

Mediterranean Cultures and Societies *Knowledge, Health and Tourism*

2nd International Conference
ICSR Mediterranean Knowledge



BOOK OF ABSTRACTS

4th - 5th May 2017
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**Parallel Session A:
History, Cultures and Heritage**

Chair: Carlos Bragança dos Santos

ARAGON - VALENCIA: HOLLY GRAIL TERRITORY

Ana Mafé García¹ and Sergio Solsona Palma²

Abstract

The objective of the present study is the importance of the creation of the tourist story based on the story of a region or locality. Is no doubt that the knowledge of the past can provide to the tourist curious, a new dimension to the experience of the destination.

The methodology followed is based on the basis of the literary tradition of the pursuit of the Holy Grail, so widespread throughout the Europe, medieval and resumed at the end of the 19th century in French and English Britain. Coupled with a search for historical sources that inspired the legend based on events that took place in the Crown of Aragon and its territories between the XI century XIV.

The search for the divine within is a reality which we cannot resign as human beings. And there is a legend, an initiatory path leading to connect us with the most sacred of ourselves and nature itself in all the territories.

Serve the example we propose in Hispanic lands to extrapolate and conceive stories of inner growth that make tourists, travellers who arrive in these areas, enjoy new experiences related to the kindness and understanding of humanity. Roads that have always been there and they now more that ever, soar again travelled.

The ancient wisdom that exists in Latin America, the attachment to mother earth, respect to the primitive connection with the Supreme existence of the Logos. Everything is by count and transmit in a sincere story of learning and experience tourism.

Keywords: Holy Grail, Holy Grail Route, Legend, Aragon, Valencia.

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INTEGRATED LOCAL DEVELOPMENT IN MEDITERRANEAN MARGINAL TERRITORIES: THE CASE STUDY OF CASENTINO

Andrea Ricci¹, Mario Biggeri² and Andrea Ferrannini³

Abstract

This research investigates the potential active role of Mediterranean “marginal territories” with respect to the re-formulation, adaptation, interpretation and implementation of the European development policies.

The paper aims to verify the idea that marginal territories, in the sense of weak, mountainous and inland, could take part at the construction of their own development trajectories and actively contribute to the harmonious development of Europe, creating new jobs opportunities and stable development patterns. Moreover, the paper aims to formulate policy implications and strategies for the studied area and for Mediterranean marginal territories more in general.

The Mediterranean marginal territories are facing tremendous challenges but at the same time they have relevant endogenous resources, which are often underutilized and unexploited and that could be pivotal for the strategic recovery and economic and social development of the whole European territory. In the last decades, they have been characterised by a progressive abandonment in favour to urban areas, with consequent high social costs such as the hydrogeological instability, degradation and soil erosion.

The line of reasoning used in this research follows a track that starts from general issues related to Europe and its policies, arrives to local territorial context and comes back on the general European issues proposing considerations, implications and lessons learned in the analysis of the development processes at the local level.

By analysing the evolution trajectory of the Local Development System Casentino (Tuscany, Italy), its demographic and economic dynamics, its habitat and ethos, the research aims to develop a strategic horizon and a locally feasible and eco-socio compatible road map within a multilevel perspective, with the goals to find solutions to create employment and sustainable economic development, to protect and qualify the citizenship rights, to improve the social cohesion, the quality of life, the cultural vitality, and the global visibility of the place-brand Casentino.

Keywords: Europe and the Mediterranean, History, Cultures and Heritage in Casentino, Sustainable Development, Marginal Territories, Sustainable Tourism.

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GLOCALIZATION, NYMBI, PLACE ATTACHMENT AND RESISTANCE PRACTICES

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Abstract

Several European urban centres are experiencing glocal-oriented changes (Brenner, 1998; Benko, 2000), often accompanied by an urban tourism boom (Keller, 2005). Mediterranean cities are also joining this trend, being the scenario for different social tensions. Opposition from the so-called “traditional residents” to those changes (Quagliari y Russo, 2010), frequently discredited as NIMBY (Pendall, 1999; Dear, 2007), has led to diverse forms of collective action leading to conflicts with local public administrations. However, fuzzy definitions of these groups are often found in the literature (Deverteuil, 2013), as well as regarding the impacts of their action.

In this paper we aim to better understand those tensions, groups and impacts, by performing a comparative critical analysis of two neighborhoods, one in Lisbon (Bairro Alto) and the other one in Madrid (La Latina), which seem to have been witnessing similar changes - night-time economy, mass tourism, organized residents - protests -, with direct impacts for their architectural and social heritage (Batel & Castro, 2009, 2015; Aramayona y Martínez, 2017), but which also seem to have appropriated those changes in different ways. Based on empirical research - ethnography, interviews - conducted between 2004-2008 (in Lisbon) and 2012-2014 (in Madrid), we analyze the discursive practices of middle-class, long-time residents and both their similarities - with their common neoliberal capitalist societal background - and their contextual, cultural and political differences, namely, in the resistance and (re-)appropriation strategies of the different ‘inhabitants’ (Pol, 2004; Devine-Wright, 2009). Particular attention will also be paid to the interplay between globalization and multi-scalar place attachment processes (Devine-Wright, 2013), and how the recent European rise in right-wing populist rhetoric has impacted on local “belonging” narratives (Batel & Devine-Wright, 2016).

Keywords: Glocalization, Nymbi, Place Attachment, Resistance Practices.

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REFUGEES IN ITALY BETWEEN PAST AND PRESENT. THE POTENTIAL USE OF COLLECTIVE MEMORY

Erminio Fonzo¹

Abstract

Since some years Italy is affected by the arrival of large flows of refugees, which give rise to continuous political controversies. In the past, the country had to face the opposite problem as large number of Italians were forced to flee their homes on two occasions: after the defeat of Caporetto in the WWI; after the WWII, with the so-called Julian-Dalmatian exodus. Moreover, on two other occasions - before the national unification and during the fascist dictatorship - many Italian patriots were forced to escape.

The memory of these events, however, is quite scarce, with the partial exception of the Julian-Dalmatian exodus, whose remembrance is cultivated by the rightwing parties. Only few Italian citizens are aware of the importance of the right of asylum in the history of the country.

Today in the public discourse on refugees the collective memory of Italian exiles is often ignored; in some cases the parallelism between the Italian refugees and the present migration flows is explicitly rejected; in few other cases, memory is an incentive for a greater openness towards foreigners.

Sometimes, the same people who struggle for closed-door policies towards refugees and migrants, invoke greater efforts in the remembrance of the Italian refugees. Memory, furthermore, is often decontextualized and, generally, the individual phenomena are not put in connection among them.

However the collective memory, if correctly addressed, could be a tool to allow citizens to achieve a better understating of the refugees' question, about which many people have stereotypical and false ideas.

Keywords: Collective Memory, Italian Refugees, Migration, Istrian Exodus.

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BRITISH COLONIAL MALTA: A MELTING POT OF CULINARY DIETS (1800-1900)

George Cassar¹ and Noel Buttigieg²

Abstract

In the opening years of the nineteenth century Malta became a British colony. Within a century Malta's dietary and culinary practices experienced a fusion of foodways where the prevalent Mediterranean diet met the Anglo-Saxon culinary culture.

This study is primarily based on archival and printed primary sources including: travelogues, government reports, food imports records, recipe books, and official correspondence, amongst others. These sources provide a testimony to the gradual introduction leading to a definite assimilation of food which was exclusively British but which the locals eventually borrowed, drew upon and adopted to meet their own culinary needs and fancies.

The study will explore the developments that led to the glaring difference between the culinary culture of the town and that of the more conservative countryside. The Maltese harbour area contained the urban settlements whose population drew its livelihood mainly from employment with the British Civil Service, Armed Forces and related establishments. The countryside, on the other hand, continued in its more traditional routine, engaged in farming and leading a subsistent lifestyle. After a century of British rule diets definitely differed. The townspeople strived to meet the requirements of the culinary habits of the colonisers, who were also their employers. The peasants, being more detached, continued to follow their rural foodways, though showing some disposition towards the introduction of new agricultural products to cater for British demands.

This study explores how food and its associated culinary culture can become a medium to understand the relations between the ruler and the ruled in a small but very strategic island fortress. The cultivation and consumption of potatoes and tomatoes or the consumption of beer, rum or tea, throw a light on the process of evolving culinary identities. The process of assimilation was, however, a complicated one, especially since the Maltese diet was predominantly based on the consumption of large quantities of bread.

Keywords: Diet, British Malta, Colonialism, Culinary Culture, Foodways, Agriculture, Importation.

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REHABILITATION AND RENEWAL OF MEDITERRANEAN STRUCTURES. THE UTOPIC LANDSCAPE OF ALGARVE

Carlos Bragança dos Santos¹

Abstract

One of the main features of Mediterranean landscapes, particularly in limestone areas, is the terraced land frame, usually supported by dry stone walls. In addition to the scenic aspects and landscape identity, network compartmentalization established by terraces, property division walls, pathways and traditional paths, shapes ecological corridors that frame the different human activities. It is a structure whose conservation is particularly important in areas of intense human impact, or rapid transformation, such as the urban-tourist spaces of the Algarve, where the hills displayed by such structures form the background scenario. In order to put in value their importance for landscape conservation and evolution, this presentation will focus on the interrelated ecological, aesthetic, symbolic, socioeconomic and political aspects that influence the spatial distribution and image of the terraces.

Of course, the values that local people can assign to their landscapes will be determinant, but specially at the Algarve, the role of tourists as outsiders must be seriously take into account.

We then argue that the future of the dry stone walls structure must be prospected into the diversity of possible solutions about landscape development as the living part of a whole unit that includes the densest urbanized areas with less ecological functions. We call such unit the urban-touristic region of Algarve, inspired on two utopic references: the 'urban regions' and the 'Agroplia'. It means that we try to use landscape as an instrument of knowledge and acknowledgement –democratic governance– of regional spaces.

Keywords: Terraces, Landscape, Urban Region, Conservation, Barrocal, Algarve.

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Parallel Session B: Migrations and Interculturality

Chair: Carolina Rebollo

LAW AND MEDICINE IN THE MULTICULTURAL MEDITERRANEAN

Alberto Marchese¹

Abstract

The exponential growth of immigration, increases the risk of an imminent (and not potential) health emergency. From an ethical and legal point of view, the problem is the revision and adaptation of therapeutic protocols, as well as forecast requirements related to access to services. In this context, in fact, the doctor and the patient belonging to very different cultural backgrounds.

So there are “complex therapeutic relationships”, linked to cultural setting and related to scientific references and the concepts of disease, health, diagnosis and prognosis. Nor should it be overlooked, the high symbolic value expressed from these concepts.

Because there is a natural “social contract” between those who suffer and those who have to administer the care: the medical (and other health professionals) must try, with innovative techniques, an unconventional approach. It is necessary, a more extensive reflection - epistemological and multidisciplinary - on different profiles of therapeutic-relational critical points.

The bout with “the other” often entails “relational black-out” connected to nosological and cultural diversity (for example, ethical and religious differences) and a deep difference of organizational models of modern medicine. The protection of human health corresponds to a need for human solidarity and an approach based on prevention of public health. This paper aims to analyze this phenomenon from the perspective of civil law with regard to european and international legislation. Will be explored the following issues: migratory flows, health and safety; regular and irregular foreigners, health care for “asylum seekers”, foreigners temporarily present, stateless people and refugees for political reasons.

Keywords: Law and Medicine, Health, Multiculturalism, Pluralistic Society, European and International Legislation.

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THE AESTHETICS OF PITY. ITALIAN MEDIA REPRESENTATION OF MIGRANTS AND EMOTIONAL AUDIENCE

Antonia Cava¹, Mariaeugenia Parito² and Francesco Pira³

Abstract

Public debates on migration oscillate between two conflicting claims: on the one hand, compassion and protection, on the other hand, rejection and fear. Both representations are more focused on emotional reactions (Castells, 2009) than rational reflections (Habermas, 1999).

The media hyper-simplification concurs to a social representation of migration that is currently distorting real-life experiences to such an extent that the spectacularization of migrants brings about problems in terms of their negative self-representations. Furthermore, information about migrants reported by media is usually decontextualized (Faso 2008; Maneri 2001; Musarò, Parmiggiani 2014), worsening this state of affairs. Media do not encourage the audience to give evaluations about specific topics, thus framing an agenda of issues to reflect on, so that the presentation of a topic does not cause prejudice or influence a course of action, but favour its contextualization (Shaw 1979). Consequently, the complex phenomenon of migration is concealed in many degrees and ways by the Italian media system.

Starting from this assumption, we argue that these kinds of representation do not allow the audience to understand the complexity of the question, indeed feeding populism and influencing European and national policies to manage migration. In particular, emotional representations conceal the central issue of the potential breaking of fundamental rights claimed in the European Union Charter of Fundamental Rights (Ambrosini, 2015).

This paper thus aims to analyse the migration issue within the theoretical framework of the European public sphere and of the transformation of public sphere in the digital era. The two frameworks are intertwined, as the Internet, and social networks in particular, reflect this simplification in the process of understanding what is behind the phenomenon of migration. Recent surveys (e.g. Poll Demos-Coop, 2015; Pew Research Center, 2015) illustrate the contrast between opportunities (e.g. in education) and risks (e.g. in the loosening of individual morality) on the web. As a consequence, the ensuing relational environment is more conceived as a closed circle that excludes those who do not conform and/or belong. We will conclude our discussion by outlining how individuals build their self-representations by following frames, images, posts, messages, while trying to reproduce reality at the same time.

Keywords: Media Representation, Migration, Audience, European Integration, Italian Media System.

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FAMILY STRATEGIES FACING DEPENDENCY: CARE-DRAIN PHENOMENON IN THE MEDITERRANEAN CONTEXT

Esperanza Begoña García-Navarro¹ and Teresa González-Gómez²

Abstract

In the last decades European societies face parallel challenges such as increasing immigration, the aging of its natural population and change in family models. All societies evolve in the face of these changes, adapting themselves through the restructuring of their socio-health policies.

In this communication we present an exploratory study that addresses the different family strategies emerging from the care of people in a situation of dependence in the Mediterranean context, specifically in the Spanish case.

The methodological design starts from the principle of triangulation with different qualitative techniques; semi-structured interviews, discussion groups and analysis of secondary data. A representative sample of foreign caregivers was selected in different areas of the province of Huelva.

As main results, we identify and describe different models of care strategies associated with different cultural contexts. Focusing on the Mediterranean model, in the Spanish case, we will develop the informal care provided by the family members and the new agents incorporated into it to respond to the new family demands; the care-drain phenomenon.

