



International symposium on tourism, communication, and translation



Constructing Tourism Narratives: Interdisciplinary Perspectives on Tourism Communication as Mediation

University of Birmingham

3-4 September 2026

Thursday 3rd September - Arts Lecture Room 1

13:00-13:15	Registration	
13:15-13:30	Welcome & Introduction	
13:30-14:30	Keynote: Mihalis Kavaratzis	The place is the story: On narratives of tourism communication, place making and place branding
14:30-14:55	Carol Zhang	Evolving Hong Kong: Tourism Communication and Identity Politics
14:55-15:20	Nan (Iris) Xue	The Licensing Paradox of Green Language: How Affective vs. Functional Sustainability Claims Trigger Moral Licensing
15:20-15:45	Penelope Johnson and Sarah Moss	Language, Translation and Gastronomic Culture on the Camino Inglés: Intercultural Mediation between England and Galicia
15:45-16:00	Coffee break	
16:00-16:25	Lama Alharthi	From Production to Promotion: The Making of Saudi Tourism Campaigns
16:25-16:50	Sabina Owsianowska	Constructing tourism narratives about dissonant heritage sites in a multisensory perspective
16:50-17:15	Maria Dafni Gerodimou	From Incidental Visit to Lasting Bond: A Conceptual Model for Evaluating Gamified Heritage Experiences
17:15-17:30	Official Launch of the Tourism, Communication and Translation (TourCT) Network	
17:30-18:30	Reception & Networking	

Friday 4th September – Arts Lecture Room 1

9:15-9:30	Arrival coffee & tea	
9:30-10:30	Keynote: Elena Manca	Constructing Tourism Narratives on Instagram: The Role of Narrative Resources in Destination Branding
10:30-10:45	Coffee break	
10:45-11:10	Sabrina Francesconi	Multimodal Tourism Narratives: Storytelling in Dynamic Texts
11:10-11:35	Maria Elisa Fina	Multimodal Rewriting Across Genres: A Case Study of Rick Steves' Europe Travel Media
11:35-12:00	Elena Mattei	Multimodal Worldmaking in Post-sustainable Tourism: How Philanthropic Imagery and Regenerative Language Co-construct Destination Visibility and Value
12:00-13:00	Lunch break	
13:00-13:25	Giulia Cavalli	The Construction and Evolution of Veneto's Regional Identity in Institutional Tourism Communication (1919–1970)
13:25-13:50	Monika Messner	Time and temporality in digital tourism communication
13:50-14:15	Stefania Maci	I came, I saw, I selfied. Tourist Discourse as contested visibility
14:15-14:40	Stavroula Kefala	Mediating the Sustainable "Gaze": A Cross-Cultural Linguistic Analysis of Sustainable Tourism Promotion
14:40-15:05	Olga Denti	Family Ties and Identity Construction on Italian Wineries' Websites
15:05-15:30	Alice Sbrana	Slowness and Sustainability in Tourism Discourse: A Corpus-Linguistic Analysis across Digital Media and AI
15:30-15:45	Coffee break	
15:45-16:10	Raghad Alsulami	Evaluating LLM-based Translations of Tourism Promotional Texts: Translators' Perspectives
16:10-16:35	Estella Oncins, Pilar Orero, and Iris Serrat Roozen	Accessible tourism: AI-driven accessible communication solutions for all
16:35-17:00	Prapaporn Sompakdee	Designing Real-World English for Nature Tourism in Thailand Using Corpus Linguistics and Generative AI
17:00-17:15	Closing remarks	