

[ International Conference ]

# Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability

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## BOOK OF ABSTRACTS



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## **The New European Bauhaus Initiative. Culture at the center and a new rationale for public policy**

### **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

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**Abstract:** The New European Bauhaus (NEB) is an interdisciplinary initiative launched in 2020 that expresses the European Union's ambition of “creating beautiful, sustainable, and inclusive places, products and ways of living”.

The NEB “is a creative and transdisciplinary movement in the making: (i) It is a bridge between the world of science and technology, art and culture; (ii) It is about leveraging our green and digital challenges to transform our lives for the better; (iii) It is an invitation to address complex societal problems together through co-creation”.

This European Initiative places culture at the center of the process of defining public policy, and assumes culture as a new epicenter from which future development processes should be conceived. To this end, the NEB is building functional strategic links with a wide range of EU programs, namely the following: Horizon Europe, European Regional Development Fund, LIFE, Digital Europe, Single Market Programme, COSME, Erasmus+, Creative Europe, European Solidarity Corps .

The NEB therefore constitutes an innovative approach in seeking to contribute to finding new answers to the societal challenges that European and global society face today. In this paper, we will analyze how the NEB is giving rise to a new development paradigm that assumes culture as the engine for building future societies, as well as a new multidisciplinary rationale and transpolicy action for public policies.

**Keywords:** New European Bauhaus, Culture, Public Policy

**Theme:** European policies for Culture, Cultural Heritage, and Sustainability

## **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

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**Abstract: The cultural homologation of landscapes.**

*Cultural landscapes are the work of man who has given nature a recognisability capable of connoting, characterising, clearly and univocally defining the culture and dignity of places and communities. The close relationship with nature leads to inevitable evolutions of landscapes, due to climatic, social and cultural changes which manifest themselves in an increasingly faster and unexpected manner and to which is added the spread of alien phytopathogens (e.g. Xylella f.) which compromise the integrity of historic landscapes. The evolution of natural environments is the sign of how one moment of change is joined by another, and yet another, such as to accompany or completely cancel what was there before. Starting from this assumption, the study wants to address the theme of the "challenges of cultural landscapes in the Mediterranean" through an initial bibliographic research that allows us to focus in the literature on the concept of landscape understood as a cultural asset to be preserved and enhanced.*

*The landscape as an asset to be protected has been included within the legislation of the EU member states, defining a new concept of cultural heritage that has evolved within landscape policy in the international context, starting from the World Heritage Convention in Switzerland in 1972. until the European Landscape Convention in 2013. The Heritage Convention in the first article gives the definition of what is to be considered "cultural heritage". UNESCO then identified the criteria for the definition of cultural and environmental assets to be included in the list of world heritage sites, declining their diversity through new types of assets: tangible, intangible and serial.*

*A comparative reading of the international agreements on the landscape allows us to reconstruct a path relating to its protection as a cultural asset, given its historical and identity value and consequent tourist valorisation. Proceeding with a current criterion, texts and articles in specialized magazines are selected, with the aim of revealing the contemporary characteristics of the theme and the objectives set in recent years for the protection (understood as conservation) and valorisation of cultural landscapes. A qualitative study to examine the "current relevance" of the issue, in particular in light of the changes in perspective and vision with respect to the problem of "cultural landscapes" in transformation and the possible ways of intervention.*

*Change can become the key to defining new projects for the cultural landscape not only understood as a conservation landscape but rather to enhance its transformation through a dynamic reading over time, to recover territorial identities or build new ones through awareness-raising processes, making use of the cultural resources and values of a place to create new cultural heritage. Change as an opportunity to implement actions capable of producing culture and a sense of belonging, which are not aimed at promoting recognition from the point of view of territorial marketing and/or on the political-institutional level of applications to become part of lists of excellence, which has often resulted in the standardization of cultural landscapes to be perceived as tourist destinations.*

**Keywords:** Conservation, evolution, cultural heritage, cultural homologation, tourism

**Theme:** The challenges of cultural landscapes in the Mediterranean

**International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”****CULTURE HERITAGE MANAGEMENT: THE CASE OF EU COUNTRIES****Marta Adamczyk<sup>1</sup>, Anna Staszewska<sup>2</sup>****1:** Management Department, Akademia Górnośląska, Katowice, Polande-mail: [marta.adamczyk@gwsh.pl](mailto:marta.adamczyk@gwsh.pl) web: <https://www.gwsh.pl>**2:** Tourism Department, Akademia Górnośląska, Katowice, Polande-mail: [anna.staszewska@gwsh.pl](mailto:anna.staszewska@gwsh.pl), web: <https://www.gwsh.pl>

**Abstract:** Cultural heritage is an important determinant of cultural identity. Heritage is all that is left behind by ancestors, but also what current generations are leaving behind. It is the duty of society to ensure that the testimonies of the past, monuments, works of art and other cultural elements survive for future generations. Heritage is defined as a resource of immovable and movable things, together with the associated spiritual values, historical phenomena and customs, important for the cultural identity of a community. The value is based on its unique importance to a given social group, including an individual. Heritage understood in this way should be properly developed and managed by the relevant institution and other entities. This paper intends to go beyond this limit and approach this issue in operational terms. Cultural heritage, being a source of community identity in a well-managed process, can help build relationships in communities and raise the growth of a sense of belonging to an area or culture. The purpose of this article will be to point out examples of good cultural heritage management in European Union countries with a special focus on Poland and Portugal. The analysis conducted provides a basis for understanding the richness and diversity of cultural heritage, and an understanding of these challenges should lead to the development of appropriate strategies to effectively manage and protect valuable areas of history and culture.

**Keywords:** culture heritage, heritage management, EU countries

**Theme:** European policies for Culture, Cultural Heritage, and Sustainability

## **Museums and the 2030 Agenda: How are museums responding and contributing to the UN Sustainable Development Goals?**

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### **Abstract:**

*In 2015, the United Nations launched its 2030 Agenda, “Transforming our World”, containing 17 Sustainable Development Goals (SDGs) aimed at achieving peace and prosperity for both the planet and its people. Surprisingly, this framework does not appear to address museological institutions as part of this transformation, and yet these institutions are potentially major players. This paper analyses how museums are responding to and contributing to the SDGs.*

*The paper is divided in two parts. The first part contextualizes the complex concept of Sustainable Development and introduces the 2030 Agenda and its 17 SDGs. Although the concepts of “culture” and “heritage” are only mentioned in six targets of the 2030 Agenda (Targets 11.4, 4.7, 8.3, 8.9, 12.b and 16.4) this article explores why culture is relevant to the 2030 Agenda.*