We conclude that having the same social challenge, each context develops strategies as a result of its socio-health policies and its cultural frameworks of reference. On the other hand, in the context of analysis, the care-drain phenomenon is possible thanks to the health coverage offered by the Spanish health system through primary care, allowing families to reconcile care-drain informal home care with their family and working demands.

Keywords: Care-Drain, Family Models, Socio-Health Policies.

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REFUGEE CRISIS IN TWITTER: NETWORKS AND COMMUNITIES OF SOCIAL ACTORS BEHIND

Estrella Gualda¹ and Carolina Rebollo²

Abstract

Refugee crisis and its long duration is constantly producing lots of information, communication processes and conversations through Twitter. Several organizations, social movements, official institutions and citizens express their opinions or disseminate important information through this platform, including calls for demonstrations, messages of support or hate directed to refugees. In order to gain dissemination of their discourses some of these social actors sometimes collaborate with others, and plan their participation joined to others. Participation in Twitter ranges from solidarity and humanity to expressions of rejection or hate. In this paper, with a specific focus on Social Networks Analysis, we approach to the networks of actors and communities of them that are formed in the arena of Twitter with regard to the refugee crisis. We also compare the communities of actors in different countries in Europe.

Data for this paper were mined from Twitter during a complete year (14 December, 2015 to 14 December, 2016). Millions of tweets were collected with the search keyword “refugees”, using as search strings this word in six different languages (English, French, German, Italian, Portuguese, and Spanish). After the data mining procedure, we applied different strategies for filtering, transforming, and coding data in order to develop social network analysis. We performed a social network analysis in order to identify important social agents producing a discourse on twitter, focusing on the comparison between countries, and communities of actors in them. Results showed diversity of actors and agents, with different roles in the production of discourses in Twitter about refugees. NGOs, political stakeholders, Tweetstars and citizens develop different kinds of roles and connections in the social media. Social movements and NGOs are several times allied to gain more impact in their actions. Social agency has found an important speaker in Twitter.

Keywords: Refugees, Social Actors, Social Networks Analysis, Communities of Actors, Social Media.

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Parallel Session C:
Art and Literature

Chair: J. J. Dias Marques

CUT-OUT ANIMATION AS AN TECHNIC AND DEVELOPMENT INSIDE HISTORY PROCESS

Armağan Gökçearslan¹

Abstract

Art of animation has developed very rapidly from the aspects of script, sound and music, motion, character design, techniques being used and technological tools being developed since the first years until today. Technical variety attracts a particular attention in the art of animation. Being perceived as a kind of illusion in the beginning; animations commonly used the Flash Sketch technique. Animations artists using the Flash Sketch technique created scenes by drawing them on a blackboard with chalk. The Flash Sketch technique was used by primary animation artists like Emile Cohl, Winsor McCay and Blackton. And then tools like Magical Lantern, Thaumatrope, Phenakistiscope and Zoetrope were developed and started to be used intensely in the first years of the art of animation. Today, on the other hand, the art of animation is affected by developments in the computer technology. It is possible to create three dimensional and two dimensional animations with the help of various computer softwares. Cut-out technique is among the important techniques being used in the art of animation. Cut-out animation technique is based on the art of paper cutting. Examining cut-out animations; it is observed that they technically resemble the art of paper cutting. The art of paper cutting has a rooted history. It is possible to see the oldest samples of paper cutting in People's Republic of China in the period after the 2. century B.C. when the Chinese invented paper. The most popular artist using the cut-out animation technique is the German artist Lotte Reiniger. This study titled "Cut-out Animation as an Technic and Development Inside History Process" will embrace the art of paper cutting, the relationship between the art of paper cutting and cut-out animation, its development within the historical process, animation artists producing artworks in this field, important cut-out animations and their technical properties.

Keywords: Cut-out, Art of Paper Cutting, Animation.

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THE AGING EUROPEAN BODY IN THE MEDITERRANEAN IN CONTEMPORARY NARRATIVES

Nagihan Haliloğlu¹

Abstract

This paper explores representations of the aging, predominantly male European body in the Mediterranean in film and literature. It will consider the films *The Trip to Italy* (2014, dir. Michael Winterbottom) and *Unrelated* (2007, dir. Joanna Hogg), and Michel Houellebecq's novel *The Possibility of an Island* (2005), all of which treat the Mediterranean as a stage where northern European anxieties are acted out and sometimes resolved. The paper tries to determine how Europeans try to utilize the Mediterranean weather, scenery, cuisine and bodies to recuperate a sense of youth. In *The Trip to Italy*, two middle aged British men eat their way through Italy while comparing their successes in life. In *Unrelated* a middle aged woman tries to seek a 'healthy' space having just entered menopause. In *The Possibility of an Island* a man at the end of his tether seeks solace in the promise of young bodies littering Mediterranean beaches. As such, the Mediterranean becomes a panacea for the physical and emotional ills of the middle aged of the global north. The Mediterranean basin was, after all, the home of Greek and Roman culture upon whose foundations European culture, where what European politicians like to call 'our way of life', was founded. This goes some way to explain how the characters in question experience a strange kind of nostalgia for the Mediterranean which, in a sense, becomes the metaphor for Europe's loss of the Mediterranean as both a space of therapy and ancestral patrimony. I also argue that although from the same class as the other protagonists in these Mediterranean travel stories, the heroine of *Unrelated*, as a middle-aged woman, experiences the Mediterranean and its attractions differently.

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TYPES OF HANDMADE DOLLS IN TURKEY

Melda Özdemir¹

Abstract

Handmade dolls, plastic, wood, glass, ceramic, any mineral, soil, plaster, leather, cloth and so on. They are human form toys made of materials.

Handmade dolls art is the world's oldest hand-crafted art that emerged from the assessment of the increased fragments available to show the future responsibility of the mother of the daughter-in-law.

Handmade dolls collectors and decorators do not have any jobs in our society and they have characteristics that appeal to people of all ages. The ornaments that complement the clothing such as dolls, ethnic dolls, different national dresses, necklaces, ear, wrists and necklaces, earrings, bracelets and rings attached to fingers carry all traces of folk culture and art.

Handmade dolls are a widespread and indispensable art branch that comes immediately after the stamp collection. At the same time, it has gained importance in terms of ensuring the rapprochement of international cultures that promote the folkloric culture of the countries.

These dolls, which are produced with different materials under different names in different regions of our country, take their names according to the material they are making and they reflect the characteristics of the area in terms of production and clothes. This art branch has gained a great importance today with the tourism movement among the countries. The range of dolls is not limited. New types of baby can be developed with new techniques depending on the creative power of the person and the material in hand. This study aims to introduce handmade doll varieties which are made in Turkey and are still being made. Baby varieties will be supported by visuals while giving information about the construction techniques to be categorized according to the material used.

Keywords: Handmade, Folklore Doll, Culture.

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SPACE FIGURE RELATIONSHIP IN CONTEMPORARY ART

Selda Mant¹

Abstract

Human beings perceive themselves and all other living or non-living objects surrounding them within a determined time dimension. Figure is the general name of the all types of entities and objects that could be encountered in natural world or human imagination. Space on the other hand if considered as void becomes visible as we create a sense of fullness through the presence of living or non-living objects. Therefore, figures or objects become important components of what makes space visible with their locations and the way they take place in a painting. This research aims to investigate space and figure studies in contemporary art. This research carries importance in order to understand space figure relationship in contemporary art. The sample of the research is limited to contemporary artists and their works of art. Content analysis and qualitative data analysis methodology has been used for the research design.

Since its beginning figurative painting were the general inclination of the art of painting, however, from 1950' to recent days conceptual works of art took over the place of compositions ecstatically valued in the past. Figure and space interpretations are handled differently for different periods of time and take their form though what artist would like to show. Contemporary artists stand out with their limitless search for form creating arrangements of space.

Keywords: Figure, Space, Conceptual.

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“GOD IS ALWAYS THE SAME AND EVERYWHERE”: CHRISTIANS AND MUSLIMS IN AN 1847 PORTUGUESE POEM

J. J. Dias Marques¹

Abstract

This paper deals with a forgotten poem by a forgotten Portuguese poet, José Maria Veloso, a long narrative poem published in several issues of a regional journal in 1871. According to its author, the poem had been written much earlier, in 1847.

This poem is noteworthy for three particular features:

1 - It is loosely based on a folk legend the author had heard in his home town (Águeda, Central Portugal). Though not unprecedented, poems inspired by folk legends are rare in Portuguese poetry, and those inspired by legends about “Enchanted Moorish Girls” (as this is the case) are even rarer.

Those legends (told throughout Portugal) tell about Moorish girls who have been enchanted into serpents, have been living for centuries in lonely places in the countryside, and appear to (Christian) men asking for their collaboration in order to be disenchanting. In the vast majority of the versions, the disenchantment doesn’t succeed, due to the men’s fear. Those legends, as we can see, show Muslims and Christians as opposite beings and seem to present their cooperation as impossible.

2 - This poem shows a certain amount of knowledge about Islam and the history of the Arabs which was by no means common in Portugal at that time, even for a school master, as José Maria Veloso was.

3 - This poem, though based on a folk legend, is essentially a creation by Veloso, who added many actions and characters to the action told by the legend. This poem presents under a critical light the intolerance and bigotry showed by Christians and Muslims, advocates for peaceful coexistence between believers of both religions and for the possibility of interfaith marriage. And it shows a religious relativism (“God is always the same and everywhere”) which is surprising in a text written in 1847 in a small town of Central Portugal by someone who was far from being a famous intellectual.

Keywords: Portuguese Poetry, Legends of “Enchanted Moorish Girls”, Relationships between Christians and Muslims.

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Parallel Session D:
Europe and the Mediterranean

Chair: Mehlika Özlem Ultan

COMMUNICATING (WITHIN) THE MEDITERRANEAN: DO WE HAVE A LINGUA FRANCA?

*Barbara Quaranta*¹

Abstract

Communication and exchanges in the Mediterranean area have taken place in different languages and pidgins which have varied throughout time and space. This was the case, for example, of the *lingua franca barbaresca* (Cifoletti, 2004), which was the result of a mixture of Italian, Spanish and Arabic syntax and lexis with other Catalan, Occitan, Ladino and French linguistic features, and was used until the first half of the nineteenth century. While evidence of common Mediterranean linguistic features in the region is not decisive (Ramat & Roma, 2007), when considering language variations, one can identify power relations which in turns have exerted an influence in various Mediterranean areas as well as in Europe. After a brief account of the ways in which the concept of lingua franca was used in the Mediterranean region in the past, I will consider the influence of English as today's lingua franca which serves as a means to communicate within the Mediterranean. The notion of English as a Lingua Franca (ELF) in this area is extremely interesting in that it cannot be considered as part of a local well-established language or mixture of languages (even if we consider the case of Maltese), but it could rather be perceived as an external one of linguistic imperialism. In this paper, I will analyse the concept of English as a Lingua Franca, as intended in the scholarship of English as a World, Global or International language, compared to the very same Mediterranean notion of it.

Keywords: English as a Lingua Franca, English as an International Language, Mediterranean Lingua Franca, Linguistic Imperialism.

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LINKING MOUNTAIN IMAGE WITH PLACE-ATTACHMENT

Carla Silva¹, Elisabeth Kastenholz² and José Luís Abrantes³

Abstract

Mountains are viewed as natural and sacred places with a plenty of social, cultural and symbolic meanings that attracted people overtime.

Many tourist destinations are located in mountain regions. About 15–20% of the tourist industry, or US\$ 70–90 billion per year, is accounted for by mountain tourism.

Mountains are cultural, natural, social and physical spaces but they are also socially, cognitively and emotionally constructed sites.

Research shows that for many reasons, people are attracted and emotionally linked to natural environments. In fact, natural environments, such as mountains, offer a range of physical, psychological and social benefits that make them attractive tourism destinations providing potential affective link with tourists.

Place-attachment influences what individuals see, think and feel about the place and therefore includes emotional and symbolic expressions. People develop a sense of belonging, identity, and dependence to certain places that visit or live and so place-attachment is a multidimensional construct that incorporates four dimensions that have recently been applied to tourism area: (1) Place-dependence that represents the functional dimension and is described as visitors' functional attachment to a particular place and their awareness of the uniqueness of a setting; (2) Place-identity which is the symbolic dimension and refers to the connection between a place and one's personal identity and contains both cognitive and affective elements; (3) Place-affect is the emotional dimension; and (4) Place social bonding which is related with socially-shared experiences associated with the place.

The present study is a conceptual work that attempts to link mountain destination image with place-attachment, by summarizing, systemizing and discussing these distinct dimensions of place-attachment to mountain places and linked with image dimension of mountains as a tourism destinations.

An extensive literature review focusing on the concept of place-attachment and social and cultural meanings of mountains provide a framework which allows assess the emotional and functional bounds that tourists could have to mountain places.

The study is intended to increase social, cultural and scientific knowledge of mountains. These allow a deeper understanding of mountains value capable to awareness for mountains preservation, turning them sustainable tourist attractions. On the other hand, the results could have potential practical implications for tourist mountain destination' planning, marketing and management, promoting their own differentiating and unique mountain features that attract tourists and involve emotionally tourists and mountains.

Keywords: Mountain, Image, Place-attachment.

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THE MOUNTAINS AND THE SEAS – OR HOW THE WATERS WASH THE VALLEYS. ROMANIAN POET AND PHILOSOPHER LUCIAN BLAGA AND HIS PORTUGUESE EXPERIENCE

Emilia Ivancu¹

Abstract

The Romanian philosopher, poet and playwright Lucian Blaga (1895-1961), who was defined by the Carpathian Mountains where he was born and who considered himself to be shaped by the shapes of the valley, the hills and the rivulets, found himself in Portugal between 1939-1940, when he represented Romania as Ambassador. Today, Estoril, the place where he resided, hosts his statue in honour of the love he felt for Portugal during those two years. The Portuguese experience, through its Mediterranean spirit, melos, poetry, with the Ocean nearby and the colours of the country touched both the man and the artist, and the Portuguese experience penetrated both his identity as a person, and his artistic one. Relying on his poetry and memoirs, I aim to present the modalities in which Lucian Blaga's work and nature received the Portuguese and thus Mediterranean touch, and was transfigured through his poems. Moreover, I also intend to show how the poet and the political man Lucian Blaga perceived Portugal.

Keywords: Lucian Blaga, Philosophy, Romania, Portugal, Poetry, Mountains, Seas, Ocean, Memoirs.

