



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



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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 Caiazza (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	Linda Mëniku and 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	

8.30-17.30 **SATURDAY, May 5**
TRIP TO MATERA