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. Elazar Schleiss, Dean of the Humanities, Bar-Ilan University
Mr. Uri Tzadik, Policy Planning & Strategy Administration, Israel Ministry of Tourism
Prof. Galia Tancoshevsky, French Department, Bar-Ilan University
Dr Danielle Sennrich, 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 Tancoshevsky, Bar-Ilan University
Prof. Maria Grazia Bavoli, Uni. Palermo-Pantheon-Sorbonne ERSTEIT
Touristic Heritage: Heritage Representations in Tourist Iconographic Media
Prof. Kari Amr 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. Susan M. Martinis, Universidade NOVA de Lisboa
Portugal and the Intermedial Matters of Tourism and Propaganda
Dr. Catalina F. Varea, IDEAS-UPBAN, Argentina
Landscapes, Tourism and the Building of a Ideal Retreat. Visual Imaginaries of Travel in Argentina’s Printed Culture at the Beginning of the 20th Century.

Materials: Tourist Guidebooks and More
11:30-14:30 SESSION 2
Chair: Dr. Amos Ron, Haifa University
Prof. (Emeritus) Evelyne Cohen, ENSBB-Lyon, LARES-CNRS, and Prof. Joanne Vajda, ESAUL-Paris 1-Sorbonne / AMITSP / LARB CNRS / MCC AIXI 3529
Landscapes and Itineraries through French Speaking Tourist Guide Books Published in Europe (1945-dechancement) in French
Prof. David Martens, KULeuven, and Dr. Marcela Soborska, Université Catholique de Louvain
A Country's Portrait - A Para-commercial Genre in French
Dr. Maya Mazur Tregerman, Ashkelon Academic College and Oranim College of Education
Protective universalism: Tourism, Travel Guidesbooks and Israeli Identities
Dr. Amos Ron, Ashkelon College
The Use of Visuals in Tourism: Tourist Guide Books, Travel Books and Commercial Travel Images
Lunch

Embodiment
15:30-18:00 SESSION 3
Chair: Prof. Elana Shohamy, Tel-Aviv University
Noel B. Sukar, KULeuven
Tourism on the Move: Contemporary Forms of Multi-Sensory Travel and Travel

Tourism and Museology
10:30-11:30 SESSION 9
Chair: Prof. David Martens, KULeuven
Prof. Elena Carlu, Fias University, Prof. Annick Farina, Florence University, and Dr. Carolina Fino, Milan University
Descriptions of the Chains of Flavour: Analysis of the Word Combinations in the German, French and Spanish corpora of Lessico dei Beni Culturali. (In French)
Prof. Elena Carlu, Fias University, Prof. Annick Farina, Florence University, and Dr. Carolina Fino, Milan University
Companion 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

Thursday, 13 February

Tourism Then and Now
09:00-11:00 SESSION 4
Chair: Prof. Jackie Feldman, Ben-Gurion University
Mr. Ariel Bashy, Israel Museum, Jerusalem
Why so many Maps to the Holy Land?
Prof. Ora Lomer, The Open University
Landscapes and Water in the History of the Land of the Holy Land
Prof. Aminah Faust, Bar-Ilan University
The Past is Foreign Country: Visiting an Iron Age Israelite City
Prof. Jackie Feldman, Ben-Gurion University
Contemporary Holy Land Tourists: An Insulated Adventure with Jesus

Travel Tech: Entrepreneurship and Tourism
11:30-13:30 SESSION 5
Chair: Michael Ben Abnon, innovate Israel & ITTS
Mr. Didik Zucker, Mapgo
Heritage on the Move
Ms. Tamar Hadar, Ms. Efi Bar, Mapgo
Exploring and Learning through Play: Visit and Interaction in Museum Spaces
Ms. Lilo Lothian, The Spiel
It’s all Personal: Personally Tailored Digital Tourism
Mr. Assaf Toker, Seevoov
Real-Time Image Rating and Suggestion Engine Based on User Interaction and Preferences

Lunch

The Language of Art and Tourism: A Critical Outlook
14:30 – 16:00 SESSION 6
Chair: Dr. Ayelit Kahn, David Vale College
Mr. Tal Adier, Humboldt-Universität zu Berlin
Hacking Tourism: Artistic Research Strategies to Confront Difficult Heritage
Prof. Tommaso Milani, University of Gothenburg
Communiqués de nos amis

Coffee Break

Tourism as Heritage and Heritage as Tourism
10:30-11:30 SESSION 8
Chair: Dr. Assaf Sela, Haifa University
Dr. Assaf Sela, 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 Guren, Bar-Ilan University (PhD candidate)
Disseminating 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, KULeuven
Prof. Elena Carlu, Fias University, Prof. Annick Farina, Florence University, and Dr. Carolina Fino, Milan University
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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 endeavors

Friday, February 14

Coffee Break

Tourism as Heritage and Tourism
09:00-10:30 SESSION 10
Chair: Dr. Assaf Sela, Haifa University
Dr. Assaf Sela, Haifa University
Diversifying 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
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