



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

<b>THURDAY 3 May</b>		
<b>Aula Magna, Campus Francioso, University of Basilicata</b>		
13.00	<b>REGISTRATION</b>	
14.30	<b>WELCOME ADDRESS</b>	
	<p><b>Aurelia Sole</b> (Rector, University of Basilicata)</p> <p><b>Paolo Augusto Masullo</b> (Head of the Department of Humanities, University of Basilicata)</p> <p><b>Luisa Caiazzo</b> (University of Basilicata)</p>	
15.00	<b>KEYNOTE SPEECH</b>	Chair
	<p><b>Richard Coates</b> (University of the West of England)</p> <p><i>Naming, packaging and the management of expectations</i></p>	<b>Valéria Toth</b> (University of Debrecen)
<b>COFFEE BREAK</b>		
16.30	<b>Vincenzo Asero and Douglas Mark Ponton</b> (University of Catania)	Chair
	<i>In search of 'Vigata': rebranding Sicilian towns in a tourism perspective</i>	
16.50	<b>Eleonora Sasso</b> (University G. D'Annunzio of Chieti-Pescara)	
	<i>Extinction Tourism: The Use of Inuit Art and Names in Documentary-Induced Tourism</i>	<b>Manuela Gieri</b> (University of Basilicata)
17.10	<b>Esterino Adami</b> (University of Turin)	
	<i>Naming the exotic between cultural belonging, text building and railway heritage tourism</i>	



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17.30	<b>Maria Teresa Imbriani</b> (University of Basilicata) <i>Where is Lucania?</i>	Chair <b>Margaret Rasulo</b> (University of Campania 'L. Vanvitelli')
17.50	<b>Sabrina Francesconi</b> (University of Trento) <i>Multimodal Naming Practices in Digital Travel Videos about Basilicata</i>	
18.10	<b>Elena Bellavia</b> (University of Basilicata) <i>La toponomastica in Alto Adige tra conflitti identitari e leggi di mercato</i>	
18.30	<b>Undergraduate Students' Corner</b> (University of Basilicata) <i>Discovering the world of names</i>	Chair <b>Luisa Caiazzo</b> (University of Basilicata)
19.00	<b>WELCOME CONCERT</b> <b>University of Basilicata Choir directed by Paola Guarino</b>	

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

	<b>KEYNOTE SPEECH</b>	
9.00	<b>Maoz Azaryahu</b> (University of Haifa) <i>Name-making and/as place-making</i>	Chair <b>George Ellenbogen</b> (Prof. Emeritus Bentley University)
10.00	<b>George Ellenbogen</b> (Poet and memoirist, Professor Emeritus, Bentley University) <i>Growing Up in Montreal's Ghetto: In and Out of Identity</i>	Chair
10.20	<b>Dorothy Dodge Robbins</b> (University of Louisiana) <i>Ghosts of Tourists Past: Onomastic Hauntings in Three British Novels Set in Italy</i>	<b>Emilia Di Martino</b> (University of Naples 'Suor Orsola Benincasa')



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10.45	<b>COFFEE BREAK</b>	
11.10	<b>Oriana Palusci</b> (University of Naples 'L'Orientale')  <i>Meet Te Matua Ngāhere at twilight: Māori ecotourism and naming</i>	Chair  <b>Giuseppe Balirano</b> (University of Naples 'L'Orientale')
11.30	<b>Richard W. Hallett</b> (Northeastern Illinois University) <b>Dustin De Felice</b> (Michigan State University)  <i>"Come to live a unique experience in one of Mexico's Pueblos Mágicos": The linguistic landscape of Mexican tourism</i>	
11.50	<b>Valéria Toth</b> (University of Debrecen)  <i>Toponyms, Identity and National heritage protection: The Digital Database of the Hungarian National Toponym Registry</i>	Chair  <b>M. Chiara Monaco</b> (University of Basilicata)
12.10	<b>Kathryn M. Hudson</b> (University at Buffalo)  <i>The Consequences of Names: Archaeology, Identity, and Tourism in Contemporary Mesoamerica</i>	
12.30	<b>Marie Antoniette Rieger</b> (University of Bologna)  <i>The role of names in Tanzanian heritage tourism</i>	
13.00	<b>LUNCH BREAK</b>	
14.00	<b>KEYNOTE SPEECH</b>	Chair  <b>Oriana Palusci</b> (University of Naples 'L'Orientale')
15.00	<b>Peter Jordan</b> (University of Vienna)  <i>Place names and tourism: survey of a dense relationship</i>	
15.00	<b>Becki Maddock</b> (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>	Chair  <b>Peter Jordan</b> (University of Vienna)
15.20	<b>Mirko Casagrande</b> (University of Calabria)  <i>From the Big Apple to Frisco and return: Naming and nicknaming in American tourist guides</i>	



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

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