of Names: Archaeology, Identity, and Tourism in Contemporary Mesoamerica

This paper explores the complex interrelationships that exist among archaeology, cultural heritage, and tourism in Mexico and Central America as mediated through practices of identification and naming. In this region, archaeological classifications – of peoples, places, and things – provide a standard framework for understanding and describing the past. Although the naming practices that underlie them reflect the interests and politics of academic archaeology rather than categories of popular or administrative discourse, archaeological names and their socio-historical connotations are frequently adopted into national historical narratives and reified as historical fact. These officially sanctioned categories often motivate local constructions of cultural heritage and identity, either through alignment with official historical narratives – which frequently provide economic, political, and social benefits – or through the conscious rejection of state sanctioned narratives in favor of alternative and localized perspectives that develop a different relationship with the archaeological past and perpetuate perceptions of local distinctiveness and agency within the postcolonial landscape.

In both cases, relationships with the names and categories of archaeology motivate identities that attract the attention of non-local entities and individuals, particularly in relation to tourism and its socioeconomic accompaniments. Tourism and tourist infrastructure thus encourage the identity categories represented by the use of these names; the result is a tripartite feedback loop among archaeological naming practices, tourism, and constructions of local and regional identities. This paper considers the mechanisms and practical implications of this complicated set of entanglements through an examination of geographic place names, personal names and titles, and the names used for cultural groups and their material and cosmological productions. It draws on examples from throughout the region and explores the particularities of each localized case study and the ways in which their implications for identity and relationship(s) with tourism vary in accordance with differential local and regional histories and sociocultural realities.

Kathryn M. Hudson is a member of the Department of Anthropology and the Department of Linguistics at the University at Buffalo. Her research focuses primarily on mechanisms of identity construction, processes of visual and nonverbal communication, ceramic analysis, and the documentation of cultural and linguistic traditions; her main geographic foci are Mexico and Central America, southeastern Europe, and the Pacific. She has published and presented widely, including contributions to *Acta Mesoamericana*, *Contributions in New World Archaeology*, *Histories of Anthropology Annual*, *The Oxford Handbook of Mesoamerican Archaeology*, *Research in Economic Anthropology*, *Reti saperi linguaggi*, and *Signata* as well as several peer reviewed journals and edited volumes. She can be reached at khudson@buffalo.edu.

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MARIA TERESA IMBRIANI (Università degli Studi della Basilicata, Italy)

Where is Lucania?

L'immagine è una «copia del vero, un modo diverso di presentarsi della realtà... frammenti, messaggi della cultura, ossessione dei segni, fantasie, giochi, stereotipi, ricordi, tracce...»: la definizione di Gianpaolo Caprettini è perfettamente congrua a descrivere il processo per cui il nome antico della regione Basilicata, Lucania, finisce per sostituirlo nell'immaginario collettivo. A ben guardare, non si tratta solo di un *topos* che nella Lucania/Basilicata ha visto di volta in volta la terra dell'arretratezza, della romantica solitudine, della selvaggia e

indomita rozzezza morale e culturale, della magia, dei briganti, degli emigranti con la valigia di cartone, ma anche di un gioco di rifrazioni e di specchi per cui spesso il doppio nome, un nome antico o d'uso tra gli abitanti e il nome ufficiale, di paesi, o addirittura strade, sembra volto al nascondimento del reale. Oltre al doppio nome Basilicata/Lucania, sono infatti molti i luoghi di questa regione italiana, che presentano ambiguità: Favale / Valsinni, il paese della poetessa rinascimentale Isabella di Morra; Salvia/Savoia, il paese da dove partì l'anarchico Giovanni Passannante per compiere un attentato contro il Re d'Italia; Montepeloso/Irsina, il grosso borgo agricolo dov'è però conservata una bella statua del Mantegna; Bollita/Nova Siri, il feudo di Diego Sandoval de Castro e patria di Luigi Settembrini; Palmira/Oppido Lucano, luogo dell'ambientazione di un romanzo contemporaneo di Giuseppe Lupo, ecc. Non mancano inoltre i luoghi dell'invenzione letteraria, come la Gagliano/Aliano di Carlo Levi, o popolare, come alcune vie storiche di Potenza, che tuttavia non hanno corrispettivo nello stradario (per esempio Piazza 18 agosto che in verità si chiama Piazza Vittorio Emanuele II). L'intervento ha dunque lo scopo di collocare nell'immaginario collettivo e letterario quei luoghi che invece hanno, o hanno avuto in passato, un loro corrispettivo geografico.