*The second part evaluates how museums, and their employees, perceive the 2030 Agenda. The methodology used aimed to provide a comprehensive understanding of the subject matter by utilizing a diverse range of museums. Rather than limiting to a specific type, it was incorporated a wide range of museological institutions to capture the variety of perspectives offered by different kinds of institutions. The methodology prioritizes diversity, recognizing that each museum offers a unique lens through which to view the world. This analysis was conducted using a qualitative questionnaire to gather employees’ opinions and ideas.*

*This investigation’s results highlight how museological institutions can actively participate in the fulfillment of the 2030 Agenda, and that staff not only recognizes the relevance of the SDGs but are willing to use them in both their professional work and personal lives in many ways. Understanding this relationship can benefit all kinds of stakeholders in planning their objectives.*

**Keywords:** Museums; Culture; Sustainability; 2030 Agenda;

**Theme:** *European policies for Culture, Cultural Heritage, and Sustainability*

Paper proposal for the International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”

## **European Union Strategies for Safeguarding Mediterranean Cultural Heritage: a study focused on Évora's candidacy for European Capital of Culture 2027**

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**Abstract:** This academic communication draws on the insights gained during the first year of doctoral research, focusing on mapping fairs and markets in Évora, Portugal, and exploring how social museology can play a role in revitalizing intangible cultural heritage. The study is set against the backdrop of the European Union's policies for safeguarding cultural and natural heritage in the Mediterranean region and Évora's candidacy for the European Capital of Culture in 2027. Fairs and markets in Évora are essential sites for maintaining local traditions and fostering community connections. The concept of social museology plays a crucial role in this context, emphasizing the importance of community engagement in the preservation of cultural heritage. The involvement of local communities is vital for Évora's success in its bid to become the European Capital of Culture, as it reflects a broader trend toward inclusive and participatory cultural policies in the EU. Sustainable development emerges as a key theme in the preservation of cultural heritage. The EU's approach to cultural policies balances economic growth with environmental sustainability, ensuring that cultural heritage is preserved for future generations. The mapping of Évora's fairs and markets illustrates how these locations can be developed in a way that aligns with these principles, providing economic opportunities while respecting the environment. The study also explores the role of the creative economy in revitalizing cultural heritage. In Évora, fairs and markets serve as incubators for the creative economy, where local crafts, traditional foods, and other cultural expressions are encouraged and celebrated. This focus on the creative economy ties into Évora's European Capital of Culture candidacy, highlighting the potential for cultural activities to drive economic development and community engagement. Community-based tourism is another critical area of focus. The research indicates that fairs and markets in Évora attract significant tourism, offering platforms for community participation and engagement. This aligns with the EU's strategies for promoting tourism that values local traditions and encourages community involvement. This approach ensures that intangible cultural heritage is not only preserved but also recognized as a vital component of the Mediterranean's cultural landscape. In summary, this communication underscores the importance of a holistic approach to safeguarding cultural heritage in the context of Évora's candidacy for the European Capital of Culture 2027. The research into fairs and markets in Évora demonstrates how social museology and sustainable development practices can support EU policies aimed at preserving intangible cultural heritage. These strategies ensure that local traditions and practices are not only

protected but also embraced as fundamental to the cultural and economic vibrancy of the region. By focusing on the key themes of social museology, sustainable development, the creative economy, and community-based tourism, this study illustrates a comprehensive approach to cultural policy that is not only relevant to Évora but also to the broader Mediterranean region. The findings emphasize the significance of community involvement and sustainability in promoting cultural heritage and highlight the role of creative and community-driven activities in supporting the success of cultural policies and initiatives.

**Keywords:** social museology; cultural heritage; creative economy; cultural policies for local development; Évora 2027.

**Theme:** European policies for Culture, Cultural Heritage, and Sustainability

### **Estratégias da União Europeia para Salvaguarda do Património Cultural Mediterrânico: um estudo focado na candidatura de Évora para Capital Europeia da Cultura 2027**

**Resumo:** Esta comunicação académica baseia-se nas percepções obtidas durante o primeiro ano de investigação de doutoramento, centrando-se no mapeamento das feiras e mercados em Évora, Portugal, e explorando como a museologia social pode desempenhar um papel na revitalização do património cultural imaterial. O estudo enquadra-se no contexto das políticas da União Europeia para a salvaguarda do património cultural e natural na região do Mediterrâneo e na candidatura de Évora para Capital Europeia da Cultura 2027. As feiras e mercados em Évora são locais essenciais para a manutenção das tradições locais e para fomentar conexões comunitárias. O conceito de museologia social desempenha um papel crucial neste contexto, enfatizando a importância do envolvimento da comunidade na preservação do património cultural. A participação das comunidades locais é vital para o sucesso de Évora na sua candidatura a Capital Europeia da Cultura, refletindo uma tendência mais ampla para políticas culturais inclusivas e participativas na UE. O desenvolvimento sustentável surge como um tema-chave na preservação do património cultural. A abordagem da UE para as políticas culturais equilibra crescimento económico com sustentabilidade ambiental, garantindo que o património cultural seja preservado para as gerações futuras. O mapeamento das feiras e mercados de Évora ilustra como estes locais podem ser desenvolvidos de forma que se alinhe com estes princípios, proporcionando oportunidades económicas sem comprometer o ambiente. O estudo também explora o papel da economia criativa na revitalização do património cultural. Em Évora, as feiras e mercados servem como incubadoras para a economia criativa, onde o artesanato local, a gastronomia tradicional e outras expressões culturais são incentivados e celebrados. Este enfoque na economia criativa relaciona-se com a candidatura de Évora para Capital Europeia da Cultura, destacando o potencial para atividades culturais impulsionarem o desenvolvimento económico e o envolvimento comunitário. O turismo de base comunitária é outro tema crítico. A investigação indica que as feiras e mercados em Évora atraem um turismo significativo, oferecendo plataformas para participação e envolvimento comunitário. Esta abordagem alinha-se com as estratégias da UE para promover um turismo que valoriza as tradições locais e incentiva a participação da comunidade. Esta abordagem garante que o património cultural imaterial não só é preservado, mas também reconhecido

como um componente vital do cenário cultural do Mediterrâneo. Em resumo, esta comunicação destaca a importância de uma abordagem holística para a salvaguarda do património cultural no contexto da candidatura de Évora para Capital Europeia da Cultura 2027. O estudo das feiras e mercados de Évora demonstra como a museologia social e as práticas de desenvolvimento sustentável podem apoiar as políticas da UE para a preservação do património cultural imaterial. Estas estratégias contribuem para garantir que as tradições e práticas locais não sejam apenas protegidas, mas também abraçadas como fundamentais para a vitalidade cultural e económica da região.