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THE ROLE OF EUROPEAN UNION ON IMMIGRATION. AN ANTHROPOLOGICAL APPROACH TO THE TREATIES THAT HAVE BEEN CARRIED OUT IN EUROPE IN ORDER TO MANAGE DIVERSITY

*Carmen Clara Bravo Torres*¹

Abstract

Firstly, U.E. does not present a common integration policy for all its citizens, neither a policy covering the different external problems that exists. It only establishes a series of agreements with different countries, but these are scarce and its do not cover existing problems; unable to have a high prestige in the international scope. The policies that have been carried out are based mainly in the treatment of flows of people moving. Although there is talk of “management” and “solidarity” of migratory flows, the aids offered to the most countries are for the expulsion of people who are in an irregular situation. Thus, U.E. continues with the reparative and restrictive policies that promote the European identity and the differentiation with respect to the “others”; Although the differences varies by country and framed categories, which are mainly based on ethnic motives. It is therefore necessary for the European Union to have a common asylum policy, such as immigration, since despite its existence in recent treaties, we can perceive as its capacity and operability to cover the different existing problems is scarce.

Keywords: European Union, Europeanization, Immigration and International Relations.

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THE SPANISH POLITICAL CONTROL IN THE SEVENTEEN CENTURY: DON ALONSO GUILLÉN DE LA CARRERA AND THE FINANCIAL CONDITION IN THE NEAPOLITAN KINGDOM

*Giuseppe Foscarì*¹

Abstract

Don Alonso Guillén de la Carrera, member of Castilian Council and regent of the Italian Council, arrived in Naples in the 1637 for a control of the financial situation of the Kingdom. The purpose was to erase the fiscal evasion and to assure an increase of the fiscal drag for the military exigencies of the Spain. The control was an important occasion for to remark the financial subordination of the Naples and was a step for a new modulation of the political relation between Madrid and Naples.

Keywords: Guillén de la Carrera, Kingdom of Naples, Financial Politic XVII Secolo.

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THE LEGAL STATUS OF MINORITIES IN THE EUROPEAN UNION: THE SITUATION OF MINORITIES IN THE MEDITERRANEAN REGION

Mehlika Özlem Ultan¹

Abstract

The situation of minorities is one of the most controversial issues, not only in the world politics but also in the European Union policies. It is known that there are so many regulations about the rights of the minorities. The European Union also has given place to this kind of regulations in its founding treaties. Nevertheless, there can be some differences between these regulations and the country practices.

Within the context of this study, firstly, it is aimed to explain the legal status of minorities in the European Union law. Secondly, it will be discussed whether the regulations about the minorities can be generalized to all European Union countries or not. And the situation of minorities in the Mediterranean region will be determined. In this context, the legal status of minorities in the European Union and the rights of minorities in the Mediterranean region will be analyzed and compared.

Keywords: Minority Rights, the European Union Law, Mediterranean Minorities.

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ARTAUD'S MEDITERRANEAN BODIES: CONFOUNDING ARRIVALS AND DEPARTURES, UPENDING ORIGINS

Megan C. MacDonald¹

Abstract

Antonin Artaud's "Le théâtre et la peste" (1933) from *Le théâtre et son double* recounts a story of the plague coming to Marseille via Beirut and Sardinia. I read this plague as a kind of Mediterranean biography, situating both Artaud's Marseille background and his artistic output as having arrived by boat from multiple Mediterranean ports, connecting the Eastern Mediterranean (through his mother's family) to Marseille, via Greek, Ottoman, and Levantine roots. Artaud's convictions and identifications – his germs in transit – make for a surreal narrative which lands in France from elsewhere: France is a place where Mediterranean shuttles arrive – both threads and water passages – where surrealism itself is Mediterranean, water born. This peste renders André Breton's "pure state" of surrealism into an infection from multiple ports. This Mediterranean birth/berth and bath, Artaud's ship, the *Grand-Saint-Antoine* collides with and crosses European, Middle Eastern, and North African ships. If we follow Artaud, surrealisms travel, and do so in such a way that earlier notions of centre and periphery are at least flipped on their head, and at most, obliterated. Finally, Artaud's plague – the Oriental Germ – is both Christian and Muslim, confounding origin stories for Abrahamic monotheisms and their arrival in France/Europe.

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Parallel Session E: Media and Communication

Chair: Emiliana Mangone

THE SOCIAL REPRESENTATIONS OF THE MEDITERRANEAN IN THE REFUGEE CRISIS ON TWITTER: FROM THE 'MARE NOSTRUM' TO THE 'MARE MORTUM'

Carolina Rebollo¹ and Estrella Gualda²

Abstract

The number of refugees who have lost their lives since the start of the crisis by trying to cross the Mediterranean to reach Europe has reached a record. At least 3,800 people have died or disappeared in the Mediterranean since the beginning of 2016, a situation that has caused European citizens and social organizations to publicly denounce this drama in social networks, especially on Twitter. The aim of this paper is to analyze the existing discourse around the Mediterranean, focusing on the meaning given to it in relation to the refugee crisis.

For this purpose, we have done a process of extracting tweets during a full year, from December 14, 2015 to December 14, 2016. We have extracted millions of tweets through the search keyword "refugees" in six different languages (English, Spanish, German, Italian, French and Portuguese) through the NodeXL Professional extraction tool. We have applied different strategies for filtering, transforming, and coding data focusing on the messages and ideas included in the tweets. As preliminary results, we observe that the discourse around the Mediterranean is closely related to the deaths and drownings in the sea, with a great symbolic and metaphorical component around it.

Keywords: Refugees, Mediterranean, Migrations, Twitter, Social Media, Social Representations, Discourse Analysis, Metaphors.

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THE SOCIAL CONSTRUCTION OF A PHENOMENON: THE PLIGHT OF REFUGEES IN THE MEDITERRANEAN AREA IN THE BRAZILIAN PRINT MEDIA

Luciene Alves Miguez Naiff¹ and Denis Giovani Monteiro Naiff²

Abstract

A drama of catastrophic proportions has plagued the Mediterranean region in recent years: the exodus of refugees to Europe, generated by the escape of war and conditions of extreme poverty. According to the United Nations Agency for Refugees more than 700,000 people have crossed the Mediterranean in 2015 and until September 2016, more than 300,000 had been achieved, especially from Syria. This search attempt for a better future has cost a high number of human lives, with approximately 4000 dead only in 2015. In this tragic scenario, Brazil has been requested to study possibilities to receive some quantity of people who can arrive in Europe leading to population to seek a better understanding of this reality. This work, which is part of a larger project on the construction of social representations in Brazilian media sphere, aimed to study the elements of the social construction of the phenomenon of present refugees in vehicles of the Brazilian print media, between the months of January 2013 and July 2016 were selected and cataloged all the news and articles published in the Brazilian newspaper “Folha de São Paulo” and “O Globo” and weekly magazine “Veja”, made up of present readers in all national regions, and later subjected to content analysis method by ALCESTE aided software that performs a quantitative analysis of textual data. The results pointed to a media explosion of the refugee crisis in Europe in the year 2015. The analysis carried out by Alceste pointed towards classes structured around evaluative and explanatory dimensions of the phenomenon, reaffirming the importance of the media as vulgarizadora knowledge and participating institution in the social representations forming processes.

Keywords: Refugees, Written Media, Social Representations.

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"PUBLIC RELATIONS IN THE PUBLIC SPHERE": THE RELATIONSHIPS BETWEEN PR PRACTITIONERS AND BLOGGERS IN *TOURIST DESTINATION* CATEGORY

Osnat Roth-Cohen¹ and Tamar Lahav²

Abstract

The advent of new media and its dynamic development have considerably influenced the activity of public relations (hereafter PR) practitioners. Hence, the content of PR messages and transferring methods are continuously renewing. Nowadays, PR practitioners navigate between traditional media (newspapers, television, etc') and new media such as social networks and blogs.

The present study is a first attempt in Israel to examine the changes in work patterns in the PR industry in light of the bloggers entry into media space. The blog displays content (posts) – that are usually short, personal, and informal - in reverse chronological order (with newest appearing at the top of the list). The blog is considered as a gathering place, rather than merely as a document to be read. Reciprocal links between blogs contribute to creating a community called 'Blogosphere'.

The research focuses on the relationships network between PR practitioners and bloggers, and the PR work methods and tactics in the tourism category, and can serve as a practical tool to the PR industry. The importance of marketing communication in tourism has grown since the 1990s. Tourist web sites are increasingly using promotional means to improve both their media and public image.

This research, based on content analysis of bloggers' posts and interviews, enlightens the changes in PR firms work routines. The findings indicate no correlation between a popular blog and its age; no correlation between the number of blog posts and the number of blog fans, and more. Findings also illustrate a unique pattern according to which bloggers willingly accept PR involvement in their work. In doing so, they lose the autonomy to write whatever they choose and accede to partial PR control over their writing.

Keywords: Public Relations, Blogosphere, Tourism, PR Tactics, Israel.

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UNKNOWN AND INTERPRETED. EXPLORING THE NEED TO REPRESENT, UNDERSTAND AND RESPOND

*Slobodan Dan Paich*¹

Abstract

Interpreting Past as one of the basic human traits is the main thread of this paper. Social, cultural and psychological aspects of the need and desire to understand and respond are explored. Communicating the meaning, usage and construction methods of Cultural Landmarks within the contemporary phenomenon of tourism provides information and knowledge to everyone, regardless of their schooling level and qualifications. Four legacy themes and examples:

1. Embodying Cultural Reference

Canopus of Emperor Hadrian's Villa at Tivoli near Rome

2. Adoptive Reconstruction

Teatro Olimpico Palladio's Renaissance performance space in Vicenza inspired by ancient Roman architect Vitruvius' treaties on theater construction.

3. Shared Intentions and Structural Expressions

Hattusha - Cumae: Striking programmatic and tectonic similarity and documentary evidence that help comparative understanding and interpretation of both heritage sites.

4. Tunable-Intangible Heritage

Omphalos / Naval of the world: Mediterranean stone markers at ancient oracle sites and possible ritual use of specially trained birds.

Interpretation of heritage is and can be made closer to the branch of archeology that is reconstructive and experimental and its discipline and rigour are suitable for meaningful reconstruction of ancient practices. There is a necessity to explore similarly disciplined portrayals of the past. The writings of historians of the classical period concerning the seven wonders of the ancient world addressed the *out of the ordinary* character of major heritage sites of the Greco-Roman world. Viewing heritage interpretations as needs and psychological underpinnings of the tourism phenomenon, that is, as *wonder experiences* are explored. Interpretation that acknowledges and attempts to understand the original motivations can enrich the experiences of contemporary visitors.

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NETWORKED MEDIA, AND POLITICAL PARTICIPATION IN TUNISIA. INSIGHT FROM AN EUROPEAN PROJECT

*Andrea Miconi*¹

Abstract

The speech will focus on the results of the Tempus European Project eMEDia. The project is founded by the European Commission as it involves four European partners - IULM University, Tampere University, University of Barcelona, and the Mediterranean network Unimed - and Tunisian Universities IPSI La Manouba, Sfax and Sousse, along with the Tunisian Ministry for Higher Education. The focus on Tunisian condition is basically due to the main role played by digital activists and bloggers in its recent history, and in the events of the so-called Arab Spring (2011).

The research is dedicated to the relationship between political participation, news-making practices and the spread of social media, as it is affecting Tunisian society. As we know, Tunisia during the Arab Spring had been widely considered as a laboratory for political participation. Nonetheless, the literature about the Arab Spring fell short in explaining the complex genesis of the phenomenon, on the one hand by isolating media as a casual factor in the spread of political demonstrations, and on the other by analyzing North-African condition through a biased perspective. Nowadays, it is interesting to focus on the *consolidation* of the information environment three years after the uprisings. What is more relevant, we believe that only an in-depth analysis of Tunisian society is able to provide a real explanation of its political history, and namely of the part of digital media in its political evolution.

For this reason, our research is based on different methodologies: desk stage, interviews, and ethnographic analysis of communication practices. As to the results, I will focus on three main aspects: the rise of a new condition, we use to refer to as “networked journalism”; the mid-term effect of social media, with particular attention paid to the risk of a digital oligarchy; and finally, the role of education in the understanding and even in the improvement of new opinion-shaping processes.

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THE WORDS OF THE MEDIA. THE REPRESENTATIONS OF MIGRANTS IN THE MEDITERRANEAN

Emiliana Mangone¹ and Emanuela Pece²

Abstract

People define their own behaviour based on the perceptions and expectations they have towards the Other, paying particular attention to the socio-cultural context of belonging and reference values they, in turn, ascribe to the other party and to the relationship. These are the theoretical assumptions determining the approach to *diversity* and the ways to relate to those who are considered “different” (non-familiar).

Social representations of “diversity” appear to be mainly influenced by the information conveyed by the mass media in their dual role as mediators of reality and opinion leaders, often becoming a “distorted reflection” of reality. News about arrivals of migrants in the Mediterranean, as well as violent or terrorist events, can be a few examples through which the public opinion constructs a specific image of the *Other*. At the same time, using words such as *illegal immigrant*, *refugee*, *emigrant*, may help in reinforcing an image able to reduce socio-cultural distances – or, conversely, to expand them. In this sense, public opinion will tend to juxtapose their own frames of interpretation to those proposed by the media, re-building a specific kind of reality filtered by the media. In support of the above, this paper aims at introducing a proposal for the development of a *vocabulary of [the] media* based on an analysis of the words used by some of the most popular European newspapers to represent the *Other*: the frequency and use of the words in news headlines can illustrate, by way of example, how the media, in some cases, are instruments able to spread among the public stereotypes and attitudes that can in turn lead to a narrowing and / or opening of relations towards the Other.

Keywords: Communication, Mass Media, Mediterranean, Others, Social Representations.

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Parallel Session F: Political Trends

Chair: Blanca Miedes-Ugarte

THE SETTLER COLONIAL PARADIGM AND THE ISRAELI OFFICIAL NARRATIVE: AN EXAMPLE OF 'ELIMINATION OF THE NATIVES'

*Anna Maria Brancato*¹

Abstract

This article focuses on the historiographical debate around the Palestinian-Israeli conflict. Although 1948 events have been deeply studied by Palestinian scholars soon after the First Arab Israeli War and then by the so-called New Israeli Historians, there still is a kind of dominant academic narrative, which could be identified as the *official* history made by historians directly linked to the military and political establishment of Israel.

Since years of studies, research and debates among scholars have not challenged the official narrative at all, this paper will try to analyse its powerful everlastingness using the Settler Colonial Paradigm, stressing on the so called 'logic of the elimination of the natives', that is to recognize that an attempt to erase the indigenous population existed, both physically and culturally.

Indeed, the Settler Colonial approach allows us to recognize the bounds between political power, history and academy and to understand why and how the official narrative has remained the dominant one over the years.

Despite the fact that several works have been written about Palestinian-Israeli question, the majority of them focus on what happened after 1948. The Settler Colonial approach, instead, recovers the importance of the period between 1882 and 1948, in which Zionism became a structured settler ideology.