Maria Teresa Imbriani è Professore Associato di Letteratura italiana presso il Dipartimento di Scienze Umane dell'Università degli Studi della Basilicata. Tra i lavori pubblicati, si segnalano l'edizione commentata del *Carteggio D'Ancona – Torraca*, uscita nel 2003 per la collana dei "Carteggi D'Ancona" della Scuola Normale Superiore di Pisa, coordinata da Alfredo Stussi; l'edizione critica della dannunziana *Fiaccola sotto il moggio*, per l'Edizione Nazionale delle Opere di Gabriele d'Annunzio presieduto da Pietro Gibellini, apparsa nel 2009; *I padri della terra*. *Perlustrazioni sulle fonti della poesia di Scotellaro*, in "Forum Italicum", 50, 2016, 2, pp. 694-713.

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BECKI MADDOCK (Royal Geographical Society, London, UK)

Romanization systems, tourism and national identity in the context of the work of the Permanent Committee on Geographical Names (PCGN)

The Permanent Committee on Geographical Names (PCGN) advises the British government on policies and procedures for the proper writing of geographical names for places and features outside the United Kingdom, excluding the Antarctic. PCGN establishes and applies the principles by which foreign toponyms should be written and promotes a standardised cross-government approach. This includes developing Romanization systems, with the US Board on Geographic Names (BGN), for UK and US government use, to ensure a standard Roman-script rendering of toponyms written in non-Roman scripts.

Often multiple Romanization systems exist for a single language, created by different (domestic and international) organizations, often for different purposes. Different systems may be used for the same language in different countries, e.g. Korean, Arabic. Many factors may be considered when devising a Romanization system (intended users, ease of reproduction, use of diacritical marks, reversibility). The BGN/PCGN-devised systems aim to be reversible, where possible, and often employ diacritics. In some cases, a country may devise a Romanization system to be applied to its language and/or toponyms. PCGN may adopt this local standard, which has the advantage that the toponyms used by UK government match those found on mapping and signage in the country in question.

In our globalised world, nations have become increasingly outward-looking and conscious of their national brand or identity in attracting economic investment and tourism. A desire to make their nation and its markets accessible to citizens of other countries, who may not speak their language, or be able to read their script, has led some nations to devise Romanization systems or Roman-script spellings for their place names, which are designed to be

helpful/accessible to foreigners. These systems are often English-based. This paper examines some examples of this practice (including Oman, Japan, and Taiwan) in the context of PCGN's work, tourism and national identity.

Becki Maddock Becki Maddock is a UK civil servant and Senior Toponymist at the Permanent Committee on Geographical Names (PCGN), which advises the UK government on policies and procedures for the proper writing of geographical names for places and features outside the United Kingdom. She has a BA (Hons) in Arabic & Spanish from Exeter University and an MA in Near & Middle East Studies from SOAS, University of London. She speaks Arabic and Spanish and some Persian (Farsi), Kurdish and Hebrew. Becki is a fellow of the Royal Geographical Society.

Within the International Organization for Standardization, she is a member of the Maintenance Agency for ISO 3166 (the international standard for country codes and codes for their subdivisions) and convenor of the ISO 3166-2 Task Force (which updates the country subdivisions) and a member of TC46 Working Group 3 (Conversion of written languages). She is a member of the United Nations Group of Experts on Geographical Names (UNGEGN) and of UN working groups on Romanization Systems and Exonyms.

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SARA MATRISCIANO (Heidelberg University, Germany)

Play global name local: (why) is the MAMT museum speaking Neapolitan?

