



NAMING, IDENTITY and TOURISM
International Conference - May 3-5, 2018 – University of Basilicata

THURSDAY, May 3		
Aula Magna, Campus Francioso, University of Basilicata		
13.00	REGISTRATION	
	WELCOME ADDRESS	
14.30	<p>Aurelia Sole (Rector, University of Basilicata)</p> <p>Paolo Augusto Masullo (Head of the Department of Humanities, University of Basilicata)</p> <p>Patrizia Minardi (Director of the Tourism and Culture International Cooperation Office, Regione Basilicata)</p> <p>Marta Ragozzino (Director of the Museums of Basilicata)</p> <p>Luisa Caiazzo (University of Basilicata)</p>	
15.00	<p align="center">KEYNOTE SPEECH</p> <p>Richard Coates (University of the West of England)</p> <p align="center"><i>Naming, packaging and the management of expectations</i></p>	<p align="center">Chair Valéria Tóth (University of Debrecen)</p>
16.00	COFFEE BREAK	
16.30	<p>Vincenzo Asero and Douglas Mark Ponton (University of Catania)</p> <p align="center"><i>In search of 'Vigata': rebranding Sicilian towns in a tourism perspective</i></p>	<p align="center">Chair Manuela Gieri (University of Basilicata)</p>
16.50	<p>Eleonora Sasso (University 'G. D'Annunzio' of Chieti-Pescara)</p> <p align="center"><i>Extinction Tourism: The Use of Inuit Art and Names in Documentary-Induced Tourism</i></p>	



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17.20	Richard W. Hallett (Northeastern Illinois University), Dustin De Felice (Michigan State University) <i>“Come to live a unique experience in one of Mexico's Pueblos Mágicos”: The linguistic landscape of Mexican tourism</i>	Chair Margaret Rasulo (University of Campania ‘L. Vanvitelli’)
17.40	Esterino Adami (University of Turin) <i>Naming the exotic between cultural belonging, text building and railway heritage tourism</i>	
18.10	Elena Bellavia (University of Basilicata) <i>La toponomastica in Alto Adige tra conflitti identitari e leggi di mercato</i>	
18.40	Undergraduate Students’ Corner (University of Basilicata) <i>Discovering the world of names</i>	Chair Luisa Caiazzo (University of Basilicata)
19.00	WELCOME CONCERT University of Basilicata Choir directed by Paola Guarino	
20.00	SOCIAL DINNER	

FRIDAY, May 4
Sala del Cortile, Palazzo Loffredo
Museo Archeologico Nazionale della Basilicata “Dinu Adamesteanu”

	KEYNOTE SPEECH	
9.00	Maoz Azaryahu (University of Haifa) <i>Name-making as place-making</i>	Chair D. Dodge Robbins (University of Louisiana)
10.00	Dorothy Dodge Robbins (University of Louisiana) <i>Ghosts of Tourists Past: Onomastic Hauntings in Three British Novels Set in Italy</i>	Chair Emilia Di Martino (University of Naples ‘Suor Orsola Benincasa’)
10.20	Maria Teresa Imbriani (University of Basilicata) <i>Where is Lucania?</i>	



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10.50	COFFEE BREAK	
11.20	Oriana Palusci (University of Naples 'L'Orientale') <i>Meet Te Matua Ngāhere at twilight: Māori ecotourism and naming</i>	Chair Giuseppe Balirano (University of Naples 'L'Orientale')
11.40	Mirko Casagrande (University of Calabria) <i>From the Big Apple to Frisco and return: Naming and nicknaming in American tourist guides</i>	
12.10	Kathryn M. Hudson (University at Buffalo) <i>The Consequences of Names: Archaeology, Identity, and Tourism in Contemporary Mesoamerica</i>	Chair
12.30	Marie Antoniette Rieger (University of Bologna) <i>The role of names in Tanzanian heritage tourism</i>	M. Chiara Monaco (University of Basilicata)
13.00	LUNCH BREAK	
	KEYNOTE SPEECH	
14.00	Peter Jordan (University of Vienna) <i>Place names and tourism: survey of a dense relationship</i>	Chair Oriana Palusci (University of Naples 'L'Orientale')
15.00	Valéria Tóth (University of Debrecen) <i>Toponyms, Identity and National heritage protection: The Digital Database of the Hungarian National Toponym Registry</i>	Chair
15.20	Becki Maddock (Royal Geographical Society, London) <i>Romanization systems, tourism and national identity in the context of the work of the Permanent Committee on Geographical Names (PCGN)</i>	Peter Jordan (University of Vienna)



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15.50	Jean-Louis Vaxelaire (Université de Namur) <i>What is the symbolic price of a name? Tourism vs tradition</i>	Chair Maurizio Martirano (University of Basilicata)
16.10	Katalin Reszegi (University of Debrecen) <i>Name, Culture, Identity</i>	
16.40	COFFEE BREAK	
17.00	Elsa Skënderi (University of Tirana) <i>Linguistic landscape of touristic Tirana</i>	Chair Francesco Panarelli (University of Basilicata)
17.20	Stefania Gallotta (University of Basilicata) <i>The importance of being Herculaneum</i>	
17.40	Sara Matrisciano (Heidelberg University) <i>Play global name local: (why) is the MAMT museum speaking Neapolitan?</i>	
18.15	GUIDED TOUR OF THE MUSEUM Mara Romaniello (National Archeological Museum of Basilicata)	
20.00	TASTES OF PIZZA	

SATURDAY, May 5
TRIP TO MATERA

8.30-17.30