









1st Festival of European Culture and Languages

Tourism and Heritage from the Border

-  **Date:** 7–11 July 2025
-  **Audience:** BA, MA, PhD students
-  **Location:** Trieste, Italy
-  **Topic:** Tourism and Heritage in Border Regions
-  **Format:** Blended Intensive Program (BIP)
-  **Application deadline:** 30 April 2025

Abstract

Tourism is a fundamental aspect of Europe's cultural and economic landscape. However, it increasingly raises concerns of over tourism, leading to structural challenges on the one hand and the simplification of urban narratives on the other. Cities, rich in historical and cultural complexity, often undergo a process of reification, where their multifaceted identities are flattened to fit a coherent, marketable story.

This phenomenon is particularly evident in border regions, where historical, anthropological, and political dynamics are intricate and deeply intertwined. Too often, these complexities are obscured by stereotypical and exclusionary narratives that fail to reflect the richness of local identities.

In this festival, we will critically engage with these themes, taking Trieste—a city shaped by its “border identity”—as a case study. Participants will be invited to explore the city as “cruisers,” – same as those arriving everyday on Trieste shores - embarking on an intellectual and experiential journey that unveils the hidden and contested narratives embedded in its urban fabric. Through guided explorations and critical discussions, we will reflect on what is made visible in heritage discourses and what remains invisible.

The festival is designed as a **Blended Intensive Program (BIP)**, encouraging students to actively engage in this critical exploration. Rather than following a traditional lecture-based format, participants will be challenged to step out of their comfort zones and take part in performative restitutions of their findings. We seek students who are open to an immersive, interdisciplinary, and participatory experience that questions conventional heritage representations.

This event will provide a unique opportunity to unravel the complexities of European cultural narratives and heritage, fostering a deeper understanding of how history and identity are constructed and represented in border regions.

- ◆ **Universities are invited to select students by 30 April 2025.**