The importance of such a work on the Palestinian-Israeli conflict is that it tries to maintain alive a central debate in Mediterranean politics, providing a new interpretation and new words to deal with it.

Keywords: Palestine, Israel, Historiographical Debate, Settler Colonialism.

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CAVA “ROYAL CITY”: AN “UNIQUE PRIVILEGE” IN THE CONSTRUCTION OF IDENTITY, BETWEEN THE MIDDLE AGES AND THE MODERN AGE. A RESEARCH APPROACH

*Massimo Siani*¹

Abstract

In the Europe of the XV century, the administrative roles do not concern only the cities. There are many lands, which are able to practice these functions. They are usually called “*the other cities*”, and they can either obtain or lose this identity-condition. Therefore, whichever instrument is necessary to construct and conserve them.

The history of Cava, a middle town in the Kingdom of Naples (XV century), is able to show this by one of its most important privileges: the “*White Paper*”, which Ferdinando I of Aragon gave to the citizen who returned it without changes. Which were the reasons? It was believed that the paper was a recognition for the support of 500 citizen in the battle of Sarno (1460, 7th July).

No documents until the half of XVII century talk about the rescue of Sarno. Therefore, is it a legend? Yes, I think, only the documents can justify the “*White Paper*” to the loyalty of the city showed during the Angevin siege from 18th to 29th of August (1460). So why did they return blank?

Maybe the citizen had nothing to ask and above all the city and the king knew the rules to have in the relationships.

Keywords: Identity, Relation, Center and Periphery, Early Modern History, Medieval History.

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THE CONSTRUCTION OF THE PEOPLE AS HISTORICAL ACTORS IN CONTEMPORARY MEDITERRANEAN DEMOCRACIES: THE IMPACT OF EU POLICIES FOR THE EMERGENCE OF POPULIST ANTI-AUSTERITY MOVEMENTS IN PORTUGAL, GREECE AND SPAIN, FROM 2011

Fatima Lampreia Carvalho¹ and Eugénia Ferreira²

Abstract

This work adopts a theoretical perspective of a *political discourse theory* and takes advantage of key concepts such as *articulation* and *hegemony* to investigate the pan European revival of the radical left in southern Mediterranean democracies, from 2011. Based on documental analysis of party manifestos and other key documents, as well as specialised bibliography, this paper focuses on the nature and the logics of the formation of collective identities in Southern Europe. Attention is given to reactions to European Union austerity measures imposed on Greece, Spain and Portugal as a return for a financial bailout from debt crisis. Attention will be given to the emergence of *the people* as a political category in those selected contexts. The minimal unit of analysis in this presentation is therefore socio-political demand for the end of anti-austerity measures by the European Union.

Main research questions guiding this presentation is why before its October 2015's election, Portugal was considered exceptional in the Mediterranean region for the noticeable absence of a populist anti-austerity movement in the mould of *Podemos* in Spain (led by Pablo Iglesias), or *Syriza* in Greece (led by Alexis Tsipras). What progress has been made by the Portuguese and the Greek Prime ministers Antonio Costa and Alexis Tsipras in composing a united front of Southern countries to keep European policies under check? What justification and what support the Portuguese Prime Minister was able to gather from the Portuguese people?

At a first glance, the concept of *democracy* for the united front of Southern democracies is a *common agenda for growth* as an alternative for austerity policies levied by Brussels under guidance from member states of Northern Europe. One of the cornerstones of the Mediterranean united front is debt re-structuring but can a critique of austerity policies resuscitate a new kind of populist movement in Southern Europe? What is the relation between a sovereign debt, terrorist threat, and EU integration crisis and the revival of a new kind of populism in Greece, Spain and Portugal in contrast to BREXIT's anti-immigration conservative populism as supported in the United Kingdom?

Sections in this paper:

Section 1 sets up the theoretical framework organising this paper with focus on a contemporary effort to assess *populism* as discourse. The poststructuralist approach based on Laclau's theory is introduced as the basic ground to explain *popular demands* as those presented by SYRIZA, *Podemos* and LIVRE whose claims embody the absent fullness of a fair and healthy community. As the following sections will demonstrate, the unity of the group in the various documents issued by SYRIZA, *Podemos* and LIVRE are

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the aggregation of unsolved social demands. The logic of the construction of the people as historical actors is what Laclau called the *populist reason* making unsolved popular into widely accepted ideals unifying by the people via *articulation* and *hegemony*. This perspective enables a theoretically coherent approach to democratic populism enabling one to analyse events affecting the most recent ruptures not only the Mediterranean democracies but also in the United Kingdom's BREXIT movement.

Section 2 analyses the constitution of the Greek people's political identities by SYRIZA (or *New Democracy*). The governmental program of the Coalition of the Radical Left announced by **Alexis Tsipras** at the Thessaloniki International Fair, September 15, 2014 demanded: (1) Immediate parliamentary elections and a strong negotiation mandate with the goal to: Write-off the greater part of public debt's nominal value; (2) Include a "growth clause" in the repayment of the remaining part so that it is growth-financed and not budget-financed. (3) Include a significant grace period ("moratorium") in debt servicing to save funds for growth. (4) Exclude public investment from the restrictions of the Stability and Growth Pact; (5) Promote a "European New Deal" of public investment financed by the European Investment Bank. This section investigates the consequences of SYRIZA's promise to fight and secure a socially viable solution to Greece's debt problem. This section claims that SYRIZA's discourse attracted strong support whilst repudiating the EU austerity measures imposed on Greece in return for a financial bailout from its debt crisis by the so-called "troika" of the European Union, European Central Bank and International Monetary Fund. SYRIZA's pledges also included (a) Immediately increasing public investment by at least €4 billion; (b) Gradually reversing all the Memorandum injustices; (c) Gradually restoring salaries and pensions; (d) Providing small and medium-sized enterprises with incentives for employment, and subsidizing the energy cost of industry in exchange for an employment and environmental clause; (e) Investing in knowledge, research, and new technology in order to have young scientists, who have been massively emigrating over the last years, back home and (f) Rebuilding the welfare state, restoring the rule of law and creating a meritocratic state. All the above claims were articulated in SYRIZA's *National Reconstruction Plan* structured around four major pillars to reverse the social and economic disintegration of Greece: (1) *Confront the humanitarian crisis*; (2) *Restart the economy and promote tax justice*; (3) *Regain employment*; and (4) *Transform the political system to deepen democracy*.

Section 3 scrutinises the message of Podemos in Spain a movement formed by Pablo Iglesias in January 2014 with a group of fellow leftist university lecturers. Podemos grew from Los Indignados, a grassroots protest movement calling for radical change amid soaring unemployment and cuts to public services. The movement began in 2011 with thousands of mainly young Spaniards camping out in Madrid's central square. Podemos' "Fifty Steps to Govern Together" included points such as (1) Economic Democracy with a National Plan for Energetic Transition; (2) A new path for public deficit reduction in support of economic recovery; (3) Reinforced welfare; (4) Fight against fiscal fraud; (5) Progressive Tributary reform (6) New regulatory framework for work relations marked by a fight against instability and inequality; (7) Debt re-structuration of household mortgages (8) A new productive model towards sustainable development centred on welfare and prosperity for all society. Podemos support for a Spanish political democracy, as exposed in the "Fifty Steps to Govern Together" included (a) Fight against corruption and effective transparency in the public sector, (b) a referendum to dissolve government in cases of non-compliance with the electoral program and (c) a reform of the electoral system; (d) a Reform of EU's economic governance; (e) Reform of the pact for stability and growth, a reform of the fiscal pact and (f) the celebration of the European Debt Conference to

influence the coordinated re-structuration of public debts in the Eurozone.³

This section on the Spanish populism singles out the main unanswered demands articulated by the *Podemos*, a movement that presented itself as an alternative to the spending cuts and corruption scandals that have enraged many in Spain. *Podemos* voiced the extreme distress of the unemployed calling for evictions of homeowners to be stopped and welfare guaranteed for families chastised by Spain's unemployment rate. The idea underpinning *Podemos* was to create a tool to allow people to join a participative process. This section points out important differences between anti EU discourse by SYRIZA to pro democratic participations in Spain.

Section 4 studies yet another type of discourse in the Message of LIVRE whose leader and founder Rui Tavares claimed that “cosmopolitanism, not nationalism”, should be the Portuguese's creed, and a fight for people to be proudly engaged in. *The Manifest for a Free Left* (15/05/2012) was a plea for the mobilization of the Portuguese people around three objectives: a freer left wing, a more equal Portugal and a more fraternal Europe. The Manifesto called for the construction of a courageous left at a moment in which Portugal was sinking and Europe was sentenced to division and disintegration. Within its key objectives the LIVRE Movement proposed to organise meetings in an open and transparent way, resorting to daily democratic practices thorough the use of networks and other online technologies for the elaboration of documents with diagnostics and concrete proposals. Although LIVRE did not succeed in popularising its discourse in Portugal as much as other platforms in Greece and Spain, one could identify a break with austerity plans as one main point of contact between the LIVRE movement, *Podemos* and SYRIZA. Yet in Portugal the claim was that to break with austerity one would need a united, free and courageous leftwing free from political feudalism that still paralised the left in Portugal. That said, politicians from the Bloco de Esquerda (BE), the Socialist Party (PS) and independent forces in Portugal supported the LIVRE manifesto proposing a new social justice pact.

Different from other parties in Greece and Spain, LIVRE's founder (Rui Tavares) made a very specific case for Europeans to start charging taxes from the multinationals, thus fighting *sweetheart deals*. The party leader highlighted in his manifestos that Apple used its agreement with Ireland to deploy a fictitious structure to centralise profits in Ireland. LIVRE therefore made a case that the European Union should use regulatory instruments in the area of markets, competition and telecommunications, amongst others, to charge taxes from multinationals operating in European territory.

This section concludes by establishing a paralel between Podemos, SYRIZA and LIVRE's programme. The latter differentiated itself by means of emphasis on harmony between EU countries and fight against multinationals. LIVRE established that EU member states should abstain from fiscal competition between themselves and in exchange receive 99 percent of taxes charged. Taxes would be determined in a joint way by means of a “reinforced cooperation” between at least 11 member states. This mechanism would allow a change to mistakes committed in relation to citizens, states and markets, making possible the end of deficits in national budgets and viable the reinvestment of funds charged in areas necessary for a better future⁴ (Manifesto para uma Esquerda Livre)⁵

Section 5 drawn to close the main arguments in the paper providing explanations for the emergence, merits and limitations of populist parties in Europe. Some of the points

³ <https://podemos.info/wp-content/uploads/2016/05/acuerdo26J.pdf>

⁴ <http://livrept.net/europeias-2014/programa#top-proposal-4>

⁵ https://pt.wikipedia.org/wiki/Manifesto_para_uma_Esquerda_Livre

made are: (1) Why the thought of a radical new movement putting the country's Eurozone membership at risk was an anathema to most Portuguese voters? (2) For what reasons the EU economic crisis has given rise to movements with different levels of popularity in the Eurozone? (3) Why LIVRE hasn't taken off in the same way as the other movements in Greece and Spain despite the fact that opinion polls showed that the Portuguese were no less disenchanted with politicians than other Eurozone voters? (4) For what reasons it hard to call LIVRE it a populist movement?

The paper proposes that in contrast to Greece and Spain weak support in Portugal for radical new movements showed that traditional mainstream parties could survive years of austerity, high unemployment and the discrediting of political and business elites relatively unscathed because structural differences in Portugal is able to guaranteed the lack of support for alternative parties.

Keywords: Democracy; Southern Mediterranean; debt crisis; anti-austerity; populism; EU disintegration, socialism, solidarity, Podemos, Syriza, LIVRE, Grexit, Brexit.

SPAIN AND PORTUGAL IN THE POLITICAL STRATEGY OF ANTONIO PEREZ

*Silvana Sciarrotta*¹

Abstract

Spanish politician (1534-1611), son of Gonzalo Perez, secretary of Charles V, Antonio Perez was leader of the secretariat of state of Philip II and author of various political books. In this focus, I want to examine his reflections about the Spanish political at the end of the sixteenth century, and the contradictions that conditioned the international profile of the Spanish Empire.

Keywords: Perez, Spain, Portugal, European Politic XVI sec.

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CRISIS, POVERTY AND QUALITY OF LIFE IN MEDITERRANEAN VULNERABLE URBAN NEIGHBOURHOODS. THE CASE OF DISTRICT IN HUELVA (SPAIN)

Blanca Miedes-Ugarte¹, Manuela A. Fernández-Borrero² and Celia Sánchez-López³

Abstract

This communication discusses main factors explaining poverty and life quality in an urban area of 15,170 inhabitants. This area is the space of action of the “Integral Plan for the District 5” of the city of Huelva (www.districto5.org).

Results are based on a multidimensional analysis (AFC, Cluster, LSM) of a participatory survey (221 household, 500 adults and 100 children). The interviews were carried out at home during the second semester of 2015 by technical staff and ONG volunteers of several social services in the area. The results show the social profiles of the area and the mix of emerging post-crisis and traditional typologies of poverty and social vulnerability. Main purpose of the Integral Plan for the District 5 of Huelva (city of 165.00 inhabitants) is the promotion of life quality and social cohesion in a socio-economically diverse typical Mediterranean urban area which includes middle class areas together more disfavoured neighbourhoods classified by the regional government as “zones of preferential social transformation”.

The heterogeneity of these zones and the design of the sample confers to this study some representativeness of the rest of southern Mediterranean peripheral urban. Therefore, the results, in addition to serving as the basis for the participatory strategic planning in the territory of reference, can be very useful as an illustration of the living conditions in similar urban areas and lead to more general proposals for intervention in the field of welfare and social inclusion for this type of spaces.

Keywords: Poverty, Life Quality, Social Innovation, Citizenship.

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Parallel Session G:
Knowledge and Education
Processes

Chair: Cláudia Urbano

THE VIEWS OF TEACHERS OVER THE FATHER INVOLVEMENT TO PRESCHOOL EDUCATION PROGRAMS

Fatma Tezel Şahin¹, Zeynep Nur Aydın² and Ayşegül Akıncı³

Abstract

Family involvement activities are of a significant place in increasing the success in preschool education and maintaining the education. It is necessary that both of the parents be in the family involvement activities. However, while mother involvement is obtained in the family involvement activities, father involvement is neglected. For that reason, the current study aims at determining the views of teachers with regard to father involvement in the preschool education programs. The working group of the study consisted of 23 preschool teachers. The study is a descriptive survey. The data were obtained through individual interviews. As a data collection instrument, "Teacher Interview Form" was used. The data were analysed through content analysis method. The data regarding the views of the teachers were given as frequency and percentage values. At the end of the research, a great majority of the teachers stated that they were proficient in applying family involvement studies. They also pointed out that they held more family meetings in order to obtain family involvement and then they implemented involvement activities both in the class and out of the class for parents. They expressed that they observed more mother involvement in these activities than fathers. Parents expressed that the reasons why fathers involved in these activities less compared to mothers were the working conditions of fathers and that it was regarded as a task of mothers. Depending on the results of the research, it is likely to recommend that fathers should be informed about the involvement in family activities and that some applications and opportunities should be supplied for the fathers in preschool education institutions in order to encourage them.