**Palavras-chave:** museologia social; património cultural; economia criativa; políticas culturais para o desenvolvimento local; Évora 2027.

**Tema:** Políticas europeias para Cultura, Património Cultural e Sustentabilidade.

## **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

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Title of the communication:

The changing Mediterranean and the intersection of culture and security in the European Union's discourse

**Theme:** – *European Foreign and Security Policy, European Security and Defence Policy*

**Keywords:** European Integration, European Security Policy, Culture, Mediterranean, peace

### **Abstract:**

Ian Manners has argued that the EU is one of the most important, if not the most important, normative powers in the world. However, a series of crises in the EU's neighbourhood, principally the Arab Spring and the war in Ukraine, have questioned the European Union's policies, mainly the European Neighbourhood Policy, and its ability to promote peace.

Amidst this fragile setting, in recent years there has been an increased focus on the social and cultural aspects of the European Union's discourse and policies. This is evident through various initiatives such as the European Union Global Strategy, the Joint Communication by the Council and the European Parliament entitled "Towards an EU strategy for international cultural relations," as well as the EU's New Agenda for Culture and the New Agenda for the Mediterranean.

This article suggests that culture and intercultural dialogue significantly influences security not only by fostering European unity but also by shaping the EU's capacity to advocate for peace. Nevertheless, the EU's discourse and practice contain a dichotomy between security and culture, that compromises the outcome itself. Building on the academic debate on 'security culture', this paper critically examines how security and culture are correlated in the context of the EU's global security strategy as well as the EU's international cultural relations strategy, relying on critical discourse analysis-based research. This study employs a social constructivist perspective and a discursive methodology to examine the relationship between security and culture. Its objective is to contribute to the ongoing academic debate on the concept of 'security culture' in the European Union. It emphasizes empirically the significance of culture in peace promotion in the Euro-Mediterranean region.



### **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

#### **A Identidade Europeia. Uma reflexão em torno do pensamento humanista de Tzvetan Todorov.**

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**Abstract:** Tzvetan Todorov, linguista e filósofo de origem búlgara, imigrou na juventude para França para prosseguir os seus estudos e para fugir ao domínio soviético que imperava no seu país. Apesar de ter vivido praticamente toda a sua vida em França, afirmou que sempre se sentiu um estrangeiro. Por se definir como um “homem deslocado” abandona os estudos literários para se dedicar à história das ideias, nomeadamente ao encontro de culturas e às derivas totalitárias que se verificam nas democracias modernas. O seu humanismo crítico verifica-se pela procura incessante em unir campos identitários aparentemente irreconciliáveis como forma de responder à questão: como podemos viver juntos? Neste sentido, a presente comunicação pretende fazer uma análise crítica da identidade e da cultura europeia, partindo das teses críticas de Todorov, de forma a explorar pontos de partida para formas de coexistência democráticas, centradas na pluralidade de culturas como base de unidade.

**Keywords:** Todorov, Identidade, Europa, Liberdade, Democracia

**Theme:** European values, migration, multiculturalism, and cultural diversity.

**PAPER PROPOSAL****Author: Beatriz da Silva Felício<sup>1</sup>****Title: Safeguarding *Sefarad*: Sephardic Jewish Heritage in EU Policies**

**Abstract:** As per the Sustainable Development Goals of the UN 2030 Agenda, sustainability demands exchanges between cultures and religions in order to reduce inequalities, promote quality education, and guarantee peace and justice. The European Union was built upon a shared, yet diverse, history that includes centuries of a heterogeneous and diasporic Jewish presence. If Central Europe was shaped by *Ashkenazim* identities, Southern Europe, especially the Mediterranean and the Iberian Peninsula, framed *Sefardim* communities. This resulted in varied heritage(s) and shared memories, from the persecution of *Sefardi* Judaism by the Portuguese and Spanish inquisitions, to the *Shoah* that victimized most and mostly *Ashkenazim* populations. Therefore, the present and future of Jewish communities in Europe are framed by their history and the way they are incorporated and perceived in collective memory, both within and beyond their groups. The instability of international relations and the escalation of war in the Middle East have raised debates on the Jewish diaspora and highlighted the importance of reflecting on the past, the present, and the possibilities for a future for these communities in Europe.

This paper dwells on how European institutions have shown interest in the safeguarding of Jewish history and heritage. Focusing particularly on a Mediterranean and Iberian context, I am questioning how the European Union conceives *Sefardi* cultural heritage and includes it in its strategies, initiatives, and projects.

To understand the current approaches and action guidelines concerning this topic, I will resort to the interpretation and speech analysis of the European Parliament's briefings ("Jewish cultural heritage in Europe: Preservation as a means for understanding", 2023) and communications ("EU Strategy on Combating Antisemitism and Fostering Jewish Life (2021-2030)", 2021). I will examine how these ideas are put into practice through a survey of specific projects (European Routes of Jewish Heritage) and platforms (Europeana). Finally, I will analyze the application of these frameworks in the Iberian Peninsula through a brief consideration of Portuguese and Spanish projects that aim to safeguard and musealize Sephardic heritage: *Red de Juderías de España*, *Rede de Judiarias de Portugal*, Sinagoga de Santa María la Blanca de Toledo and Sinagoga de Tomar.

Shortly, I am seeking to first understand how Europe conceptualizes and considers Jewish heritage in a theoretical framework and how it includes Sephardic cultures and identities. Then, I will attempt to ascertain how these agendas are applied in European projects and initiatives and, specifically, how they are put into practice in and by Iberian member-states.

**Keywords:** Jewish Heritage; Sephardic Heritage; EU policies; Cultural Heritage

**Theme:** European policies for Culture, Cultural Heritage, and Sustainability

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## **Os mercados municipais de arquitetura do ferro construídos no sul de Portugal: um património cultural em vias de extinção?**

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**Abstract:** *Dos 1199 bens inscritos na Lista do Património Mundial da UNESCO, em março de 2023, nenhum é um mercado municipal. Trata-se precisamente de uma candidatura portuguesa incluída na Lista Indicativa - "Lisboa Pompalina" - a única na que podemos observar alguma referência a mercados municipais na sua descrição.*

*São referidos o desaparecido mercado da Figueira, um edifício de arquitetura do ferro construído em 1885 que ocupava o espaço da atual Praça da Ribeira; e o mercado da Ribeira, um mercado construído em 1930 pelo arquiteto João António Piloto, recentemente reabilitado e utilizado em parte como mercado e em parte como espaço cultural-recreativo. O primeiro foi um dos primeiros mercados de arquitetura do ferro construídos em Portugal; o segundo aproveitou parte da arquitetura do ferro de um mercado anterior, parcialmente demolido em 1890 e que tinha sido projetado em 1882 pelo engenheiro Frederico Ressano Garcia.*