The *Museo della Pace* MAMT (*Mediterraneo – Arte – Musica – Tradizioni*) located in Naples is a striking example of the multifaceted relationships between naming, identity and tourism. The MAMT – an initiative of the *Fondazione Mediterraneo* – seeks to tell the (hi-)story of the Mediterranean, its cultural achievements, and its identity. Defined as the carrier of an *emotional heritage of humanity*, the museum leads the audience via a suggestive path through stories and places of the Mediterranean and its people, creating a narrative that constructs the Mediterranean as a safe haven with a shared history, common grounds, joint efforts, and despite all economic, religious, cultural and social differences a collective identity. The name implicitly transmits this message: The acronym MAMT sounds like “your mother” in Neapolitan, the local language of Naples, conveying origin, (emotional) security, and family sentiments. While this aspect has been repeatedly discussed in YouTube videos by the president of the *Fondazione Mediterraneo* and in online newspapers, blogs and so forth, it is not mentioned on the official website of the museum. In my talk, I present the analysis of the discussions on the internet about the name, the museum and the ideological links between the two. Furthermore, I discuss the different functions of this “subtextual dialect use”: For instance, as the term *mammete* is understood way beyond the city limits, it attracts the attention of the citizens and potential tourists from the region of Campania who identify with the dialect and therefore the name. The buzzing effect is also assured by the use of *mammete* in vulgar expressions. On a more abstract level, the use of Neapolitan is a linguistic attachment to the territory, conveying rootedness and locality, which are fundamental for an institution that intends to construct and present a specific space. Linguistically and geographically located in the heart of the Mediterranean, the museum appears to be – if the marketing strategy works – appealing and worth visiting. The local touch of the name creates an emotional bond between visitors and the museum and the question of whether the museum speaks dialect or not captures their attention by appearing as original and amusing.

Sara Matrisciano is a Ph.D. student in Romance Philology (Italian Linguistics) at the Heidelberg University, where she also works as lecturer, teaching courses within the field of Italian Linguistics and Cultural studies. She has published several papers in the research areas of ethno- and sociolinguistics, discourse analysis, and dialectology.

ORIANA PALUSCI (Università di Napoli “L’Orientale”, Italy)

Meet Te Matua Ngāhere at twilight: Māori ecotourism and naming

My paper will deal with ecotourism and Indigenous Cultural Tourism in New Zealand. After providing definitions and spheres of operation of those interrelated kinds of tourism, which should fall into the category of ethical tourism, I will introduce the contemporary debate on the ecological repercussions on the local communities and on the erosion of the natural habitat. For what concerns naming, a section will be devoted to the presentation of how New Zealand was ‘stolen’ from the Indigenous people by the British crown through a mistranslation in the second half of the nineteenth century, and how in the meantime the colonisers had re-named places, including seas, lakes and mountains in English.

My case study will be centred upon Māori tours, organised by the Māori themselves. It will focus on a specific tour to the Waipoua Forest, on the West Coast in the Northland. I intend to investigate how the tour in the ancient green world made of gigantic kauri trees is embedded in a web of stories about the forest, enhancing Indigenous identity in the naming of the sacred trees, whose names such as *Te Matua Ngāhere* (*The Lord of the Forest*) reverberate as in a mythical, ancestral tale, belonging to the period before the arrival of the white man.

Oriana Palusci is Full Professor of English at the University of Naples ‘L’Orientale’. She has published extensively on a number of literary, linguistic and environmental topics related to English, American and Canadian Studies. On tourism she has edited *Translating Tourism. Linguistic/Cultural Representations* (2006, with S. Francesconi) and *The Languages of Tourism. Turismo e Mediazione* (2007, with C. de Stasio).

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KATALIN RESZEGI (University of Debrecen, Hungary)

Name, Culture, Identity

Proper names are primarily linguistic elements with an identifying role. Such a function is based on the linguistic and conceptual knowledge of the name and the object denoted by it. Beyond their identifying role, however, the semantic structure and function of proper names have other important elements also. Of these, my paper addresses the cultural and identity-denoting functions of names in more detail. The cultural meaning, cultural function derives from the fact that the individuals become familiar with names as part of culture, during their social-linguistic socialization. As a result of this, name competence emerges that includes the most fundamental cultural, pragmatic, semantic, and morphological knowledge on names. Thus in relation to names, rich and diverse knowledge is accumulated about the world, society, other people, and ourselves alike. Language and culture also play a fundamental role in the definition of human (individual and collective) identity. Names that exhibit linguistic and cultural constraints also play an important role in this identity formation. Thus the identity-denoting and building roles of proper names are closely associated with the cultural meaning of names. The presence of these functions is illustrated in my paper with the help of the historical and modern Hungarian onomastic corpus.