Keywords: Preschool Education, Parent Involvement, Father Involvement, Teacher Views.

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THE OTHERS. ACTION-RESEARCH PROJECT FOR THE MEETING OF MIGRANTS AND STUDENTS IN SICILY

Gevisa La Rocca¹

Abstract

In recent years Sicily has become, along the coasts of Greece and Turkey, the destination of migrant landings. Streets and alleys of the city become the meeting place of different cultures, streets and alleys are the first spaces of communication and intercultural training. Although, visually Sicilians have become accustomed to the presence of the other, little or nothing is known, however, of other people's stories and that's because the migrants living in shelters. Even these shelters have reshaped the urban landscape, since these are: schools, hotels, gyms which is changed the destination of use, according to the emergency rules.

How can you explain to the students the assumption that the other is close to us, if the other remains in the shadows? How can you explain the concepts of intercultural communication? How is it possible to live and understand: prejudice, stereotype, stigma and active listening needs and the multicultural perspective? Who is the other?

Objective of this work is to outline as part of an action research project has changed the perspective of the students in their vision of migrants. The project was developed in stages, sometimes to collect the data of the various experiences of encounter between students and migrants. The students were asked to develop a trace of semi-structured interview to be submitted to migrants in order to collect their life stories and migration and to analyze the presence of prejudices, stereotypes and stigma suffered both as acts both as a way of looking at the people hosting them.

Interesting is to see how through this project there has been, on the part of the students, an awareness for migration stories and suffering suffered by migrants. As with the other students have become "somebody", getting rid of the de-individualization process. This work tells of the importance of the meeting between different cultures and the surprise to discover that we too are the other of someone.

Keywords: Intercultural Communication, Action Research, Education Process, Social Interaction.

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RESEARCH AND EDUCATIONAL INNOVATION: JOURNEYS ABOUT AN EXPERIENCE IN THE CLASSROOM

M^a Carmen Azaustre Lorenzo¹ and Sara Conde Vélez²

Abstract

The experience on Educational Research and Innovation in the classroom shows, both in the teacher and the students, the innovative pedagogical actions that in the current educational system are developed. This is a tangible reality that manifests itself through its teaching staff, management team and students and that is visualized in the trajectory of the schools where the experiences materialize, in addition, to be a forum for debate and reflection on the studies carried out by the Own students. The objectives proposed at the Conference were: to know and critically evaluate different perspectives and ways of investigating; Identify and analyze the characteristics, objectives, purposes and implications for education has Research and Educational Innovation. The activities carried out were carried out by professors and experts in Research and Educational Innovation making presentations whose subjects were: Research in Education: difficulties, opportunities and challenges; Innovative Experiences: the school as a center of educational innovation; The innovative school: the role of the teacher. A Round Table was held where all kinds of doubts were discussed, different points of view were discussed, the topic was explored in depth, doubts were clarified, summarized and related the exposed of each of the participants. The students participated in the Conference exposing their research, as well as in the defense of their posters and infographics.

Keywords: Research, Educational Innovation, Training.

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IS THERE A SHARED EXPERIENCE OF HIGHER EDUCATION? - SIMILITUDES AND SINGULARITIES OF HEI ACROSS THE MEDITERRANEAN COUNTRIES

Cláudia Urbano¹

Abstract

Higher education is one of the most important key values for changes in societies and exchanges among different societies. Analysing higher education systems in Europe, it is clear Southern Europe has been determining many differences with the rest of the continent, despite the effort of the Bologna Process to ensure comparability in the standards and quality of higher education qualifications.

Taking in account four Southern Europe countries – Portugal, Spain, Italy and Greece – and regarding their link to a certain Mediterranean culture, our proposal is to analyse these countries' higher education systems, their growth, using indicators on educational stock, economic growth and development, supply and demand of higher education and economic indicators relating formation and the economy such as graduated employment rates. Also education public policies will be considered in the analysis as they interfere in higher education systems' trajectories. Comparing them we will be able to identify similitudes and singularities in these educational realities, leading us to conclude about the existence of a Southern European way of making higher education a specific value in Mediterranean culture.

This topic is even more important as it might be related to the recent key focus of EU activities in Southern Mediterranean region. The Mediterranean Strategy for Sustainable Development (MSSD) recognises that education in the Mediterranean needs strengthening by introducing sustainable development, through a holistic approach, into educational curricula, from primary school right up to higher education. The searching for synergies between higher education research and innovation in the Mediterranean area already started. With our post-doctoral research project focusing on higher education and its links to societies, educational policies and national economies, in this conference our goal is to share some questions and to contribute to the debate on higher education reinforcing and enriching sociological analysis on higher education between the two shores of the Mediterranean.

Keywords: Higher Education Systems, Mediterranean Countries, Public Policies.

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Parallel Session H: Mediterranean Diet

Chair: Ana Cristina Figueira

THE MEDITERRANEAN DIET IN THE AUTONOMOUS REGION OF MADEIRA, PORTUGAL

Bruno Sousa¹

Abstract

In Autonomous Region of Madeira, agriculture was the dominant sector in the Madeira's economy, which lived most of the population. The first agricultural activity with relief was the grain crop of wheat, then the sugarcane and from the seventeenth century the vineyard and wine production.

Currently, despite the tourism is the main activity, agriculture and fishing still play an important role in the economy of the region. In areas of low altitude, by the sea, located in the higher yielding crops such as banana wood, custard apples, mangoes, sugarcane and passion fruit and other tropical fruits, the intermediate level is grown potatoes, sweet potatoes, beans, wheat and corn and fruit trees in the Mediterranean region as the fig and loquat in polyculture system.

Fishing, highlights to tuna and black scabbard fish, one of the major food contributions fish.

Despite these facts, when the adherence of population to the Mediterranean Diet (MD) was assessed, we found that in a sample of adults, 9.5% had a good adherence to the MD and the remaining 90.5% poor adherence. However, 94.8% used olive oil as the main cooking fat and 79.8% preferred the consumption of white meat. Rather, it was detected insufficient consumption of nuts, pulses and fish of 90.8%, 72.5% and 65.6% respectively. In children and adolescents, in one sample of Funchal, capital of the district, aged between 6 and 16 years-old, was found that 56.1% had a high adherence to the MD, 40.8% an intermediate adherence and 3.1% low adherence. In this young population, it was found that 88.3% consumed olive oil at home, 86.5% fruit or fruit juice daily and 68.2% fish regularly (2 to 3 times per week). However, only 33.6% is who ate nuts at least 2 to 3 times a week and 16.1% consumed pastries for breakfast.

Considering these facts we believe that the adherence rates to the MD could be higher, with the need for more stimulus in the population to implement this feeding practice in order to improve their health and promote well being.

Keywords: Mediterranean Diet, Adherence, Autonomous Region of Madeira.

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THE PRISONER'S MEAL (LOULÉ, 1888)

Luísa Fernanda Guerreiro Martins¹

Abstract

We have a global knowledge about the nourishment of people who lived in the ancient village of Loulé during the 19th century. But we don't know what the prisoners in jail used to eat daily, nor who was responsible for their nourishment. In fact, we would like to understand where were established the prisons since the middle age and if there were any kind of social contact between the people and their prisoners.

The studies that have been giving information about the system in prisons of the 'Loulé' territory are rare. We can highlight some studies and investigation but apart from that, there are little references about prisoners from 'Loulé'. If for the 16th century the only reference is that of the minutes of the assembly of the town hall, for the 17th century we find some references from documents of the 'Santa Casa da Misericórdia' that informs us about the feeding and the care that its members should have to prisoners.

We also would like to understand if the prisoners were treated as humans, although their choice has been the wrong one. If the diet of the 'Algarve' territory has always been of Mediterranean essence, the food given to the prisoners would also have such characteristic or would they be given less appropriate or adequate food?

Considering all the questions and arguments presented, we can consider that the main purpose of this paper is to know what prisoners ate and if the typology of diet is related to Mediterranean Diet.

Keywords: Meal, Prisoners, Mediterranean Diet, Food,

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AGROFOOD SECTOR IN PORTUGAL

Teresa de Noronha¹

Abstract

Revisiting the recent past of the Agri-food sector (SAA) in Portugal brings to public a controversial period of rapid transformation of the Portuguese distribution systems which opposed stagnation in agriculture at the end of the last decades. Our paper scrolls through some key points to better understand the process of change in the Portuguese food chain. Changing consumption patterns and novel structures of production, emerging networking systems with consequent monetary flows required different policies and promoted new strategies for innovation, also at regional level. Thus, a vision on the regional impacts of such recent evolution is provided as well.

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EFFECTS OF DIFFERENT COOKING METHODS ON FATTY ACID COMPOSITION OF MACKEREL (*SCOMBER COLIAS*)

Ivona Relatić¹, Teresa Cavaco², Sanja Vidaček³ and Ana Cristina Figueira⁴

Abstract

Fish is a relevant component of the Mediterranean diet. A recent study has shown that regarding the nutritional profile of fish captured in Portugal, mackerel (*Scomber colias*), the most abundant species in its coast, has the highest amounts of essential fatty acids, mainly ω 3 (Gonçalves *et al*, 2015). These may reduce the risk of cardiovascular diseases, as well as of hypertension and arthritis (Mazza *et al*, 2007; Sofi *et al*, 2013) .

In this study the effect of different cooking methods (boiling in water, baking in oven, microwave cooking and shallow frying) on some physico-chemical properties (moisture, water activity, color and pH) of mackerel fillets was investigated. In addition, the changes in the fatty acid profiles caused by cooking were also determined.

Results showed that the highest changes in fatty acids, when compared with the fresh fish occurred for shallow frying, whilst the lowest changes could be found for fish boiled in water.

Keywords: Mackerel, Cooking Methods, Heat Treatments, Fatty Acids.

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Parallel Session I: Identity, Body and Sexuality

Chair: Maria del Mar Gallego Duran

THE HUMAN DIGNITY OF TRANSEXUAL PERSON IN ITALIAN LAW

*Aurora Vesto*¹

Abstract

According to Italian law (Law of 14 April 1982, No 164), about sexual rectification the Court can authorize the sex-change operation only after check and approval of psycho-physical conditions by a psychologist or psychiatrist. Only when the transition from a sex to the other is completed the judge orders to the updating of name and sex in the register of civil status. However this law is smoky and generic, leaving many issues unsolved: does not fix the parameter that the judge has to follow to authorize the surgical operation and, above all, the law does not protect the rights of persons during the transition period. Therefore, the law does not specify whether such modification must be the consequence of sexual reassignment surgery, of hormonal medical treatment or of natural evolution.

With the decision the Court orders the relevant authorities to rectify the indication of the sex of the person concerned in the register of births. The change of forename is a consequence of the change of sex; another important consequence is the annulment of the marriage, while there is no change in the relationship with the children. Even if the issue is not therefore simple when the sexual change happens during the union conjugates them, since the wedding is "actus legitimus".

The rule to make to coincide the load with the psiche through the surgical operation is not more an absolute rule, in fact the more recent jurisprudence recognizes the right to the sexual identity to those who has not only modified their primary sexual characters, but also to those who, without to have made some modification, they have constructed one various identity of kind, adapting in meaningful way the corporeo aspect (Trib. ME, 11.11.2014). The ratio is that the dispositive actions you of just the body must wide be revolts to the protection of the health understanding (physical and psychical), without to offend the human dignity in its oneness.

Keywords: Gender Assessment, Sexual Identity, Sex-Change Operation, Transsexual Person, Human Dignity.

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TEENAGERS AND SOCIALIZATION TO SEXUALITY IN SAME-SEX FAMILIES

Giuseppe Masullo¹

Abstract

This paper presents the results of a research carried out in the Campania region, which aims to investigate the ways in which parents relate to the emotional and sexual lives of their adolescent children, considering the changes occurred in the configuration of current families, both on the relational and structural level. The former considers the quality of relationships among family members, while the latter refers to the new family forms currently appearing within the social scenario, disarranging the traditional way of thinking about the family and originating new ways of conceiving the roles of male and female, of being together, of the idea of couple and – last but not least - of sexuality and the various ways of living and experiencing it.

The research aims to analyze the ways in which “atypical” families manage the issues of adolescent children regarding the concerns raised by their first love and sexual experiences. The idea is to verify if the new family configurations show different ways (from “traditional” families) of considering children’s education and managing the aspects related to this phase of life. The research focuses on same-sex families with the goal of understanding the complexities arising in this particular family environment – which in many respects in Italy is still not fully recognized – with teenagers.

Inspired by grounded theory [as a research methodology], we will try to present the findings to date, emerging from in-depth interviews with parents, trying to highlight “conformities” and “differences” at both the inter-conjugal and inter-generational level.

Keywords: Same-Sex Parenting, Family/Families, Adolescents/Teenagers and Sexuality, Educational Practices.

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GENDER, SEXUALITY AND HEALING DISCOURSE IN WOMEN WRITERS FROM THE AFRICAN DIASPORA

Maria del Mar Gallego Duran¹

Abstract

Starting from the idea that “reason is the truth of the subject” (Mbembe), this paper will address the Judeochristian schism between mind and body and how it has deeply affected Westernized views of black female bodies. Perceived as “just bodies” and therefore reduced to their sexuality and corporality, this paper will deconstruct this racist and sexist ideological apparatus in which the black female body has historically embodied the silent signifier of radical “primitivism,” and “deviant otherness.”

However, the work of Mediterranean women writers from the African diaspora over the last four decades has challenged the notion of a white and male normative subjectivity by engaging in the articulation of powerful black female subjectivities. Drawing from African-centered philosophies, these women writers have forged an alternative healing and resistance discourse which disavows the mind/body split. Moreover, these women writers have critically disrupted the racist and sexist component of dominant ideologies of race, gender and sexuality in order to recreate other creative ways to inhabit black female bodies. Concretely, I will focus on the work of Afro-Spanish writer Agnès Agboton and Afro-French writer Fatou Diome.

