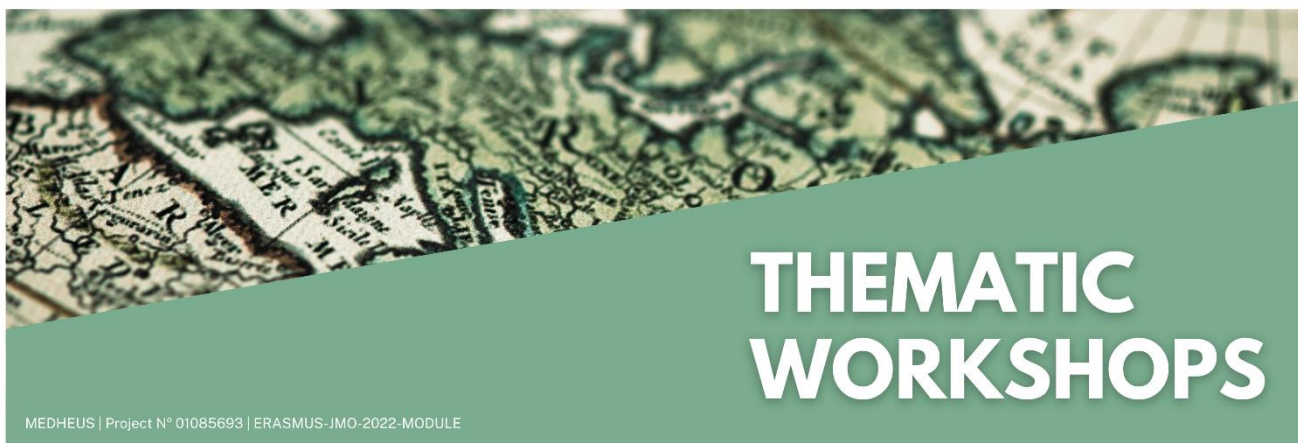




MEDITERRANEAN CULTURAL HERITAGE IN EU POLICIES



THEMATIC WORKSHOPS

MEDHEUS | Project N° 01085693 | ERASMUS-JMO-2022-MODULE

Workshop V

The role of Cultural Heritage in Sustainable Development: EU policies in the Mediterranean region

Module 1 - EU Policies for Sustainable Tourism: The role of creative and cultural tourism in the Mediterranean Region

Workshop V

O papel do património cultural no desenvolvimento sustentável: políticas da UE na região mediterrânica

Coord. Maria Rosário Borges & Áurea Rodrigues
(University of Évora – CIDEHUS; Department of Sociology)

Duration: 3 hours

University of Évora

Workshop Format:

In person training. Expository session and interactive class, group work, research, and debate.

Equipment required:

Laptop or other devices with internet access to search and review policy documents and case studies.

Trainers:

Maria do Rosário Borges
Áurea Rodrigues
Apolónia Rodrigues (session guest)

The role of Cultural Heritage in Sustainable Development: EU policies in the Mediterranean region

Module 1 - EU Policies for Sustainable Tourism: The role of creative and cultural tourism in the Mediterranean Region

Module description:

This module focuses on European Union policies that address sustainable tourism and cultural heritage in the Mediterranean region. It explores how EU strategies integrate sustainability principles into creative and cultural tourism, highlighting cultural heritage as a vector for territorial cohesion, social innovation, and environmental responsibility. It is intended to present a practical and policy-oriented perspective on the role of sustainable tourism in preserving and revitalising Mediterranean heritage.

The session begins with an overview of the main EU policy frameworks related to tourism, creative and cultural sustainable development, with emphasis on the Mediterranean context. Key policy documents and initiatives recognizing and enhancing Mediterranean cultural heritage will be introduced. The second part of the workshop addresses the multiple dimensions of sustainability in cultural heritage, including case studies from the fields of archaeological and industrial heritage. Group session includes a XR experience about sustainable cultural tourism. Special attention will be given to the role of local participation and community engagement in heritage-led regeneration processes. Finally, mechanisms for civic and institutional participation will be explored, including how Mediterranean regions can

benefit from EU support to foster creative tourism that is inclusive, respectful of cultural identity, and future-oriented.

Learning objectives:

- Recognize key European Union policy frameworks that support the sustainable development of tourism;
- Understand the role of cultural heritage within the European Union's sustainability agendas;
- Explore the contributions of archaeological and industrial heritage to sustainable development in the Mediterranean region;
- Reflect on participatory mechanisms that enhance heritage-led tourism initiatives.

Readings and resources (to be provided during the session):

- European Agenda for Tourism 2030
- EU Strategy for the Adriatic and Ionian Region (EUSAIR)
- EU Work Plan for Culture 2023–2026
- European Framework for Action on Cultural Heritage
- UNESCO Creative Cities Network (UCCN)
- Selected case studies on heritage-based sustainability in the Mediterranean



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