Katalin Reszegi is a Senior Lecturer in Hungarian Linguistics at the University of Debrecen, where she teaches courses in the field of Psycholinguistics, Sociolinguistics and Cognitive Linguistics. Her research area is Onomastics, within which she studied medieval Hungarian name corpora. In recent years, she has dealt with theoretical questions of name-giving and name-usage as well as mental representation of proper names. She has published several papers in these fields.

MARIE ANTONIETTE RIEGER (Università di Bologna, Italy)

The role of names in Tanzanian heritage tourism

The widespread touristic idea of Tanzania can be summed up in two images: The so-called Big Five roaming the Serengeti in search of food and the beautiful palm-fringed beaches of Zanzibar. What is less well-known is that there are seven Tanzanian sites on the World Heritage List, and one rather ambitious project on the World Heritage Tentative List, namely the *Central Slave and Ivory Trade Route* which aims, among many other things, at preserving memories of the era of the slave and ivory trade within the framework of developing cultural tourism. The project is ambitious not only because of its physical extension, given that the historical caravan route is over 1200 kilometres long, linking Ujiji at the shore of Lake Tanganyika to Bagamoyo just opposite Zanzibar on mainland Tanzania. Also, “a focus on slave routes, rather than sites, creates considerable challenges of recognition and tangibility [...] as slavery tends to leave little archaeological trace”. In my talk I will discuss to what extent memories about caravans, trade and slavery are recalled by local names that tourists may encounter when travelling along the historical route. Adopting methods of Linguistic Landscape analysis, the study will focus on street names and names of public buildings, as well as names of hotels, guest houses and restaurants in the major centres located along the route, namely the Ujiji-Kigoma, Tabora, Dodoma and Bagamoyo districts.

Marie Antoinette Rieger was born and raised in Augsburg (Germany). She studied German as a foreign language, Romance and Slavonic Studies at the Ludwig-Maximilians-University Munich. For many years she taught German as a foreign language at the Goethe-Institut in Genoa (Italy) where she also conducted teacher training seminars. Since 2002 she has taught at the Faculty of Modern Languages of the University of Bologna, and since 2005 she has been an Associate Professor of German linguistics. Her research interests range from valency grammar to intercultural communication, with a particular focus on onomastics and (post-)colonial linguistics.

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DOROTHY DODGE ROBBINS (University of Louisiana, US)

Ghosts of Tourists Past: Onomastic Hauntings in Three British Novels Set in Italy

Literary-minded tourists who travel to *novel destinations*—a term indicative of both meanings of *novel*—unique and named in fiction—do so to experience “a palpable imaginable visitable past” (Henry James 1907). That travel tourism is featured in three English-language novels set in Italy is not surprising. Each author was a tourist in Italy. In Florence in 1887, Henry James heard rumors of P.B. Shelley’s missing letters, inspiring *The Aspern Papers* (1906), a mystery set in Venice. In Florence in 1901, E.M. Forster stayed at Pensione Simi in Riccioli, the model for his Pension Bertolini in *A Room with A View* (1908). Elizabeth von Arnim’s *The Enchanted April* (1922) had its genesis in her Italian Riviera vacation. Within these three novels, names serve not only as markers of destination, but as revenants that connect literary-historical pasts, places, and people to the fictionalized presents temporarily inhabited by the authors’ characters. As these literary pilgrims retrace the paths of earlier, more notable travelers (artists, poets, visionaries all), they step into spaces once occupied by their sought ghosts in order to share vicariously their lived experiences: in this chapel, the artist touched brush to dome; upon this bed, the poet embraced death; down this alley, the deranged lover fled. By retracing the journeys of significant personages and visiting their haunts, tourists seek figurative possession by the dead who remain just beyond their grasp in living memory. Adding to the ethereal allure of literary travel is the traveler’s right to claim

highly regarded authors and their characters as symbiotic travelling companions. James, Forster, and von Arnim themselves continue the tradition of literature-induced tourism as, generations later, their readers still seek to reenact the adventures of these authors and their characters through travel to Italy. Critic Terence de Vere White credited *The Enchanted April* with making the Italian resort of Portofino fashionable. Likewise, James and Forster's novels have propelled literature-induced tourism in Venice and Florence.