*Lisboa não foi o único lugar onde se projetaram e construíram mercados de arquitetura do ferro em Portugal. No sul do país, área geográfica de análise desta investigação, a partir da década de oitenta do século XIX começaram a ser construídos mercados, quer totalmente em ferro e vidro, quer edifícios mistos, ou seja, combinando estruturas de ferro com fechamentos exteriores de outros materiais.*

*Com o passar dos anos, alguns destes mercados foram preservados, outros desapareceram e outros foram reconvertidos para novos usos. Após um levantamento bibliográfico profundo, um trabalho de arquivo exaustivo de levantamento dos projetos originais destes edifícios e de um trabalho de campo completo, o objetivo desta comunicação é contribuir para o conhecimento dos mercados mediterrânicos, dando a conhecer os pioneiros da arquitetura do ferro no sul de Portugal. Por outro lado, pretende-se refletir sobre o valor e o futuro destes espaços públicos que têm não só um indiscutível valor cultural material mas também imaterial.*

**Keywords:** mercados, arquitetura do ferro, sul de Portugal, Património Cultural, UNESCO.

**Theme:** Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage).

## **Public Fountains of The Old Medina of Meknes, A Fading Source Calling for Revival**

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### **Abstract:**

*Similar to many Mediterranean countries, Moroccan old cities are known for their iconic water management systems that have stood the test of time. However, these systems have been overshadowed by modern installations. Meknes is one of the imperial cities of the Moroccan kingdom and it used to have many public fountains spread throughout the narrow streets of the old Medina. These fountains provided access to clean water and also served as a unique space for women to socialize and exchange various discussions related to the community. They also displayed an artistic configuration of the Moroccan Mosaic on their walls along with a distinctive copper faucet. With the French occupation, a new water pipeline was installed connecting houses and gradually covering all areas of the city after independence. The public fountains kept serving the same purpose until today but mostly for poor families who could not afford to pay for the new system. As a result, the popularity of these fountains decreased, leading to a decline in maintenance and a complete shutdown in most cases. The civil society in Meknes has called numerous times for the preservation of these iconic landmarks of the old Medina, especially since Meknes has been declared a world historical heritage UNESCO. Thus, this qualitative research aims to locate and document existing public fountains in the old Medina of Meknes, assess the impact of the preservation process on the community, and conduct in-depth interviews with locals about the importance of these fountains for social relations and the human values they represent. Additionally, the research will track down the restoration process and how successful it was in reviving the authentic visual architecture and design of these fountains. The analysis of collected data will help produce an accurate picture of the current situations of these public fountains and their future status in the social life of local communities.*

**Keywords:** Old Medina, Fountains, Water, Society, Community.

**Theme:** Sustainable tourism in the Mediterranean region

## **Salvaguarda do Património Cultural Edificado - dois casos de estudo: a Escola Agro-Industrial de Grândola e a Escola dos Regentes Agrícolas de Évora da autoria do arquitecto Manuel Taíinha**

**Inês Cunha Simão<sup>1</sup> \*, Ana Maria Martins-Nepomuceno<sup>2</sup> e Natalia Juan-García<sup>3</sup>**

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### **Resumo:**

Com este artigo pretende-se demonstrar como o uso do património cultural edificado constitui uma mais-valia na sua divulgação e contribui activamente para a preservação e salvaguarda do mesmo. É nosso objectivo enfatizar o uso do edificado como uma das componentes de uma solução plurifuncional, multidisciplinar e polivalente na conservação e divulgação do património cultural edificado.

Partindo de dois casos de estudo por nós identificados, a saber: a Escola Agro-Industrial de Grândola (1965), actual Escola Secundária António Inácio da Cruz e a Escola dos Regentes Agrícolas de Évora (1972), actual Polo da Mitra, Universidade de Évora, com base na análise do projecto inicial e seguindo a linha temporal das intervenções até ao uso actual, propomos distinguir como foi essencial a visão do arquitecto, na elaboração de uma solução arquitectónica permeável às mudanças impostas pela passagem do tempo, e que veio a permitir o seu uso até aos dias de hoje, para a preservação do edificado, da identidade arquitectónica da região e do legado da arquitectura portuguesa.

De notar que, a par do reconhecimento nacional e internacional, estes dois conjuntos têm recebido um investimento associado ao seu uso. E são por isso, a nosso ver, um exemplo de como o uso do património cultural edificado é um aliado na conservação e divulgação do mesmo. Os dois edifícios considerados, da autoria do arquitecto português Manuel Taíinha, são descritos como arquitectura civil educativa pela Direcção Geral do Património Cultural (DGPC) actual Instituto do Património (IP), integrados no Sistema de Informação para o Património Arquitectónico (SIPA) e incluídos no inventário Fundación Docomomo Ibérico (que leva a cabo os objectivos definidos pela *Documentation and Conservation of buildings, sites and neighbourhoods of the Modern Movement* (Docomomo) em Portugal e Espanha).

Quando falamos em património cultural edificado os Estados e as Instituições Internacionais ligadas à salvaguarda do Património são os grandes parceiros, não só do ponto de vista económico com a alocação de fundos para preservação e conservação, mas também na promoção e consciencialização da importância da sua defesa. Contudo, a nosso ver, estes dois casos particulares, situados num território interior, de baixa densidade populacional, fustigado pela gentrificação e pela seca, mostram como o poder local, seja na forma de instituição de ensino ou serviço público, são também fortes aliados nessa tarefa. Ao fomentar o uso destes espaços, a comunidade local e, no caso da universidade de Évora, estudantil e académica (nacional e internacional) reclama a sua preservação. Os edifícios, mais do que meros locais de ensino e actividades académicas, são hoje património assumido da comunidade de professores, alunos e ex-alunos.

**Palavras-chave:** Património cultural edificado, Manuel Taínha, Escola Agro-industrial de Grândola, Escola dos Regentes Agrícolas de Évora, Salvaguarda do património mediterrâneo construído

**Tema:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*

## **Safeguarding Built Cultural Heritage – two case studies: the Grândola Agro-Industrial School and the Évora Agricultural Regents School by architect Manuel Taíinha**

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### **Abstract:**

This paper aims to demonstrate the value added by the utilisation of built cultural heritage in its preservation and safeguard. It will emphasise the usage of buildings as an essential component of a multifunctional, multidisciplinary and multipurpose solution for the conservation and dissemination of built cultural heritage.