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**Parallel Session J:
History, Cultures and Heritage**

Chair: Paul Nanu

THE PRESERVATION OF THE TAGUS ESTUARY TRADITIONAL BOATS: NEW ISSUES AND CHALLENGES

*André Fernandes¹, João Figueira de Sousa² and Tânia Galvanito
Vicente³*

Abstract

Until the 1960s, Tagus Estuary traditional boats played an important role in the functioning of the economy of the region and city of Lisbon as a transport mode used for the movement of goods between the banks of the Tagus and as support to the movement of cargo to and from the ships anchored in the port of Lisbon. However, technological progress and development of regional transport system observed afterwards led to functional disuse and gradual decline of these boats. In the 1980s, social and institutional acknowledgement of their cultural and patrimonial value provided for the launch of the process of recuperation and preservation of these traditional boats. However, nowadays the preservation of these patrimonial elements faces a complex of new challenges which in some cases threaten their sustainability. Supported by the analysis of the valorisation process of Tagus Estuary traditional boats and based on experience of various local stakeholders, the article analyses, discusses and systematizes major contemporary challenges for the preservation of these traditional boats.

Keywords: Traditional Boats, Maritime Heritage, Cultural Constructs, Preservation of Cultural Heritage, Tagus Estuary.

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RURAL HERITAGE, TOURISM AND DEVELOPMENT IN LOW DENSITY TERRITORIES – TOWARDS A NEW RURALITY? AN EXAMPLE OF HISTORIC VILLAGES IN ALENTEJO, PORTUGAL

João Emilio Alves¹

Abstract

In recent years there has been a process of increasing social and media visibility of projects and initiatives targeted at rural areas as part of rural development policies, in which emerges the idea of revitalizing these spaces, particularly its heritage values for tourism purposes, setting up what could be called a “new rurality”. The purpose of this communication is to propose a brief presentation and analysis of the concepts “rural heritage” and “new rurality”. Then we attempt a critical discussion of some possible effects (positive and negative) of the intervention in rural heritage, to produce and induce new dynamics and new opportunities for rural territories’ development and their sustainability. In support of our discussion, we used the results of an empirical study, namely an evaluation study “ex-ante” of a program of regional development in the Alentejo region, in Portugal.

Keywords: Rural Heritage, Tourism, New Rurality, Historic Villages, Development.

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BETWEEN HEALTH RESORT AND MARGINAL CITY: TOURISM, MEDICINE AND EUROPEAN IMPERIALISM IN TANGIER, 1886-1956

Francisco Javier Martínez-Antonio¹

Abstract

One of the main reasons why Tangier gained popularity among European tourists since the late-19th century was its perceived benefits for health, mainly due to the regular, mild climate that prevailed throughout the year. However, while Tangier was becoming a winter and summer resort of election for many healthy or sick Europeans, it also became a haven for underground activities such as smuggling, prostitution, crime or substance abuse, which were clearly detrimental for the health of European tourists and settlers. This tension between the salutary and marginal dimensions of Tangier was a reflect of its particular transitional character, between the East and the West, Europe and Africa. It was also a product of the particular evolution of the political regime of the city, which was granted an exceptional international status that placed it outside the French and Spanish Protectorates in Morocco established in 1912. In this paper, we will explore the intersection between the image constructed by Europeans of Tangier as health resort and holiday spot and its parallel representation as hotspot of marginality and debauchery. It might be that these two aspects were not as incompatible as it seems and that similar tensions persist today, in new ways, in touristic spots outside “the West”. To explore these questions, we will use archive sources, primary scientific bibliography, literary works and films.

Keywords: Tangier, 19th-20th Centuries, Tourism, Health, Modernity, European Imperialism.

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THE POLITICAL ORGANIZATION OF MEDITERRANEAN JEWS IN ISRAEL UPON THE ESTABLISHMENT OF THE STATE

*Michal Haramati*¹

Abstract

During Ottoman times, the Jewish Sephardic elites in Jerusalem had a central political function for the Jewish population in the region, and an important cultural role for Mediterranean Jews: Sephardim from South Europe and North African Jews. When Zionist-European immigrants started settling the region, the Sephardic elites struggled to keep their privileged status, requesting the Zionists showed respect to the native population of the land, Arabs as well as Jews.

The war between Israel and the surrounding Arab countries in 1948, followed by the establishment of the state of Israel, caused a severe deterioration in the Sephardic elites' economic and symbolic status. The good relations they held with the Arab world was ceased entirely. The animosity created between Jews and Arabs brought to Israel massive waves of immigration of low-class Jews from Arab countries.

Some of the Jerusalemite Sephardic circles tried failingly to get organized as a political faction in order represent these immigrants and gain key positions within the new state's institutions. However, the alienation from the Arab world and other processes of modernization undermined the Sephardic elites' importance within the new immigrants. The Sephardic form of organization was damaged; the traditional collective affiliations of Mediterranean Jews were fractured.

In this paper, the Sephardic fraction's strategies and failures will be presented in order to discuss changes in the Mediterranean Jews' identity, culture and knowledge production upon the establishment of the state of Israel. As a modern/colonial state, Israel had far-reaching consequences for the Mediterranean Jews in it, whether natives in Israel/Palestine or the immigrants to it.

The paper is part of a doctorate project that deals with decolonial perspective in the political activity of Sephardic and Oriental Jews in Israel, 1948-1977.

Keywords: Sephardim, Oriental Jews, Israel/Palestine, Political Movements, Coloniality of Power, Coloniality of Knowledge and Coloniality of Being.

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RESIGNIFICATION OF MEMORY AFTER UNESCO RECOGNITION. THE CASE OF THE MUSEUM OF PUSOL AND THE CITY OF ELCHE (SPAIN)

José Martínez-Jurado¹, Daniel Carmona-Zubiri² and Antonio Miguel Nogués-Pedregal³

Abstract

Established in 1969, the Centre for Traditional Culture – School Museum of Pusol (Elche, Spain) grew out closely involved with the educational project “La escuela y su medio” carried out within the homonymous rural school. The original objective was to promote the continuum with the traditional farming culture and the necessary inter-generational dialogue to help the preservation of Elche’s heritage. Today, it is the most important local and regional museum after it was included in the Register of Best Safeguarding Practices and won the Europa Nostra Award both in 2009. However, these international neither improved the funding systems nor brought any substantial change in the local and regional policies regarding the museum. Unlike the other two UNESCO recognitions in the municipality –the Palm Grove and the Mystery of Elche– the school project did not received any local or national public credit or acknowledgment. Thus, the school project has lacked stable support from both public and private stakeholders. This situation became a direct confrontation between the project leaders and the stakeholders that, allegedly, support the monumentality, art singularity and the excellence of local cultural heritage.

Since its creation, the Pusol Project had financial problems. During early nineties, the project received a financial rescue carried out only by the local council, and with no partaking of local entrepreneurs. Despite of the economic situation, some local entrepreneurs are firmly determined to support the project nowadays. Our research analyzes the links between this sudden interest with the museum continuity and the international recognitions. It shows that this *new* support to local cultural heritage management is clearly related with the recent transformation of Elche into a tourism destination.

Keywords: Cultural Heritage, Social Memory, Tourism Destination.

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ROMANIA'S TRAVEL BACK TO THE MEDITERRANEAN. CULTURAL PATTERNS FROM ROMAN HERITAGE TO EUROPEAN UNION

*Paul Nanu*¹

Abstract

Although strictly speaking not a part of the Mediterranean cultural area, Romania was bluntly influenced by the Latin spirit through Roman conquest. Moreover, Romanians have kept during centuries a close relation with the Southern European, by way of cultural, social, and commercial intake. Influenced by Slavic civilizations around, in close relation with the Balkans, Romanians are now, once part of the EU, coming back to their ancestral source. European-mandated free movement of persons and the liberalization of work enable Romanians to travel south. Romanian language becomes the first foreign language spoken in Italy, for instance, and large communities are establishing in Spain. Proud to be considered Latins, Romanians have always kept close to their hearts the Mediterranean, although sadly the vice versa may possibly be not valid. In our presentation, we shall look into certain sociological and cultural aspects of this matter.

Keywords: Romanian Culture, Balkans, Migration, Stereotypes.

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**Parallel Session K:
Migrations and Interculturality**

Chair: Mercedes G. Jiménez Álvarez

SOME INDICATORS FOR THE ANALYSIS OF INTERCULTURALITY IN ITALY

Gabriella D'Ambrosio¹ and Veronica Pastori²

Abstract

In the last years, Italy is been characterized, for its geographical and cultural position, to be one of the European countries with the largest number of foreign residents (Oecd): indeed, the transfers from abroad or requests of residence's permits by foreign citizens are increased.

The aim of this paper is the analysis, through secondary data deriving from the main national sources (Istat, Ministry of Justice, Chamber of Commerce and others), of migration's phenomenon in Italy from 2007 to 2014. The choice to carry out a longitudinal research to study the dynamics of immigration, in relation to these specific years, is motivated, on the one hand, for the UE enlargement in 2007 (with the addition of Romania and Bulgaria) and, on the other hand, for the statistical-demographic data availability. After the description about the immigration in Italy, this study explores five specific dimensions of the daily life (education, criminality, labour, citizenship and marriage) and, in each of these, offers a set of statistical indicators useful to observe the integration and/or interculturality. From this analysis, It will emerge actual role of Italy in european migration context with the hope that a real politic of inclusion will be raise in our country: in fact, the recognition of each individual, independently by national membership and respecting the principle of equality among people, is a fundamental element for builing a global community.

Keywords: Secondary Data, Longitudinal Study, Immigration, Integration, Foreign Citizens.

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CEUTA AND MELILLA: MEDITERRANEAN BRIDGES FOR NEW INTERCULTURAL LANDSCAPES

Giovanna Scocozza¹ and Angela Sagnella²

Abstract

What is the Mediterranean? It is difficult to answer by a mere geographical or historical indication. During his imprisonment in Germany, Fernand Braudel managed to draw an astonishing depiction: "The Mediterranean is thousand things together. It is not one landscape, but numerous landscapes. It is not one sea, but a complex of seas. It is not one civilization, but a number of civilizations, piled one above the other". It is indeed very difficult to find a definition for the Mediterranean that is not confined to geography and goes beyond history. The Mediterranean is a melting pot of cultures, an intersection of three continents, Africa, Asia and Europe brought together. Europe itself seems to have betrayed the Mediterranean charm as a place for meetings (and clashes) of cultures, religions and ethnicities, to become a fortress, a repelling rather than a welcoming space, and a rejection spot instead of one of acceptance. The happy reality of a borderless territory has become a graveyard, with thousands of dead bodies lying on the bottom. The tragedies of migrants facing restrictive legislation of many frontier states should prompt us to rethink the Mediterranean as a bridge embracing *dos orillas*, as the womb from which we were born. Such is the intent of this work that, through a historical review of the political enclaves of Ceuta and Melilla, *perlas del Mediterráneo*, wants to make evident the negativity and the inefficiency of the fences built around the two cities. Walling is here presented as a vain attempt to stop the desperate flow of migrants, cultures, and stories that arrive from sub-Saharan Africa, from Aleppo and other very difficult microcosms.

Keywords: Border, Migration Flows, Policies, Fences, Melting Pot, Landscape.

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RESIDENTIAL SATISFACTION, PLACE ATTACHMENT AND PLACE IDENTITY OF SPANISH RESIDENTS IN UNITED KINGDOM

Macarena Vallejo Martín¹

Abstract

The relationship of Spanish population resident in the United Kingdom with the community and the physical space were analysed in this study using three variables: residential satisfaction, place attachment and place identity. Two factors were also considered: time of residence and perceived social class. Finally, it explored to what extent the mentioned variables predicted the perception of discrimination. Using a sample of 474 subjects the results showed medium levels in place attachment and place identity, high levels in residential satisfaction and low levels in perception of discrimination. It was also noted that the levels of the studied variables increased with time of residence and perceived social class, although there were differences in their trajectories. Finally, the results also showed that residential satisfaction and place attachment were significant in the regression analysis for perception of discrimination, explaining 5.2% of variance.

Keywords: Residential Satisfaction, Place Attachment, Place Identity, Perceived Discrimination, Spanish Immigrants.

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THE ROLES OF THE CIVIL SOCIETY AND INTERNATIONAL HUMANITARIAN ORGANIZATIONS IN MANAGING REFUGEES CRISIS IN THE MIDDLE EAST AND NORTH AFRICA (MENA) REGION

*Mehari Fisseha*¹

Abstract

The Civil Society Organization (CSO) can be categorized into domestic and international. The domestic CSOs have always been immensely helpful in the growth and prosperity of every contemporary democratic society. Regardless exposing governmental corruption, holding leaders to account on their promises, conducting civic education to enlighten the populace, campaigning for the respect of the rule of law, helping to ensure accountability and transparency, monitoring the government on the execution of public policies, advocating for human rights, amidst other key works that they engage in; in times of stability; their immense role in the period of instabilities is very key. In containing conflict, the CSOs and International Humanitarian Organizations help in peacemaking as they tend to always have the deep understanding of local society, culture and have earned the trust of the local population. This is because they have the advantage of being in conflict-prone areas for years before conflict actually breaks out. Their historic roles in managing the issues of refugees through providing humanitarian assistance and advocacy during conflicts are extremely key. This paper will historically and critically analyze efforts and works of the both of them in managing the catastrophic Refugees crisis in this region; as well as the dynamics of the region's Refugees crisis. This paper would be segmented into: a). A thorough examination of the nature of the conflicts in this region since the Arab Spring as well as the ongoing challenges in leadership, governance; and economic hardships. b). This would be about an analysis of the general roles of the CSOs and International Humanitarian Organizations in managing MENA's Refugees crisis. Roles like providing humanitarian assistance and helping the refugees in building their lives in their new locality by bringing their needs to public consciousness would be critically looked at. As well as an examination of how they contribute to the international efforts propelled by the UN and their cooperation with other state and non-state actors in addressing the Refugees crisis. Their successes and challenges would be brought to light. Key emphasis would be placed on Libya, Syria and Yemen as case studies.

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BORDER REGIMES AND CHILD MOBILITY IN EASTERN MEDITERRANEAN

Mercedes G. Jiménez Álvarez¹

Abstract

The border is not a physical fence. Borders are spaces of non-rights and affect everyone, whether moving or not, whether migrating or not. Beginning with the process of creating Europe's southern border and its externalization to the southern and eastern Mediterranean, I am going to talk about how borders reduce rights legislatively, executively, technologically and ideologically. The narrative thread running through this analysis is the mobility of adolescents who are moving 'alone', violating these borders and calling child protection parameters into question. The response to these new forms of mobility must be constructed collectively, based on transversality and transnationalism and go beyond classic social work responses that are limited to a single region. From the position of academic activism, I propose new forms of social interventionism that incorporate the effective defence of human rights and the protection of children who are moving in inopportune ways.

