



אוניברסיטת בר-אילן
Bar-Ilan University



The Discourses and Materialities of Tourism

An International Workshop of the Israel Science Foundation

12-14 February 2020, Bar-Ilan University | Weissfeld Hall, Feldman Senate Building

Program

Wednesday, 12 February

Greetings and Workshop Presentation

09:00-09:30

Prof. Moshe Lewenstein, Deputy President, Bar-Ilan University
Prof. Eliezer Schlossberg, Dean of the Humanities, Bar-Ilan University
Mr. Uri Taub, Policy Planning & Strategy Administration, Israel Ministry of Tourism
Prof. Galia Yanoshevsky, French Department, Bar-Ilan University
Dr. Danielle Gurevitch, Chair, The Sir Naim Dangoor Centre for Universal Monotheism

Forms of Tourism and the Construction of National and Supra-National Identities

09:30-11:00 SESSION 1

Chair: **Prof. Galia Yanoshevsky**, Bar-Ilan University
Prof. Maria Gravari-Barbas, Paris 1 Panthéon-Sorbonne EIREST
Touristifying Heritage: Heritage Representations in Tourist Iconographic Media
Prof. Irit Amit Cohen, Department of Geography and Environmental Studies, Board of Directors, the Council for conservation of Heritage Sites in Israel
From Theory to Practice: Heritage Tourism. Conserving and Designing Representations
Dr. Susana S. Martins, Universidade NOVA de Lisboa
Portugal and the Intermedial Matters of Tourism and Propaganda
Dr. Catalina V. Fara, IDEAS-UNSAM, Argentina
Landscapes, Tourism and the Building of an Ideal Retreat. Visual Imaginaries of Travel in Argentina's Printed Culture at the Beginning of the 20th Century.

Coffee Break

Materialities: Tourist Guidebooks and More

11:30-14:30 SESSION 2

Chair: **Dr. Amos Ron**, Haifa University
Prof. (Emeritus) Evelynne Cohen, ENSSIB-Lyon LARHRA CNRS, and **Prof. Joanne Vajda**, ENSA Paris Malaquais / AHTTEP – UMR CNRS/MCC AUSSER 3329
Landscapes and Itineraries through French Speaking Tourist Guide Books Published in Europe (1948-to the present) | in French
Prof. David Martens, KU Leuven, and **Dr. Marcela Scibiorska**, Université Catholique de Louvain
A Country's Portrait: A Para-commercial Genre | in French
Dr. Maya Mazor Tregerman, Ashkelon Academic College and Oranim College of Education
Protective universalism: Tourism, Travel Guidebooks and Israeli Identities
Dr. Amos Ron, Ashkelon College
The Use of Visuals in Tourism: Tourist Guide Books, Travel Books and Commercial Travel Itineraries

Lunch

Embodiment

15:30-18:30 SESSION 3

Chair: **Prof. Elana Shohamy**, Tel-Aviv University
Noel B. Salazar, KU Leuven
Tourism on the Move: Contemporary Forms of Multi-Sensorial Travel and Travail

Prof. Adam Jaworski, Hong-Kong University
The Linguistic Landscape of Tourism
Prof. Crispin Thurlow, University of Bern
(Dis)orderly Visions in Luxury Tourism: A Social Semiotics (and Class Critique) of the Infinity Pool
Prof. Chaim Noy, Bar Ilan University
On Being a Museumgoer: A Performance Approach to the Study of Tourists' Discourse in Museums
Prof. Hécate Vergopoulos, CELSA-Sorbonne Université
Displeasure, Fatigue and Discomfort. Forgetting the Felt Body in Stories of Tourist Practices
Prof. Marta Caraion, University of Lausanne
The Material Culture of Travel: Producing and Promoting Memories | in French

Thursday, 13 February

Tourism Then and Now

09:00-11:00 SESSION 4

Chair: **Prof. Jackie Feldman**, Ben-Gurion University
Mr. Ariel Tishby, Israel Museum, Jerusalem
Why so many Maps to the Holy Land?
Prof. Ora Limor, The Open University
Soil, Water, and Oil: On the Worship of Natural Elements of the Holy Land
Prof. Avraham Faust, Bar-Ilan University
The Past is Foreign Country: Visiting an Iron Age Israelite City
Prof. Jackie Feldman, Ben-Gurion University
Contemporary Holy Land Itineraries: An Insulated Adventure with Jesus