Dorothy Dodge Robbins holds a PhD in English from the University of Nebraska, Lincoln. She is the Charlotte Lewis Endowed Professor of English and Coordinator of Graduate Studies at Louisiana Tech University, where she teaches courses in British Literature and technical communication. Her work has appeared in *NAMES, Critique, The Midwest Quarterly, The Centennial Review, The Southern Quarterly, The Texas Review, and Ecumenica*. She served as volume editor for *Critical Insights: Mrs. Dalloway*. Dorothy is the Vice President of the American Name Society.

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ELEONORA SASSO (Università G. D'Annunzio di Chieti-Pescara)

Extinction Tourism: The Use of Inuit Art and Names in Documentary-Induced Tourism

This paper takes as its starting point such conceptual metaphors as "Inuit Naming Is Identity" and "Inuit Naming is Art" as exemplified by a series of documentaries on Inuit art and Tourism in order to advance a new reading of Inuit naming, one which sees it as a cognitive practice.

Eskimo artist Kenjuak is a 1964 Canadian short documentary film showing how an Inuit artist's drawings are transferred to stone, printed and sold. Kenojuak Ashevak became the first woman involved with the printmaking co-operative in Cape Dorset. The misleading word 'Eskimo' in the title was chosen because the now-accepted term 'Inuit' would have been confusing for non-Inuit audiences of the day. I intend to track through these references and look at the issues -- the role of documentaries in the spreading of Inuit names, naming strategies for inducing tourism etc. -- which they raise.

But my central purpose will be to re-read Inuit documentaries from a cognitive perspective. I will analyse the cognitive map of Nunavut with its place names as a country unprepared to welcome millions of tourists. Through blending, parabolic mapping, and conceptual metaphors I suggest, Inuit documentaries acquire a dangerous valence in fostering mass tourism through the lure of Inuit art which could end in ecological disaster.

Eleonora Sasso is Senior Lecturer in English at the 'G. d'Annunzio' University of Chieti-Pescara (Italy). Her major research fields include the Pre-Raphaelites, cognitive linguistics, intersemiotic and audio-visual translation, as well as Canadian studies.

She has translated into Italian W. M. Rossetti's *Some Reminiscences* and is author of four monographs, the most recent being *The Pre-Raphaelites and Orientalism: Language and Cognition in Remediations of the East* (Edinburgh University Press).

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ELSA SKËNDERI (University of Tirana, Albania)

Linguistic landscape of touristic Tirana

Due to the rapid flow of people from all over the country, Tirana, the capital of Albania, has become the largest city, with almost half of the population of Albania living in it. The present paper aims to analyze the socio-onomastic attitude of the inhabitants of Tirana from the perspective of tourism promotion, by focusing especially on the influences of the political changes after 1990, the national and eurocentric identities and on the traces of heritage.

The official language of Albania is Albanian, and around 94% of its population is Albanian, yet foreign languages, such as English, Italian and French, shape considerably the onomastics landscape in Tirana, mainly due to the effects of globalization, emigration and of identity related matters.

In our study we survey the names and naming practices of the main tourist attractions in Tirana, including restaurants, cafes and hotels names and also heritage or entertainment sites that evoke the communist past of the city.

Thus, we pay close attention especially to the linguistic landscape of the main headquarter of Tirana "Blloku", located in the heart of the city, which used to be the symbol of the communist regime, whereas now it is transformed to the landmark of a vibrant city, filled with cafes, restaurants, pubs etc. which displays the eagerness of being attractive to tourists, but also an interesting mixture of past and present.

Elsa Skënderi - Rakiplari (PhD) is a lecturer of linguistics at University of Tirana. She teaches the courses "Philosophy of language" and "Ethnography of Public speaking". Her fields of interest include and Functional linguistics and (Critical) Discourse Analysis.