Bio: Mercedes G. Jiménez has a doctorate in Social Anthropology and is an expert in migration, borders and human rights. She has lived and worked between Tangier (Morocco) and Andalusia (Spain) for 15 years. Her professional work has been dedicated to development cooperation (decentralized, multilateral, bilateral and NGOs) and university education in Spain, Portugal and Morocco. As a researcher, she has focused on analysing cross-border mobility processes, migrant children and youth, the ways in which the European migration regime has crystallized, and coloniality processes and development cooperation. She has done research in Mexico and Brazil, is a member of several research groups and has a number of publications to her name. As a woman, activist and researcher, she is dedicated to the active defence of human rights and believes in networking and community work as key factors in social transformation.

Keywords: Borders, Autonomous Migration, Transnationalism, Academic Activism.

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Parallel Session L: Tourism

Chair: João Filipe Marques

THE PERCEPTION OF ICT IN THE TURISTIC ACTIVITY

Celia Ramos¹ and Ana Mafé García²

Abstract

The emergence of new technologies in the society, contributed to increase the touristic experience and caused changes in the behaviour of tourist .

Through tghe elaboration of a questionnaire, which was respondeb by 150 users we intend to analyze how they perceive the new technologies and how have contributed to the touristic experience, both in terms of how to know the destination and in terms of improving access to tourism information, before and during the trip.

The methodology involved the elaboration of a questionnaire with the objective of analyzing the experience of the planning and creation of a trip, with the support of the use of ICT.

The findings indicate that the utilization of ICT have positive implications in touristic experience, mainly when visiting a cultural point of interest and has contributed to planning a more successful trip.

Keywords: Culture, Information and Communication Tecnology (ICT), Tourism.

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SMART TOURIST DESTINATIONS OR INTELLIGENT TERRITORIES? SOME CLUES FROM THE USE OF BOTH CONCEPTS IN THE MEDITERRANEAN AREA

David Flores Ruiz¹, Javier Perogil Burgos² and Blanca Miedes Ugarte³

Abstract

This communication deals with a comparative analysis of the emerging concepts of “Territorial Intelligence” and “Smart Tourist Destinations” as a result of the confusion that can be established between them. Firstly, authors clarify, characterize and frame both concepts according with most relevant literature. Secondly, a comparative analysis highlighting the similarities and differences between them and the consequences their mistaken assimilation will be presented. In order to shape and support the theoretical conclusions on the analysis of specific cases, in a third step the communication analyses different projects related to Territorial Intelligence and Smart Tourist Destinations, located in the Spanish Mediterranean Basin. Finally, authors present some proposal for the integration of the concept of Smart Tourist Destination within the Territorial Intelligence framework.

Keywords: Sustainable Development, Territorial Intelligence, Sustainable Tourism, Smart Tourist Destinations, Spanish Mediterranean Basin.

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MEDITERRANEAN MARBLE ROUTES: LIVING MEMORIES OF THE PAST FOR A TOURISM OF THE FUTURE

Eurídice Cristo¹, Marisa Madeira², João Pedro Bernardes³, José Manuel Nunes⁴ and Tiago Feio⁵

Abstract

Heritage has contributed decisively to the development of tourism in Mediterranean communities as it provides “memory” and a sense of belonging. Because of its intrinsic characteristics, its softness and beauty, marble has been considered over the times, an elected stone, both for the production of art and for the construction of buildings and functional objects. The widespread of marble in Mediterranean countries is, undoubtedly, a motive to preserve this “divine stone” as an icon of cultural and industrial heritage. Cofunded by European Commission – Enterprise and Industry Directorate-General - under the Programme “Cooperation projects to support transnational tourism based in European cultural and industrial heritage” a transnational project was developed: EXTRA EXPO: from EXTRAAction to EXPOsition: a journey on how rocks become masterpieces. The project aimed at raising the awareness of local communities about the possibilities to convert traditional economy in sustainable tourism opportunities. Specifically, the initiative cross-approached the theme of industrial heritage with the marble chain sector in order to create and promote new transnational tourist itineraries based on this valuable common asset. The partnership consisted of organisations from 5 European Countries, being the University of Algarve and Make it Better - Association for Innovation and Social Economy, the representatives in Portugal. The other four partner countries were Italy, Greece, Belgium, and Spain. For the purposes of the current paper only the four regions located in Mediterranean area will be considered: Alentejo (Portugal), Attika (Greece), Lucca Province (Italy), Macael (Spain). The aim of this paper is, therefore, to present the main outputs of the EXTRA EXPO project and to show the potentialities of marble routes in Mediterranean for a richer and more diversified touristic offer based on new trends for the sector and on the aspects that contemporary tourists actually look for: identity, authenticity and memorable experiences.

Keywords: Marble, Routes, Heritage, Cultural Tourism, Industrial Heritage.

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EVALUATING MUNICIPAL PRACTICES ON SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF ECOXXI PROGRAMME

Margarida Gomes¹, Tânia Galvanito Vicente² and André Fernandes³

Abstract

Nowadays tourism is one of the most dynamic sectors in some Mediterranean regions and it contributes significantly to revenue increase and creation of jobs. Thus, the adoption and pursuit of principles which would encourage sustainable tourism is particularly important, being fundamental for their development based on efficient management of resources and respect of environmental and cultural values of each territory. Concerning this issue, one of the major challenges in the case of Portugal is related to the raise of awareness among decision-makers for more efficient use of natural and cultural resources. In this regard, creation of indicators which would allow evaluating correct management and planning of a tourist destination constitutes an important instrument for monitoring ongoing work and achieved results; simultaneously it tends to contribute for major awareness among the decision-makers for action in compliance with the principles of sustainable tourism. Based on the experience of the ECOXXI Program, the article aims to discuss the role of indicators as an instrument able to contribute for sustainable tourism by raising concern in the municipalities about good practices in this field.

Keywords: Sustainable Tourism, Indicators, Portuguese Municipalities.

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YACHT CRUISING IN THE MEDITERRANEAN; TRAVEL CULTURES AND LIFESTYLE MOBILITIES: AN ANALYTICAL MODEL UNDER CONSTRUCTION

João Filipe Marques¹ and Elsa Pereira²

Abstract

Every year, hundreds of sailing and power boats cross the coast of the Algarve either in the direction of Mediterranean Sea or in the opposite way. Many of them stay overnight in the various marinas and moorings of the Algarve, while others remain here for extended periods of time. The growing of this form of mobility is due to factors such as the lower prices of the boats, the improvement of the safety and comfort equipment, the technological developments in the navigation and communication areas, as well as the changes in the relationships between work and leisure. The popularization of yacht cruising seems make part of the global growth in the various forms of Adventure Tourism and Ecotourism.

Yacht cruisers may be defined through the following criteria: they own their boats, they live aboard and they are traveling. This activity is currently practiced by a variety of categories of persons: from the lonely navigator, to the group of friends, from the retired couple to the young couples with children and. In fact, there are an important number of families who opt for this form of travel, working intermittently in the places where they stop and educating their children independently. Yacht cruising seems to be a part of the global 'neo-nomadism' phenomenon which contributes to break the dichotomies of the Modernity: work / leisure, at home / outside home, tourism / everyday life.

The literature is unanimous in stating that yacht cruising is not just a recreational or leisure activity but an authentic 'lifestyle' with its own cultural characteristics; a kind of subculture endowed with its own values, norms and representations of the world. Among the features of this lifestyle is a strong sense of community, an intensive search for autonomy and the fact that its members seek the proximity to Nature and to lead alternative (and even critical or utopic) lives from those of the Western societies.

In this communication we will present some issues of the analytical model - still under construction - as well as some of the central concepts from the literature revue of an exploratory ethnographic research on the lifestyle, values and social representations of the yacht cruisers that sail the Mediterranean.

Keywords: Lifestyle Mobility, Mediterranean, Neo-Nomadism, Travel Culture, Sailing, Subculture, Yacht Cruising.

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Parallel Session M:
Knowledge and Education
Processes

Chair: Suzanne Piscopo

OTHERNESS AT SCHOOL. QUESTIONS THE USE OF INTERCULTURAL CONCEPT IN ANDALUCÍA

Nazaret Lastres Aguilar¹

Abstract

Research presented in this abstract wants to know how has been used the intercultural concept in the educational normative and practice. Researches the relationships between what has been said normatively about educations of foreign persons in Andalucía, and what has been done at school practice in the name of interculturality, is a comparative method to know how produced otherness in this context.

Education legislation for migrant people in Spain whit foreign nationality depends of the autonomics normative. In Andalucía, the normative for students that not speaking the language at school, was regulated in 2007, through *ATAL*² program. This normative text say that the migrant children who student at the school in this autonomous community, and their language are different than Spanish, should participated a specific program called "temporal class for the linguistics adaptations".

Researches different aspects about scholar practise and the normative rules about ATAL program, is important to know how it constructed the definition of "other scholars". Whit this approach it is presented a critique about the use of intercultural concept at education context.

Works these relationships with qualitative tools, as a participant observation and biographical interview, produced a comparison between research material and normative texts, facility to know how is use the intercultural concept at school, especially in ATAL program.

Know all issue are keys to learn processes about otherness and how this problem affect in policy approaches, institutional normative and scholar practise. Questions the use of intercultural concept in these contexts is useful to study the interculturality as a policy style, according to a social and cultural moment. Is it a policy style that it has been forgotten now?

Keywords: Otherness, Ethnography, Biographical Interview, Policy Stile, Intercultural Concept.

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² Initial Word in Spanish, *temporal class for the linguistics adaptations*.

INFORMATION SYSTEMS' PORTFOLIO: IMPORTANCE AND CHALLENGES FOR KNOWLEDGE MANAGEMENT

Silvia Fernandes¹

Abstract

We are witnessing a need for a quick and intelligent reaction from organizations to the level and speed of change in business processes. We are witnessing the need for a quick and intelligent reaction from organizations to the level and speed of change in business processes. These imperatives being very often associated to the emerging of new systems and information technologies (sometimes bursting change and other times being burst), that brings more challenges to organization. This is often associated to the emerging of new information systems and technologies, bursting. The problems arising can be: from wrong information that lasts, systems not fully used or explored, too many staff, slow reaction to change, etc. problems like wrong information that lasts, systems not fully used and slow response. This can be summarized in a governance problem that requires two main confluent action methods: the people to synchronize their visions, ideas and strategies in the whole organization and, in this context, to select the critical information strictly necessary to the performance factors requested at a certain moment. This requires two main actions: synchronize people's visions and strategies in the organization, and select the information that strictly answers the strategic goals at the right time. The proposed methodology is adequate here, once it turns to the potential of approach to the entrepreneurial architecture as well as to the potential of the information systems in order to iteratively select and integrate the data and resources needed for that performance. The modeling of an information architecture of the company and its business helps in the identification of critical information, that is, of the one which is according to the mission, prospects and critical factors of business success at the required moment. The proposed approach elects the information systems' portfolio management aligned with the organizational process architecture as the main challenge. This integration leads to model the information architecture of the company, which is a reference for knowledge-base management to cope with the prospects of business. This can contribute as a flexible framework to manage the potential adherence to new systems such as the mobile, cloud, big-data or IoT-based services that tend to proliferate specially in areas such as tourism and health.

Keywords: Critical Information, Success Factors, Enterprise Architecture, Information Architecture.

Keywords: Information Systems, Portfolio, Process Architecture, Information Architecture, Knowledge-Base, Internet.

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A TECHNOLOGY TRANSFER APPROACH AND AN IP SYSTEM OPEN TO INCENTIVE THE SOUTH EUROPEANS COUNTRIES

Sofia Vairinho¹ and João Guerreiro²

Abstract

The implementation and increase of an Intellectual Property (IP) culture together with the motivation of individual and companies has been awaked thanks to the efforts of National and International partnerships and commitments.

In this order the Technology Transfer Offices (TTO), spread all over, developed an amazing new “modus operandi”: for example, it is now common to hear the importance of the implementation of IP on the Universities “Curricula”; and to assist to a public recognition of the importance of IP an Technology Transfer on identifying technologies with added-value in order to protect and commercialize them.

Regarding those roles Portuguese TTO are now engaged in create new ways of national and international collaboration regarding not only the protection on intangible rights but also the promotion of Portuguese technologies. As an example it was created in Portugal a network (UTEN – University Technology Enterprise Network) with the objective of presenting Portuguese technologies in order to approach international markets through an intensive training of Portuguese students, teachers and TTO staff at the United States in collaboration with recognized U.S. Universities, such as University of Texas in Austin, Carnegie Mellon University, in Pittsburgh and Massachusetts Institute of Technology.

This international partnership is allowing a deeper understanding of IP related issues, such as Technology transfer, commercialization and internationalization strategies to the emerging companies based on the knowledge developed within universities. The opportunity to deal with different realities, provided us the connection, the links and the abilities to establish precious future relations based in a easier acceptance of potential foreign partners.

The importance if these partnerships allows us to notice the increasing R&D capability of new companies (Spin-offs and Star-ups) generated from Universities and/or Research Centers, and the approximation of international legislation regarding the Intellectual Property Rights protection that provides to these new ventures, or to Universities, the need of a permanent updating that must congregate the fellowship of for eg. License Agreements; technology transfer negotiation procedures (...).

In this order it is almost mandatory that this kind of Institutional needs may have User Friendly Tolls in order to constantly update, use and manage IPR and Technology Transfer: a bet in Portugal or Spain could be the creation of a new approach to the Patent System.

The present economic and financial situation in Southern European Countries creates an almost involuntary need for entrepreneurial ideas and innovation in the approach to social, legal and political solutions. Countries such as Portugal and Spain struggle to define strategies to improve their economies. A whole generation is being surrendered to difficult times characterized by a lack of investment, mainly due to the high financial interest rates dictated by powerful external financial institutions.

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If we consider the Patent system as a possible route to be more competitive we need to state what the value is of a Portuguese or Spanish Patent, isolated from the European patent system: A Portuguese or a Spanish patent does not represent a usual choice for foreign investors. To address this issue, and if we consider that at the present moment countries such as Portugal and Spain need to present themselves as competitively and as innovative as possible, this paper proposes a new approach to the Patent System, based on the creation of a patent that will cover, with only one standard submission and evaluation process, all of the Portuguese language (the “CPLP Patent”/ the “Lusopatent”/ “Patente Lusofona”), or all of the Spanish language countries. Moving toward the establishment of a more innovative and competitive environment, the “Portuguese Language Patent” or the “Spanish Language Patent” would give a broader competitive advantage to the companies operating within these particular markets. The strongest international advantage each of these two countries (Portugal and Spain) has in common is the widespread dissemination of their language across multiple continents. The present approach would be an answer and a complementary response to the implementation of the European Union (EU) Unitary Patent (to be governed by the European Patent Office). The consolidation of the “Single Patent for Portuguese and/or Spanish Language Countries” would rely on the same principles defined for the EU Unitary Patent: simplicity; lower cost; and the involvement of a large number of countries.