To substantiate our position, we have identified two case studies, namely the Grândola Agro-Industrial School (1965) and the Évora Agricultural Regents School (1972). The former has been transformed into the António Inácio da Cruz Secondary School; the latter has become the Mitra Pole, University of Évora. Our analysis is based on an evaluation of the initial project and its subsequent developments. A key distinction can be made between the architect's vision and the subsequent architectural solution. While the vision was essential in developing a solution that was permeable to changes imposed by time, it is the architectural solution itself that allowed the building to be used to this day for the preservation of the structure, the architectural identity of the region and the legacy of Portuguese architecture.

It is of significant importance to highlight that these two complexes have been duly recognised at the national and international levels. Furthermore, they have received investment related to their use, thus exemplifying how the utilisation of built cultural heritage can serve as a valuable ally in conservation and dissemination. The two buildings in question, designed by the Portuguese architect Manuel Taíinha, are described as educational civil architecture by the *Direcção Geral do Património Cultural* (DGPC), now the *Instituto do Património* (IP), which is integrated into the *Sistema de Informação para o Património Arquitectónico* (SIPA) and included in the *Fundación Docomomo Ibérico* inventory (which carries out the objectives defined by the Documentation and Conservation of buildings, sites and neighbourhoods of the Modern Movement (Docomomo) in Portugal and Spain).

In the context of built cultural heritage, it is clear that states and international institutions involved in the protection of cultural heritage are significant partners. This can be seen not only from the

perspective of economic investment, through which funds are allocated for the preservation and conservation of cultural heritage, but also in the promotion and awareness-raising of its importance. However, we posit that these two cases, situated in an inland area with a low population density, affected by gentrification and drought, demonstrate the potential of local authorities, whether in the form of educational institutions or public services, to be effective allies in this endeavour. By encouraging the usage of these spaces, the local community, in the case of the University of Évora, students and academics (both nationally and internationally), are demonstrating their commitment to the preservation of these heritage sites. The buildings have transcended their original function as places for teaching and academic activities, becoming recognised as a significant heritage site within the broader community of teachers, students, and alumni.

**Keywords:** Cultural Build Heritage, Manuel Taíinha, Escola Agro-industrial de Grândola, Escola dos Regentes Agrícolas de Évora, Mediterranean Build Heritage safeguard

**Theme:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*

### **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

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**Título:** *Olhares sobre o Mediterrâneo: Malta e a presença portuguesa no roteiro de Lisboa a Goa*

**Abstract:** A historiografia tem sobejamente abordado a importância do Mediterrâneo para a história do Ocidente, nas suas múltiplas dimensões, sublinhando o tempo longo. Cruzar o Mediterrâneo, aprender a conhecer as suas águas, aproximar os povos que residem na sua costa ou a percorrem procurando a outra margem, tem sido um exercício nem sempre bem sucedido, sendo disso prova os tempos mais recentes. Por isso, apostar nos traços identitários, na história comum, no património partilhado, e não acentuar as distâncias e diferenças, deve ser o caminho a ser trilhado. E é em busca desta história experienciada comum que partimos do relato de um viajante português em funções diplomáticas no século XIX em Goa e que encontrou na ilha de Malta testemunhos da presença portuguesa, ainda hoje existentes e visitáveis. Malta tornou-se assim, a nosso ver, ponto de charneira entre a Europa e a Ásia, unidas durante séculos pelo Mediterrâneo, e pleno de significado para Portugal.

**Keywords:** (maximum 5 keywords) Portugal, Malta, Património cultural, salvaguarda.

**Theme:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*

## **The Marble Anticline Interpretative Center (Portugal): the cultural value of a territory and its resources**

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**Abstract:** Based on the geological, economic and social characterization of the marble area of the Alentejo, as well as the Marble Route, we propose in this article to develop a cultural project - a Marble Anticline Interpretive Center that values the exploitation of marble from the Roman occupation to the present day, bringing together natural and geological resources, archaeology, ethnography, industrial history and environmental challenges.

We base our approach on the definition of an Interpretation Center (Scipion, 1999), on the processes of valuing the territory and its cultural interpretation (De Barry, 1999; Bringer, 1988; Hooper-Greenhil, 2002), and on studies of the marble industry in the Alentejo (Quintas, 2022). In order to define our museum program, we will analyse the pre-existing cultural facilities in the territory of the anticline, outlining the opportunities and threats that currently exist. We will also use the statistical data and surveys that have been carried out as part of the Marble Route, which will allow us to consider the impact of this cultural offer and design a proposal that values the communities associated with the marble activity, located essentially in three municipalities: Vila Viçosa, Borba and Estremoz.

The aim of this work is to preserve a heritage, develop a narrative based on interdisciplinary knowledge and promote the recognition of the actors and economic activities located on the anticline and their regional and cross-border impact. The studies carried out to demonstrate the

exhaustion of the current development model and the need to rethink this territory based on new concepts and projects that highlight its geographical, historical and identity characteristics.

The Marble Anticline Interpretive Center could give shape to a plan for managing and enhancing the natural and cultural heritage through a route that combines resources, landscape, equipment, structures, memories and knowledge.

**Keywords:** (Interpretation Center; Anticline Marble, Territory, Development, Portugal)

**Theme:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*

## **Exploring the cultural values of Arab-Islamic architecture: the courtyard of the Damascene House as a case study**

## **Explorando los valores culturales de la arquitectura árabe-islámica: el patio de la Casa Damasquina como caso de estudio**

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**Abstract :** The courtyard of a Damascene house stands as a testament to its functional, social, cultural, and historical significance, reflecting the traditional lifestyle and architectural heritage of Damascus. This paper aims to explore the intricate intersection of landscaping and Arab architecture within the context of Damascene house courtyards. It addresses key research questions regarding the evolution of courtyard design, its cultural and environmental implications, and its relevance to contemporary urban planning. Employing a historical research methodology, the paper conducts qualitative analysis, drawing from primary and secondary sources such as archival documents, architectural blueprints, visual records, and scholarly articles. Additionally, it incorporates case studies of specific Damascene houses to exemplify and illuminate various facets of courtyard design and coordination. Through its investigation, the paper sheds light on the evolution and influences shaping the design and landscaping of Damascene house courtyards across historical periods. It offers a comprehensive understanding of the cultural and architectural heritage embodied by these courtyards, underscoring their relevance for contemporary urban design and planning. The paper's significance lies in its contribution to the appreciation and preservation of Damascene architecture, while also providing insights for urban development strategies aimed at enhancing the quality of life in modern contexts.

**Keywords:** Climate control , Cultural significance , Arab architecture , Landscape architecture , Historical research methodology.