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VALÉRIA TÓTH (University of Debrecen, Hungary)

Toponyms, Identity and National heritage protection
The Digital Database of the Hungarian National Toponym Registry

Toponyms play an important role in numerous aspects of our everyday life. They are of decisive importance both for the individual and the community (the nation) as basic building blocks of communities and identity. Toponyms, as elements of the vocabulary, are most intimately linked to the extra-linguistic reality, culture, society and this influences their genesis and changes fundamentally.

Recognizing the multiple roles of toponyms, at the University of Debrecen we have taken steps to record the modern and historical toponyms of the Hungarian language area (the Carpathian Basin) in a single online digital database. In 2010 we launched the online database of the Hungarian Digital Toponym Registry, which has been running as one of the modules of the Hungarian National Toponym Registry (<http://mnh.unideb.hu>) since 2015.

The Hungarian National Toponym Registry (based on the level of completeness) is divided into two units: the Hungarian Name Archive (<http://mna.unideb.hu>) with 450,000 toponymic records at present, and the Hungarian Digital Toponym Registry (<http://mdh.unideb.hu>) with 250,000 records that can be searched and visualized on a map. Both units are being uploaded continuously with linguistic records.

The Hungarian National Toponym Registry is outstanding in terms of its significance in linguistic and national strategy. It supports national heritage protection directly, contributes to the maintenance of cultural and collective memory, serves the objectives of education, culture, and tourism, while local governments, cartography, and other areas may also rely on it. The collection of toponyms of multilingual regions (Hungarians living beyond the borders

of Hungary and minorities living in the country) and their recording in a database also play a central role in the preservation of the identity and culture of these communities.

My paper introduces the key principles, operation, and the varied possibilities of the utilization of the Hungarian National Toponym Registry.

Valéria Tóth is Professor in the Department of Hungarian Linguistics, University of Debrecen (Hungary) and the Head of the Doctoral School of Linguistics at the University of Debrecen. She is a member of the Research Group on Hungarian Language History and Toponomastics founded in 2013. She is author of five monographs, co-author of a monograph and a member of the team compiling the dictionaries of old Hungarian toponyms. She is a member of ICOS, as well as of the ICOS Board and of ICOS Bibliography Board. She was the coordinator of the 26th International Congress of Onomastic Sciences in 2017.

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JEAN-LOUIS VAXELAIRE (Université de Namur, Belgium)

***What is the symbolic price of a name?
Tourism vs tradition***

A vast majority of works on proper names says they are rigid designators (Kripke, 1972), which means they are mainly labels without any semantic content. On the other hand, we can see that several places have seen their name change these last decades, mostly because of reasons linked to tourism. If names of cities or French departments were only mere labels, what would be the point of changing them?

We will observe some name changes that happened recently in France (*Châlons-en-Champagne, Saint-Dié-des-Vosges, Cordes-sur-Ciel*, etc.) to understand the discrepancy between theory and actual practice.

We will defend the idea that there is a difference of point of view (Saussure, 1965) between the two parts: the philosophers and the linguists tend to define meaning as intension (the word *bridge* needs to refer to a bridge, while the name *Zweibrücken* does not need to refer to a city), but when politicians or official tourism bodies are talking about meaning, they are rather speaking of connotations: in the case of *Côtes-d'Armor*, *Armor* sounds like a Breton word while *Côtes-du-Nord* (the previous name) linked to the Nord department and its cold weather. The difference is between a logical approach and a symbolic approach: they are not really speaking of the same linguistic object.

As we live in a symbolic world (Cassirer 1953), the point of view of official tourism bodies is not stupid: people would rather go to a place where the name is attractive.

We will conclude with a last point of view, the point of view of local residents who have a symbolic investment in the name and do not want to let it go for purely financial reasons.

Jean-Louis Vaxelaire has been teaching linguistics for more than fifteen years in various universities in different countries (France, Cyprus, Belgium). His research focuses on the issue of the proper name in linguistics. He defends the thesis that the proper name is not an extralinguistic object as it so often said but a sign with a signified and a signifier when it appears in a text, his habilitation thesis (2012) was rightly called "Le nom propre en tant que fait de texte". This also means there is a social background that needs to be taken into account as texts are written by people.

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