Given the successful implementation of regional-level common industrial property systems, this paper aims to extend the concept of an economic region in this context beyond geographical boundaries and explore the merits and potential competitive advantages of a Common Language patent system, with particular reference to Portuguese and Spanish language countries.

Keywords: Technology Transfer, Patents, Unitary System, Intellectual Property, Innovation, Portuguese, Spanish, Economic Development.

SOCIAL INNOVATION AND SMART SPECIALISATION: CHALLENGES AND OPPORTUNITIES FOR MEDITERRANEAN REGIONS

Carla Nogueira¹ and Hugo Pinto²

Abstract

The economic turmoil made evident the many social, economic, and political challenges that Mediterranean territories still face. Regional development strategies emphasized for a long period the need of peripheral territories to emulate successful models from more technology intensive regions. There was a limited attention to alternative paradigms of innovation to activate regional development. This communication emphasizes the relevance of social innovation to answer the problems faced in the Mediterranean. Social innovation is understood here as the development and implementation of new ideas to meet explicit or latent social needs using shared and co-produced knowledge. Nonetheless its recurrent utilization, this concept remains fuzzy but encloses great potential to address complementarities among technology and “traditional” domains where the tacit dimension and collective learning is critical. This communication connects social innovation with the concept of “smart specialisation”. Smart specialisation emerged has a stepping-stone in the 2014-2020 period and suggests that regions should understand their capacities and select domains, technological or not, where they can excel compared to others. Departing from the S3 – Smart Specialisation Strategies designed and implemented in selected Mediterranean regions, the study compares through content analysis the attention and dimension to social innovation. The communication closes with policy implications regarding the implementation of S3 in less developed regions.

Keywords: Mediterranean, Social Innovation, Regional Development, Public Policies, Smart Specialisation.

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HOW CAN SCHOOL CURRICULA PROMOTE A SUSTAINABLE MEDITERRANEAN DIET? EXPLORING THE MALTESE SCENARIO

Suzanne Piscopo¹

Abstract

Recently a model for the Mediterranean Diet has been proposed (Dernini et al, 2016) which considers this diet as going beyond a health promoting eating pattern, to a holistic lifestyle supporting four sustainability principles: major health and nutrition benefits for humans, maintaining richness in biodiversity and having low impact on the natural environment, nurturing a high socio-cultural value of foods, and facilitating positive local economic returns. The proposed framework illustrates further justification of the UNESCO declaration of the Mediterranean Diet as Intangible Cultural Heritage for Humanity. The purpose of this paper is to discuss how curricula in schools need to shift to this broader view of the Mediterranean Diet so that schoolchildren and young people can adopt it to guide their personal lifestyle choices, but also see its value for their future career or place of work. This paper will take Malta as a case study and explore how the Mediterranean Diet is being and could be incorporated in different school subjects during the period of compulsory schooling with the goal of personal development and preparation for future careers. A special focus will be given to subjects which are directly or indirectly related to the hospitality industry. The role of the University of Malta and other higher education institutions in promoting the Mediterranean Diet for its sustainability value will also be highlighted.

Keywords: Mediterranean Diet, Sustainability, School Curricula, Personal Wellbeing, Career Preparation, Hospitality.

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Parallel Session N: Political Trends

Chair: Giovanna Truda

WHAT ABOUT SMART CITIES? CHALLENGES OF SOCIAL INNOVATION IN THE MEDITERRANEAN REGION OF EUROPE THOUGHT A NEW CONCEPTION OF THE CITY AND THE ROLE OF PUBLIC AUTHORITIES

Manuela Mora-Ruiz¹

Abstract

Cities play a fundamental role in the physical space organization as well as the different uses of land, so that there is a sort of harmonization between the needs of economic grows, needs of energy from citizens and industries, needs of transport and, finally, the environmental legal requirements. From that point of view, cities are called to developed new competences under a new conception of the relationship between citizens and public authorities in a local level.

In that context, urban zones are a key to implement the sustainable development objectives of the European Union Treaty and the Commission Communication of 11 January 2006 on the thematic strategy on the urban environment (COM(2005) 718 final). Therefore, there is a European legal framework which needs to find out some instruments for its implementation, either from a legal and for a social point of view.

This paper aims to show how smart cities is a new concept able to offer a meeting point for legal requirements and social needs in order to let urban zones to developed. The paper will focus on the European framework for smart cities and other urban topics, and on the Spanish legal as a Mediterranean country, regarding the competences and functions of the governments, specially at the local level, as we have already said.

As a consequence, this paper's further purpose is offering some conclusions about the importance and challenges of the concept of smart cities for a sustainable development of urban zones, but in the framework of a deeper concept related to the idea of territorial intelligence. From our point of view, smart cities can be considered as a starting point of a future design of the urban zones, in which collective interest should find different instruments to be expressed and recognized; and public authorities should use other instruments, services or strategies, different from command and control systems, to reach public goals.

Keywords: Smart Cities, Social Innovation, Public Authorities, Citizens.

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A COMMUNITY COMMUNICATION PROJECT IN THE COSTA BLANCA (SPAIN)

Mercedes Durá-Lizán¹, Raúl Travé-Molero² and Antonio Miguel Nogués-Pedregal³

Abstract

After the municipal and regional elections in 2015, a new political map of government coalitions arose. This new situation has triggered a renewal of the local radio station in the municipality of Santa Pola in the Costa Blanca (Spain).

Within the current context of financial and economic austerity, the new project faces the challenge of managing the frequency, without strong investments or taking any economic risks, especially after the failure of the commercial exploitation of the local station during the nineties. In addition, the local radio station is to be aligned with those emerging concepts --such as transparency or participation-- that reveal the emergence of new values in the political life.

An emerging local association has taken the municipal concession of both the radio infrastructure and the frequency with the commitment of becoming a «community radio». This communication project intends to articulate the social life in a locality characterized by the scarce relationship between the different urban areas and social groups. A territorial dispersion that is consequence of the urban growth and the socio-demographic distribution determined by its consolidation as summer resort and second residence in the tourism context of Costa Blanca since the 60's.

Keywords: Politics, Community Communication, Ethnography, Citizen Participation.

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THE “MEDITERRANEAN” CULTURE AND THE ORGANISATION OF WORKING TIME

Sandro Giachi¹ and Alberto Vallejo Peña²

Abstract

Sociology has long been used to highlight the differences between geographical areas of Europe in terms of the cultural value of organisation and work. Based on this, we propose to compare the situation of four representative countries of southern Europe (Spain, Italy, Greece and Portugal) with that of the rest of Europe, addressing the number of hours worked and the flexibility of working hours as key elements of their organisational cultures, as well as their impact on levels of labour productivity. Taking the (extended) model of the varieties of capitalism as a reference (Hall & Soskice, 2001; Amable, 2003), this study compares the behaviour of the Mediterranean (southern) countries with other European regions. Indicators have been obtained from the 2010 and 2015 waves of the European Survey of Working Conditions (EWCS) and include the number of hours worked, the flexibility of both entry and exit schedule of working time, and the tendency to work the same number of hours a day. After comparing averages in both waves and applying linear regressions, the following conclusions have been reached: (1) Productivity in southern countries is on a par with the European average but very far from the more corporatist and liberal (northern) areas; (2) the South maintains a high average of hours worked (above the European average) to compensate for the poor productivity of its hours; And (3) the incorporation of flexible schedules is associated with higher levels of productivity. Therefore, we discuss the policy implications of our research for improving the working conditions of Mediterranean countries.

Keywords: Economies of Southern Europe, European Crisis, European Union, Labour Productivity, Organisational Culture, Pigs, Variety of Capitalism.

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INEQUALITY IN THE NEW CULTURE OF DEVELOPMENT

*Giovanna Truda*¹

Abstract

It is very important to understand that taking an interest in gender studies does not mean being interested in women. Gender studies are not a “particular” theme, but rather a form of cross-sectoral approaches that are essential to good practice in humane and social science and a good analysis of the social in its complexity. To write the history of woman is to make society look more complex, it is another voice. Inequalities between men and women always translate into poverty among women, especially older women, for women who live in the most vulnerable territories. This paper want to analyse the implications of the concept of gender in the ontology of concept of territorial intelligence; Study the integration of the gender dimension in the definition of new modes of development and the implications of inequality between men and women in the new culture of development; Assess the capacity of participatory methods to reduce this imbalance through indicators of gender equality. Territorial Intelligence is defined four axes of research: 1- Territories-Links between geographical spaces and communities in the transition to sustainable development, 2- Intelligence like Information, communication, knowledge in an alternative culture of development guided by the well being of everyone and everyone; 3- Governance like agenda organizing structural reforms and initiatives for socio-ecological transition; 4 - Observational models and systems for the sustainable development of territories.

Keywords: Territorial Intelligence, Gender, Sustainable Development.

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OLD AND NEW POPULISMS, NATIONALISMS, POST-DEMOCRACY, REFERENDA: WHICH EUROPE?

*Monica Simeoni*¹

Abstract

Europe and contemporary politics are part of the wide-ranging question of relationships between parties, governments and representation. The rift between politics and popular democracy, with increasingly more leaderistic, post-ideological parties, often hastily labelled populist, is on-going. In the 1980's some French scholars (like PA Taguieff) used the concept of populism they found in "Anglo-Saxon" and Latin American countries - despite different analytical approaches- to study movements like the Front National (France), branded as far-right. Other factors need to be considered. In the 1970's, in Scandinavia and Denmark, abetted by the Progress Party, people rebelled against the fiscal authorities and high taxation. One should also recall poujadismo in France. The concept of anti-politics, which tended to simplify and undervalue the strongly mounting unease of European citizens towards traditional politics, was used, even abused. At present, as Europe risks disintegration, the identity clash -us vs. them- seems to take the upper hand. In some European countries the Euro is now the scapegoat of globalization: an imposition rather than an opportunity. The Europe of fences against immigrants and Islam, resuscitates nationalisms believed to belong to the remote past. East vs. West, North vs. South (the Mediterranean countries). In this increasingly emotional political climate post-democracy impacts not only on advancing political movements but also on the very texture of politics. Minorities, through referenda, that approve (Brexit in the UK) or reject (in Hungary), can vote in policies affecting majorities. The whole of the European political élite seems to have become increasingly self-referential and the "democratic deficit" continues to grow.

Keywords: Leaderism, Populisms, Nationalisms, Post-democracy, Referenda, Identity clash.

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Parallel Session O: Mediterranean Diet

Chair: Bruno Neves

BIOACTIVE PROPERTIES OF ÁGUA-MEL PRODUCED ON THE MEDITERRANEAN REGION

Teresa Cavaco¹, Ángeles Fernández Recamales² and Ana Cristina Figueira³

Abstract

Água-mel is a dark, viscous, honey-like product traditionally produced in the Mediterranean region, namely in Sardinia (Italy) and Alentejo and Algarve (Portugal). Briefly, it is obtained by scalding honeycomb (wax from bee hives) with water and squeezing the remaining honey residues out. Água-mel is traditionally consumed in Mediterranean diet as a sweetener, on soft cheese, as a honey-like spread, on bread or sandwiches, or a filler for sweets. Several attributes have been reported to água-mel principal in antimicrobial activity, antiviral activity and antioxidant activity (Figueira & Cavaco, 2012; Jerkovic et al, 2011; Miguel et al, 2013).

The aims of this study are: a) the determination the phenolic contents and antioxidant activity of água-mel and b) to investigate the relationship between phenolic contents and antioxidant activity in água-mel.

The principal result obtained in this study was that antioxidant activity increased with phenolic contents. A significant ($p < 0.05$) relationship between phenolic contents and antioxidant activity was identified.

Keywords: Água-Mel, Antioxidant Activity, Mediterranean Diet.

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DESIGN CONTRIBUTIONS TO ADOPT MEDITERRANEAN DIET. CASE STUDY “SILVES CAPITAL DA LARANJA”

Filipa Pias¹

Abstract

The Mediterranean diet, considered Intangible Cultural Heritage by UNESCO in 2013, represents a complete and balanced food model with numerous benefits for health, longevity and quality of life, it is characterized by the consumption of fresh produce and of the time, by the frugality, simplicity and sharing a meal.

Despite being a small farmer, Portugal can bet on cultural diversification and differentiation arising from the intrinsic quality of these products allowed by the unique climate and soil conditions.

Due to its work process design, can collaborate with the company, it can draw solutions with and for the people, taking into account technical, environmental and economic constraints associated. Through design we can develop partnerships, complement the offering, create educational activities to community, develop a narrative that shows that behind the products there is a history, a way of being and draw an experience based on the nutritional value of the offer and the recommendation of the Mediterranean Diet Pyramid.

We propose a model that allows Portuguese agro-food SMEs to evaluate the collaboration of design. The model builds a narrative that has underlying the motivation and values which are at the origin of the product and the company and it allows designing an experience based on the nutritional value of the product and the recommendation of the Mediterranean Diet Pyramid to improve healthy eating habits or focus on a subject where the food has a decisive role.

Silves town is applying the design evaluation model in investment in the new brand - “Silves, capital da laranja”. Its goal is to give notoriety to orange and producers in that region by associating to the name of Silves, recognized for its tangible and intangible heritage, and to the quality and accuracy with which orange is produced.

Keywords: Design Value, Management, Mediterranean Diet, Sustainability.

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THE MEDITERRANEAN DIET AND THE INCREASING DEMAND OF THE OLIVE OIL SECTOR: SHIFTS AND ENVIRONMENTAL CONSEQUENCES

Bruno Neves¹ and Iva Miranda Pires²

Abstract

This paper emphasizes the role of Mediterranean countries as olive oil producers and consumers comparatively to other countries. It presents a chronological evolution of the world production, trade and consumption where the Mediterranean region stands out from the rest of the world, in particular the North Mediterranean countries. The paper discusses aspects such as how communication focusing the benefits of the Mediterranean diet, which is a distinctive characteristic of the Mediterranean culture and identity, the slow food movement, the International Olive Council campaigns, and the successive Common Agricultural Policies which triggered production, trade and consumption growth around the world. Such increases and stimuli brought and is still bringing changes to the olive oil sector such as a shifting tendency in production modes as well as modernization of the sector and therefore respond to the increasing demand. Such shifts and demand are changing landscapes and are being referred as environmentally harmful to the ecosystems as production of olive oil is shifting to more intensive production systems and monoculture plantations. These issues are here debated and illustrated with case study examples, which refer to the Mediterranean countries.

Keywords: Agricultural Policies, CAP, IOC, Mediterranean Diet, Olive Oil, Slow Food Movement.

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