**Theme:** ” *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)* ”

**O CALCETAMENTO DE ARRUAMENTOS E PASSEIOS NA LISBOA DO SÉCULO XIX****International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”****Manuela P. Rosa<sup>1</sup> \* e David Pereira<sup>2</sup>**

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**Abstract:** *A atual ênfase na sustentabilidade cultural tem desencadeado uma atenção crescente nos patrimónios material e imaterial que contribuem para a identidade cultural dos territórios. Berço das civilizações clássicas, o Mediterrâneo possui recursos patrimoniais consideráveis que honram o legado e o conhecimento gerado no passado pela humanidade, sendo fundamental a sua preservação e o conhecimento das técnicas de construção tradicionais para sua transmissão às gerações futuras.*

*No mundo ocidental, na Antiguidade, o surgimento e desenvolvimento de estradas e arruamentos de pedra estão intrinsecamente associados à construção da Pirâmide de Quéops, à Turquia, onde convergia a Estrada Real Persa, e ao Império Romano do Ocidente que construiu estrategicamente uma rede de estradas de grande durabilidade que foi sendo usada nas Idades Média e Moderna influenciando a estrutura urbana europeia. A emergência de passeios, laterais à faixa de rodagem, surge há 4000 anos na Anatólia, registando-se também estas infraestruturas pedonais na Grécia Antiga e no Império Romano.*

*As técnicas de construção de estradas e arruamentos romanos vieram a influenciar profundamente a engenharia militar, responsável pela manutenção das vias. Esta evolução de técnicas construtivas constitui um legado que deve ser inventariado enquanto património imaterial, em complemento ao próprio património tangível. A Agenda 2030 das Nações Unidas especifica no seu Objetivo de Desenvolvimento Sustentável n. 11 sobre cidades e comunidades sustentáveis, determina que até 2030, devem-se fortalecer esforços para proteger e salvaguardar o património cultural do mundo.*

*Na segunda metade do século XIX em Portugal, com o desenvolvimento industrial e a expansão das cidades, foram produzidos materiais e aplicadas técnicas inovadoras nos arruamentos. O objetivo da presente investigação é apresentar as características dos calcetamentos de faixas de rodagem e passeios dos arruamentos da segunda metade do século XIX em Lisboa, defendendo-se que os materiais geológicos e as técnicas de construção utilizadas têm interesse histórico. Nesta época, os passeios passaram a fazer parte da paisagem urbana, de uma forma mais sistemática. No entanto,*

*no século XV, já se construíam ruas com faixas laterais em pedra e no século XVIII já se planeavam “caminhos para a gente de pé” no Urbanismo Pombalino, que vieram a ser construídos em laje de pedra.*

*Em termos metodológicos recorre-se ao estudo de documentação histórica existente no Arquivo Histórico de Economia que tem o Acervo das Obras Públicas, Transportes e Comunicações, e no Arquivo Histórico Municipal de Lisboa.*

*Os resultados indicam que as calçadas do século XIX, com os seus materiais geológicos e técnicas de construção específicas, têm a sua própria singularidade, podendo constituir testemunhos de manifestações simbólicas da imagem da cidade que se pretende destacar. Em todo o território mediterrâneo deveria proceder-se à definição de uma agenda para a preservação deste legado de origem mediterrânea. Tem de se dar mais valor às infraestruturas urbanas rodoviárias do século XIX, desencadeando processos de inventariação, preservação, proteção e conservação de todo este património cultural (i)material existente no mundo mediterrâneo que deve ser gerido como um bem comum.*

**Keywords:** calçada, faixa de rodagem, passeios, século XIX, sustentabilidade cultural

**Theme:** *Estratégias, iniciativas e projectos de salvaguarda do património cultural e natural na região mediterrânica (incluindo o património cultural imaterial)*

A Intersecção entre Turismo, Digitalização e Procura de informação: Um Estudo de Caso em Cidade Histórica Reconhecida pela UNESCO

## **The Intersection between Tourism, Digitalization and Information Search: A Case Study in a Historic Town Recognized by UNESCO**

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**Abstract** | O ramo do turismo é inerentemente um campo dinâmico e flexível que segue as tendências globais. No que diz respeito à tecnologia, não é exceção. Consequentemente, o turismo inteligente tem ganho relevância em várias localidades levando à necessidade de entender o comportamento dos turistas em relação à busca de informações e ao uso da tecnologia pessoal nos destinos turísticos. Este estudo tem como objetivo avaliar a importância que os turistas atribuem à tecnologia pessoal em três momentos da viagem (antes, durante e após) e identificar as principais informações que os viajantes procuram na cidade de Évora, conhecida popularmente como "cidade museu". Os resultados indicaram que o telemóvel é a principal ferramenta utilizada para a pesquisa de informações, sendo que as informações mais buscadas são relacionadas ao alojamento. Os elementos tecnológicos presentes em cidades inteligentes são relevantes para os turistas, embora o nível de satisfação em relação ao que é oferecido em Évora seja moderado.

**Keywords:** Turismo inteligente, procura de informação, tecnologia pessoal, digitalização do património.

**Theme:** Digitalisation of cultural heritage and digital transformation of heritage institutions in the Euro-Mediterranean region

## **Digitalization, Enhancing cultural tourism. Tunisian Case.**

**Jihène Khalifa**

University of Sousse

**Abstract:** Cultural heritage is considered invaluable resource, creating a tourist attraction for each country. However, knowing how to use this heritage for sustainable tourism development, while preserving and promoting the heritage value for future generations is not a simple task. This work focuses on the values of cultural heritage and the importance of promoting and maintaining. Also, we will try to found the relationship between the preservation of the cultural heritage, digitalization and tourism development in the case of Tunisia. So, how digitalization contributes to the conservation and preservation of heritage? Cultural heritage can be used to encourage tourism? This study aims to determine the role of digital in cultural tourism on the one hand and on the other hand in the enhancement of heritage. Thus, in the digital context, we are interested in: tools and the study of its effectiveness. We will focus on the development of the tourism sector. The second part will be devoted to the presentation of this sector within the national framework. Thus, we will first briefly present the Tunisian cultural heritage and we will discuss its economic value. There are two types of tangible and intangible heritage. Then, we will do a descriptive statistical analysis of the data and the variables used, where we will also focus on the study of their independence. Finally, we will try to make a classification, relative to the cultural heritage, meaningful if possible.

**Keywords:** Cultural heritage, Digitalization, Sustainability

## **Pressure from tourism hardest for religious World Heritage Sites**

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**Keywords:** World Heritage Sites, Tourism, Accommodations, Threat, Duration model

**Theme:** *Sustainable tourism in the Mediterranean region*

### **Abstract:**

Cultural World Heritage Sites are visitor magnets. A large number of visitors can pose a threat to the cultural heritage and conflict with the task of conservation. An inscription to the UNESCO World Heritage List may spur increased interest in a site and to more visitors. However, little is known about which types of Cultural World Heritage sites are most threatened by tourism and how long it takes until a tourism threat occurs, as assessed by the State of Conservation experts.

