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## **JEAN MONNET MODULE EUinCEE**

Report of the international workshop

### **“Sustainable Development, Tourism and Heritage in the European Context”**

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The international workshop **“Sustainable Development, Tourism and Heritage in the European Context”** was held on the 5<sup>th</sup> of May 2023 at the University of Maribor (Slovenia). This activity is part of the **University of Trieste Jean Monnet Module “The Rule of Law in the European Member States”** and is aimed at encouraging the research about European integration studies in higher education institutions.

The event was organized by prof. Serena Baldin, EUinCEE Jean Monnet Module Coordinator, in collaboration with Dr. Cocou Marius Mensah and Dr. Petra Weingerl, Jean Monnet Module Coordinators at the University of Maribor.



After welcoming all the attendees, Dr. Cocou Marius Mensah of the University of Maribor opened the workshop with a presentation titled “European Union Regulation of Heritage-EURH”. In his presentation, Dr. Mensah explained the local, national and international levels of heritage protection, concluding that legal regulation of European heritage is fundamental.

Professor Serena Baldin then gave a talk on “The common European heritage and its safeguard”. Prof. Baldin offered several ways in which we can understand the concept of common European heritage. Two examples serve to highlight European values. First, Article 2 of the Treaty on the European Union lays down the founding values of the EU, referring to “human dignity, freedom, democracy, equality, the rule of law and respect for human rights”. The provision defines the ‘constitutional’ core of the European Union through a set of values that are shared by the Member States and that are part of the common European heritage. Then, Article 3 of the Council of Europe Framework Convention on the Value of Cultural Heritage for Society, titled “The common heritage of Europe”. Among other things, it consists of the ideals, principles and values which foster the development of a peaceful and stable society, founded on respect for human rights, democracy and the rule of law. Here there is an echo of the words used in art. 2 of the Treaty on the European Union about its values that represent the common heritage of the EU.

The third presentation was given by Prof. Tadeja Jere Jakulin from the University of Primorska. Prof. Jakulin’s presentation, entitled "Systems Thinking to Managing Sustainability of World Heritage Site: Baha’i Gardens in Haifa", suggested the use of systems thinking in our everyday lives as a possible solution to the quest for sustainability. Systems thinking is a way of making sense of the complexity of the world by looking at it in terms of wholes and relationships rather than breaking it down into its parts. It has been used as a way of exploring and developing effective action in complex contexts, enabling systems change. The Baha’i Gardens in Haifa are a popular tourist destination built according to the principles of the Baha’i Faith, including systems thinking. Using the Gardens as an example, Prof. Jakulin drew attention to an innovative way of thinking.

Prof. Petra Weingerl from the University of Maribor presented "Sustainable Development and Consumer Law in the European Context". In her presentation, she highlighted the importance of setting sustainable consumption as a common goal, as confirmed by the UN Sustainable Development Goal 12. Ensuring sustainability in consumer law is an additional element in balancing consumer and business interests. It's enshrined in Articles 37 and 38 of the EU Charter of Fundamental Rights. Prof. Weingerl also spoke about ensuring sustainability at the pre-contractual and contractual stages, the problem of greenwashing and the circular economy. Prof. Mojca Ramšak of the University of Ljubljana offered a review on the “Invented Tradition of Wine Queens in Slovenia”. Officially, the Wine Queen is an ambassador for Slovenian wines, viticulture, and the Slovenian winegrowing regions. The Slovenian Wine Queen presents, around Slovenia and abroad, Slovenian wines, tourism, and cultural heritage. She

promotes the culture of vine cultivation and the care and culture of wine consumption. Actually, the Wine Queen is often exploited and isn't paid enough for the huge profits she guarantees to the wine producers. There is a substantial difference between the Wine Queens and the Wine Kings, as the Wine Queens usually are mere models, while the Kings are rich owners and producers. The invented tradition therefore contains sexist stereotypes and discrimination.

Moreno Zago, Associate Professor of Sociology of Environment and Territory at the University of Trieste, gave a talk on "Dynamics of Sustainable and Regenerative Tourism". He focused on the economic, social and environmental impacts of tourism and how the sustainable tourism is the answer to overtourism, a positive contribution to the reduction of pollution, the protection of heritage. In this direction, European tourists are increasingly interested in sustainable holidays and travel, with many actively seeking out sustainable tourism options when planning their trips. In the conclusion, Zago introduces the regenerative tourism approach. While Sustainable tourism focuses on minimizing negative impacts and maintaining the current level of resources and development, Regenerative tourism aims to restore and regenerate natural and cultural resources and create positive social and economic impacts.



In the second part of the international workshop, four students of the Master's Degree in Diplomacy and International Relations of the University of Trieste, who had attended the Project Cycle Management (PCM) course, took part as speakers at this international workshop. The PCM course was focused on learning the basis of project management, using the Gorizia and Nova Gorica European Capital of Culture event as a real-life application. First, Linda Sabelli and Matil Tondello presented the basis of project management. Then, Elidona Arapi

and Ana Lesizza-Leal gave an overview on two possible project proposals, respectively named “Grandma’s Recipe Book” and “Go! Treasure Hunt”.

The event was attended by 21 students of the University of Trieste.

