School of Methodology and Socio-Cultural and Territorial Research on Tourism

VIII Edition of ScOUT

From the City to the Volcano: Tourism, Territory and Digital Transformation

University of Naples Federico II and Vesuvius National Park
9–11 December 2026

PROGRAMME OF ACTIVITIES

Wednesday 9 December 2026 – Naples

International Opening Conference

From the City to the Volcano: Tourism, Territory and Digital Transformation

Room G3, Department of Social Sciences – Largo San Marcellino, 10 – Naples – University of Naples Federico II

8:30 Registration

9:30 Welcome coffee

10:00 **Institutional Welcome Addresses**

Fabio Corbisiero – University of Naples Federico II / Scientific Director ScOUT

- [TO BE CONFIRMED] Stefano Consiglio – President of the School of Humanities and Social Sciences
- Dora Gambardella – Head of the Department of Social Sciences
- Valeria Costantino – Rector's Representative for Student Mobility and International Students at the University of Naples Federico II
- Patrizia De Pasquale – University of Naples Federico II / Coordinator of the InclEU Jean Monnet Centre of Excellence
- Raffaele De Luca – President of Vesuvius National Park
- Gilberto Sammartino – University of Naples Federico II / Coordinator of the MUNA – Mediterranean and Middle East University Network Agreement
- Eugenio Zito – University of Naples Federico II / Director of MAM
- Gabriele Manella – Alma Mater Studiorum University of Bologna / President of ASTMed
- Anna Mignuolo – Mediacom S.r.l. / Market Research Specialist

Presentations

Chair: Ilaria Marotta – University of Naples Federico II

- Henen Oulhi – Mohamed Cherif Messaadia University of Souk Ahras

Towards a Tourism Communication Model for Virtual Influencers: A Comparative Study of Two Instagram Accounts ("Venere Italia" and "Ana Zelu")

- Anna Maria Zaccaria – University of Naples Federico II

Between Risk and Trust. The Volcano as an Emblematic Object of Study

- Emilio Cocco – University of Teramo

A Free Sea or a Liberated Sea? "Blue Grabbing" and the Challenges for Marine Tourism

- Alessia Maccaro – University of Naples Federico II

Responsibility towards Places: Tourism and the Ethics of Digital Transformation

- Tamara Mykhaylyak – University of Naples Federico II

Algorithms on the Move: An Ethnography of Tourism in the Age of AI

- Salvatore Monaco – University of Foggia

Opportunities, Limitations and Questions for the Future of Tourism Research

12:30 Opening of the Temporary Photographic Exhibition
The Good Giant. Imaginaries and Images of Vesuvius (Room G3 – Largo San Marcellino, Naples)

13:30 Lunch – Aula Ovale (Department of Social Sciences – Vico Monte della Pietà, 1 – Naples)

Afternoon Session

14:30–16:30 Introduction to Innovative Workshops and Seminars

The session will outline the fieldwork activities, research questions, data collection methods and arrangements for working groups. It will also provide practical and ethical guidance and invite participants to share their expectations, interests and questions.

Seminar led by Gabriele Manella – Alma Mater Studiorum University of Bologna

Between Coast and Hinterland: New Forms and New Challenges for Local Tourism Development. Reflections on the Case of Romagna

Seminar led by Antonella Berritto – University of Naples Federico II

Imagining the City of the Future: Artificial Intelligence, Participation and Urban Regeneration

20:30 Social dinner

Contact Information

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The event is funded by the University of Naples Federico II[1], the Department of Social Sciences, the Department of Political Science (InclEU project[2]), and Vesuvius National Park.

[1] Under Regulation No. 189 of 17 January 2024 on the award of grants for the organisation of science communication initiatives.
[2] Project no. 101239153 – Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.