The aim of this study is to investigate empirically tourism as a threat to UNESCO World Heritage Sites, given their characteristics and location. By use of a duration model, the point in time when the first threat occurs is estimated. Two measures of tourism threat are considered: One relating to demand defined as "Impacts of tourism/visitor/recreation" and the other to supply "Major visitor accommodation and associated infrastructure". Several characteristics of the site, including kind and location are taken into account.

This study contributes to the development of a new measure of the impact of tourism on World Heritage sites. This measure relates the time from inscription to the occurrence. Data for the analysis include 22,000 site-year observations for 900 sites worldwide from 1978 onwards.

Empirical evidence reveals that threats to tourism demand and supply are rare events, occurring in only 2 and 1.3 per cent of observations, respectively. Only a small proportion of Cultural World Heritage sites are affected by a tourism pressure. The Cultural World Heritage Site with the highest number of tourism threats is Colonial City of Santo Domingo, with 20 negative assessments since its inscription. On average, it takes between 22 and 24 years since inscription for a tourism threat to be identified. In Venice, Delphi and Santiago de Compostela, it took between 2 and 5 years after the inscription for a threat to be recognised.

Estimates using the Cox proportional hazard model show that the risk of a tourism threat is highest for Cultural World Heritage Sites in Asia, religious sites and cultural landscapes. The lowest hazard ratio of a tourism threat can be observed for cultural sites in Europe and North America, while the highest hazard ratio is observed for sites in Asia in terms of tourism threat and Arab countries in terms of accommodation supply. Cultural cities are least threatened by tourists according to the



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experts. The finding that European and North American sites are the least at risk of tourism pressure casts doubt on the possibly exaggerated debate on over-visitation before the Covid-19 pandemic.

## **Digital Nomadism and Sustainable Tourism in the Mediterranean Region: Opportunities and Challenges**

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**Abstract:** *This study aimed to investigate the question, "What opportunities and challenges does digital nomadism offer for sustainable tourism in the Mediterranean region?" The study was designed using a qualitative research design, and the data of the research consists of written, audio, and audio-visual data on the internet about digital nomadism and sustainability. The netnography technique was utilized for data collection, and the gathered data were analyzed through descriptive content analysis.*

*According to the analysis results, the relationship between digital nomadism and sustainability was evaluated under the themes of accommodation/living spaces, working spaces, transportation and food and beverage. The main findings of the research are as follows:*

*Accommodation/Living Spaces: Travels of digital nomads are not considered within the scope of mass tourism. In this context, unlike traditional tourists, they prefer to rent small facilities and, more importantly, housing rather than large accommodation facilities. Larger accommodation facilities generally consume more energy, water and other resources. Small facilities and residences are generally operated on a smaller scale. This ensures that digital nomads consume less resources and produce less waste than traditional tourists. This is an important opportunity to create a more sustainable tourism economy.*

*Working Spaces: Digital nomads are experts who continue their work with a remote working model. This does not mean that they do not need an office, and they usually meet their office needs with co-working spaces. Co-working spaces often offer a shared environment, which enables more efficient use of resources such as office space, furniture, electricity and water. Digital nomads' choice of co-working spaces has the potential to reduce individual transportation emissions, as well as increase energy efficiency and encourage more sustainable business practices through community impact.*

*Transportation: While digital nomads generally prefer airways for their travels between destinations, ridesharing services like Uber or Lyft are popular for intra-destination or short-distance travel. Accordingly, air travel between destinations can be considered negative in terms of sustainability, which has led to the development of the "slomads" movement within the "digital nomadism movement". Ridesharing services stand out as a shorter, more sustainable option. Additionally, many ridesharing services have started using electric vehicles or hybrid vehicles, which can help reduce carbon dioxide emissions.*

*Food and Drink: Research findings show that digital nomads are interested in local cuisine. Accordingly, nomads' interest in local cuisine may help preserve local culture and traditions.*

*In conclusion, digital nomads have a potential for sustainable tourism in the Mediterranean region, but it needs to be managed in a balanced and environmentally friendly way. The preferences of digital nomads can contribute to the development of sustainable tourism in order to protect the natural and cultural resources in the region and support the local economy.*

**Keywords:** digital nomads, sustainable tourism, tourism geography, Mediterranean

**Theme:** Sustainable tourism in the Mediterranean region

## **International Conference “Europe and the changing Mediterranean: policies and research agendas for culture, heritage, and sustainability”**

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### **CHALLENGES OF SUSTAINABLE TOURISM DEVELOPMENT IN THE MEDITERRANEAN WORLD HERITAGE SITES -THE CASE OF CROATIA**

**Abstract:** This paper presents research related to key challenges and perspectives of sustainable tourism development in the World Heritage Sites in the Mediterranean, with special emphasis on Croatia. Due to its important geopolitical position and turbulent multicultural history at the crossroads of Euro-Mediterranean cultures, Croatia is characterised by a rich diversity and unique cultural heritage, with 10 UNESCO World Heritage Sites (WHS) and 18 cultural goods inscribed on the UNESCO Intangible Cultural Heritage Lists. Most of Croatian WHS are located on the Adriatic coast, in destinations characterized by overtourism, extreme seasonality and pressure on unique natural and cultural resources. To analyze the most important challenges and perspectives of sustainable tourism development in Croatian WHS, the authors combined qualitative and quantitative methodology, available statistics and indicators, with comparative analysis and interviews with key stakeholders. After the theoretical framework and literature review, the authors will present results of empirical research, which included analysis of the key available data and indicators related to the selected World Heritage Sites in Croatia. The results of the quantitative analysis have been supplemented by semi-structured interviews with experts in the fields of culture, tourism and UNESCO WH. Preliminary research results indicate that some of Croatian WHS face a lack of management plans/strategic plans and management bodies, excessive number of visitors, lack of implementation of sustainability indicators, misunderstanding of the local community and overtourism in the destinations in which they are located. By solving the key management challenges, it would be possible to establish quality standards and sustainable management of WHS, implementing models of participatory management and development and raising the awareness of the local community and visitors, as well as encourage the development of sustainable tourism development of the WHS destinations. The research results, which include a proposal for a sustainability measurement indicator system, could be useful and applicable for the wider Euro-Mediterranean region as well.