Coffee Break

Travel Tech: Entrepreneurship and Tourism

11:30-13:30 SESSION 5

Chair: **Michael Ben Aharon**, innovate Israel & ITTS
Mr. Dedi Zucker, Mappo
Heritage on the Move
Ms. Tamar Hadar, Ms. Efrat Adiv, Playplus
Exploring and Learning through Play: Visit and Interaction in Museum Spaces
Ms. Lihi Lothan, The Spetz
It's all Personal: Personally Tailored Digital Tourism
Ms. Michal Hubschmann, Visualier
Real-Time Image Rating and Suggestion Engine Based on User Interaction and Preferences
Dr. Asaf Toker, Seevoov
Reinventing Digital Travel: Implementing Machine Learning in Video Environments

Lunch

The Language of Art and Tourism: A Critical Outlook

14:30 – 16:00 SESSION 6

Chair: **Dr. Ayelet Kohn**, David Yellin College
Mr. Tal Adler, Humboldt-Universität zu Berlin
Hacking Tourism. Artistic Research Strategies to Confront Difficult Heritage
Prof. Tommaso Milani, University of Gothenburg
Commodified Necropolitics

Dr. Ayelet Kohn, David Yellin College
Embodied Transformations of National Iconography: Flags and Leaders' Statues as Polysemic Utterances in Local and Global Spheres

Coffee Break

Tourism and Museology

16:30-18:30 SESSION 7

Chair: **Dr. Sonja Narunsky-Laden**, Hebrew University
Prof. Nelson Graburn, University of California, Berkeley
and Prof. Lu Jin, University of Ningbo
The Ecomuseum Grows Up: the Anji County Museum in China
Dr. Sonja Narunsky-Laden, Hebrew University
Tourist Art in (South) Africa: 'Made-for-Sale' African Imagery on the Post-Apartheid Stage
Dina Grossman, Exhibition Curator, Yad Ben Zvi Institute, 'Eretz-Hefetz'
Landscape and Object: Heritage Treasures Project
Mr. Yoni Shapira, Chairperson, Israel's Incoming Tourist Guides Association
Gulliver's Gate: Dual Narrative and Subtext in Museum Displays

Friday, February 14

Tourism as Heritage and Heritage as Tourism

09:00-10:30 SESSION 8

Chair: **Dr. Assaf Selzer**, Haifa University
Dr. Assaf Selzer, Haifa University
The Essence and Identity of Local Heritage Sites
Arch. Naama Neeman Mizrahi, Regional Director of Haifa and Western Galilee District at CCHIS: Council for Conservation of Heritage Sites in Israel
Thinking outside the Box: How to Walk the Thin Line between Place, Content, and Heritage
Mr. Yair Varon, Bar-Ilan University (PhD candidate)
Dissonant Heritage: Conservation and Development for Tourism of Fascist Cultural Built Heritage in Italy

Tourism as Heritage: The Role of the Archive

10:30-11:30 SESSION 9

Chair: **Prof. David Martens**, KU Leuven
Prof. Elena Carpi, Pisa University, **Prof. Annick Farina**, Florence University, and **Dr. Carolina Flinz**, Milan University
Descriptions of the Dome of Florence: Analysis of the Word Combinations in the German, French and Spanish corpora of Lessico dei Beni Culturali | in French
Prof. Elena Carpi, Pisa University, **Prof. Annick Farina**, Florence University, and **Dr. Carolina Flinz**, Milan University
Comparison of Visions of Heritage through Travel Accounts in Italy: a Journey through the Proper Names in the Spanish, French and German Corpora of Lessico dei Beni Culturali

Early Lunch

Round Table: the Discourses and Materialities of Tourism

13:00-14:30

With **Prof. Noga Collins-Kreiner**, Haifa University, **Prof. Elana Shohamy**, Tel-Aviv University and others
Discussing collaborations and joint ventures



The Lechter Institute for
Literary Research
The Lewis Family Foundation
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in the Humanities



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Faculty of Humanities
Department of French Culture