



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

##### 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  
*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.*

##### Materialities: Tourist Guidebooks and More

11:00-14:00 **SESSION 2**  
 Chair: **Prof. Yoel Mansfeld**, Haifa University  
**Prof. (Emeritus) Evelyne 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 Scibiorka**, Université Catholique de Louvain  
*A Country's Portrait : A Para-commercial Genre*  
 (in French)

##### Coffee Break

**Dr. Maya Mazor Tregerman**, Ashkelon Academic College and Oranim College of Education  
*Protective universalism: Tourism, Travel Guidebooks and Israeli Identities*

**Prof. Yehiel Limor** (Emeritus), Bar-Ilan University  
*Postage Stamps as a State Platform to Promote Tourism*

**Dr. Amos Ron**, Ashkelon College  
*The Use of Visuals in Tourism: Tourist Guide Books, Travel Books and Commercial Travel Itineraries*

**Dr. Nirit Shalev-Khalifa**, Yad Ben Tzvi Institute, Eretz-Chefetz  
*Country-Object Project*

##### Lunch

##### Embodiment

15:00-18:00 **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 Vergopoulou**, 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

11:00-13:00 **SESSION 5**  
 Chair: **Michael Ben Aharon**, innovate Israel & ITTS  
**Mr. Dedi Zucker**, Mappo  
*Heritage on the Move*  
**Mr. Michael Hay**, Visio Hospitality  
*Boutique Hotels: From Lodging Solutions to Overnight Experience*  
**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 Tokar**, Seevoov  
*Reinventing Digital Travel: Implementing Machine Learning in Video Environments*

##### Lunch

##### The Language of Art and Tourism: A Critical Outlook

14:00 – 15:30 **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: Tradition and Innovation

15:30-17:30 **SESSION 7**  
 Chair: **Dr. Sonja Narunsky-Laden**, Hebrew University  
**Prof. Nelson Graburn**, University of California, Berkeley  
**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 Africa – Then and Now*  
**Mr. Yoni Shapira**, Chairperson, Israel's Incoming Tourist Guides Association  
*Gulliver's Gate: Dual Narrative and Subtext in Museum Displays*  
**Ms. Tamar Hadar**, **Ms. Efrat Adiv**, Playplus  
*Exploring and Learning through Play: Visit and Interaction in Museum Spaces*

#### 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 and French 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 and French corpora of Lessico dei Beni Culturali (in French)*

##### 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*



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