**Keywords:** World Heritage Sites, Mediterranean, sustainable tourism, Croatia

**Theme:** *select from the topics indicated in the call for papers*

## **Fostering Agro-Silvo Pastoral Systems: Living Lab Approaches to Preserve and Enhance Montado's Ecological, Socio-Economic, and Cultural Heritage**

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**Abstract:** *The Montado, is a unique agro-silvo-pastoral system, facing challenges that threaten its economic, ecological, social and cultural heritage value. This paper explores the potential of Living Labs, collaborative research platforms, to address these challenges. Through the application of multi-actor approaches, co-construction of knowledge, and collaborative practices, in a real case environment, Living Labs can promote Montado's preservation, restoration, and further development. This work highlights how Living Labs can i) safeguard biodiversity and improve soil health, by fostering research on sustainable practices and habitat management. ii) enhance economic viability, through innovation in management and production systems, policy adaptation, product diversification, and market access, iii) strengthen social impact, by promoting community engagement, knowledge sharing, cultural heritage preservation and boost of tourism, showcasing Montado's natural and cultural value.*

**Keywords:** Living Labs, Montado, Co-construction, Multiactor approach, Sustainable Development

**Theme:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*

## **Recomendações internacionais para o turismo: Explorando as prioridades políticas da União europeia**

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*No plano internacional, existem diversas recomendações que promovem o desenvolvimento integrado do turismo, cada vez mais suportadas em modelos de desenvolvimento sustentável. A Organização Mundial de Turismo (OMT), a Organização para a Cooperação e o Desenvolvimento Económicos (OCDE) e a União Europeia (UE) têm assumido um papel crescente e importante neste domínio, com particular incidência nos domínios em que os desafios e constrangimentos do sector são cada vez maiores e em várias escalas. Nesta perspetiva, o objetivo do presente estudo é identificar as prioridades políticas da UE para promover a sustentabilidade das atividades turísticas e as principais diretrizes de atuação que, a prazo, são o principal desafio para a gestão dos destinos turísticos. Para este estudo exploratório, recorreu-se a uma abordagem qualitativa, que combina a revisão bibliográfica e documental dos documentos oficiais emitidos pela UE. A análise de conteúdo centrou-se na identificação das principais áreas de ação política e diretrizes estratégicas. Recorreu-se ao software NVivo, de análise qualitativa, para categorizar e mapear as recomendações segundo as áreas prioritárias e respetivas diretrizes. Em termos de resultados, destaca-se a tónica na abordagem de desenvolvimento à escala dos destinos turísticos e sua governança, à redução das emissões de carbono e medição da pegada ecológica, e ao incentivo a práticas de produção e consumo que protejam o meio ecológico e o património cultural. A transformação digital também surge como uma área prioritária crucial para o futuro do turismo europeu, associando-se à urgência de fomentar o empreendedorismo, a inovação e, consequentemente, a competitividade baseada na sustentabilidade. O foco na inteligência artificial, big data e plataformas digitais, que melhoram a experiência do turista e otimizam a gestão de recursos, evidenciou ser uma dimensão incontornável. Conclui-se que as prioridades das recomendações políticas da UE estão claramente relacionadas e comprometidas com os objetivos globais de sustentabilidade da Agenda 2030 e inovação, suportando um modelo de referência capaz de promover um turismo mais sustentável. A consideração e implementação dessas diretrizes poderá contribuir para (re)definir novos padrões para a governança turística e o desenvolvimento integrado, considerando os desafios associados às escalas regional-nacional-europeu, sejam de ordem administrativa, geográfica ou organizacional.*

**Keywords:** *Políticas, Recomendações Internacionais, Turismo, União Europeia*

**Theme:** *Sustainable tourism in the Mediterranean region*

## Consumer Segmentation for the Development of Sustainable Agri-Food Consumption Strategies

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**Abstract:** *Sustainable consumption entails making choices that prioritize not only individual needs but also the social, environmental, and economic impacts of those decisions, particularly within the realm of food. This study arises amid mounting concerns regarding the sustainability of food consumption in the Mediterranean, a region distinguished by its rich dietary diversity and distinctive environmental challenges. This underscores the importance of devising innovative strategies to foster more conscious and informed eating habits focused on sustainable food consumption. The primary aim of this study is to identify consumer behavior patterns and devise effective strategies to promote sustainable food consumption and food awareness. Employing a mixed methodological approach, we conducted a literature review to pinpoint motivations (health, culture, and environmental issues) and limitations (price, lack of information, availability) of sustainable food consumption. Building upon these findings, we developed and implemented a questionnaire in two Mediterranean countries, Portugal, and Italy. The questionnaire, designed based on the outcomes of the literature review, aims to identify distinct consumer segments within these countries, facilitating the formulation of tailored strategies based on the behaviors of each identified group to promote sustainable food choices. While consumers in both countries are anticipated to share common concerns about food sustainability, cultural and economic disparities between Portugal and Italy are likely to result in significant variations in sustainable food consumption patterns and food awareness. These disparities may influence the creation and implementation of more effective strategies to promote conscientious food choices in each country, thereby contributing significantly to the sustainable development of the Mediterranean region.*

**Keywords:** sustainable consumption; food awareness; Mediterranean region; consumer behavior

**Theme:** *Strategies and policies for sustainable development in the Mediterranean*

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## **Novel Eco-Friendly Biocides: Sustainable Biotechnology for Cultural Heritage Safeguard**

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**Abstract:** The issue of biodeterioration in Cultural Heritage preservation is a critical challenge, demanding novel approaches and advancements. Synthetic polymers, commonly used to combat biodeterioration, have drawbacks like high toxicity, short-lived effectiveness, and rapid microbial resistance. Biocidal alternatives from biotechnology offer a promising solution. These biocides are bioactive compounds, naturally synthesized by microorganisms as a defense mechanism, known as killer toxins. Once produced and purified, these killer toxins can control microorganism growth in heritage assets. The goal is to provide efficient, sustainable alternatives that are safe for human health and the environment, without harming the assets themselves.

Our current study, conducted within the ART3mis Project (2022.07303.PTDC), focuses on producing killer toxins from yeast strains and evaluating their antimicrobial activity against various microorganisms isolated from Cultural Heritage. This research aims to molecularly identify yeasts with the capacity to produce these effective killer toxins. The promising results suggest the potential for new ecological biocides that effectively suppress biodeterioration caused by various microorganisms commonly found in Cultural Heritage materials.

These outcomes pave the way for novel, green, safe, and sustainable solutions derived from fast and cost-effective biotechnological processes. This innovative approach addresses the limitations of traditional chemical biocides and offers a promising alternative that aligns with environmental and health considerations. Our research represents a significant step forward in the development of green biocides for Cultural Heritage Safeguard.

**Keywords:** Patrimony Biodeterioration, Killer toxins, Antimicrobial Potential, Green Biocides, Sustainable Biotechnology.

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**Theme:** *Strategies, initiatives, and projects to safeguard cultural and natural heritage in the Mediterranean region (including Intangible Cultural Heritage)*