

Issue 2 – February 2022

CultSense Insights

Sensitizing young travellers for local cultures



Image by @chuttersnap retrieved from Unsplash

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BACKGROUND

AIM

CULTSENSE aims to develop tools for sensitizing young travellers to understand and respect better the local norms, values, beliefs and cultures of the places they visit.

WHY?

CULTSENSE aims to address the issues of increased mobility pressures, and tensions and conflicts between locals and travellers.

HOW?

Creating a specialised educational approach to developing more understanding attitudes towards other cultures.

Providing tools to HE students and HE teaching staff.

Focusing on Tourism, Leisure and Culture (TLC) programs first, aiming at inspiring other programs and organisations.

WHEN?

September, 2020

August, 2023

CULTSENSE PARTNERS

Erasmus University Rotterdam
(Netherlands)



Instituto Politécnico de Viana do Castelo
(Portugal)



Lucian Blaga University of Sibiu
(Romania)



Novia University of Applied Sciences
(Finland)



University of Girona
(Spain)



ASSOCIATE PARTNERS

ATLAS – Association for Tourism and Leisure Education
and Research



WYSE Travel Confederation



Welcome to CultSense Insights

Dear Reader,

Welcome to the second issue of CultSense Insights!

The CultSense project believes that education plays a main role in making future tourism more sustainable, as well as a richer experience to all involved, visitors and hosts alike. By working directly with young travellers, CULTSENSE aims at contributing to sensitise travellers to the importance of responsible and respectful behaviour towards local communities.

In this second number, we invite you to discover some of the project's activities and materials. All actions of CultSense aim at contributing to a specialised educational approach to developing more understanding attitudes towards other cultures. Our reader is invited to look into our [website](#), the videos from the series "[CultSense talks!](#)" and "[CultSense Presents...](#)" as well as webinars and conferences. These are all part of the CultSense tools to support HE students (who account for the biggest share of young travellers) and HE teaching staff in the sensitization journey.

The tools are in open access and the CultSense team welcomes any further collaborations.

The partnership is composed by the following organisations: Erasmus University Rotterdam, the Netherlands (lead partner); University of Girona, Spain; NOVIÁ University of Applied Sciences, Finland; Instituto Politécnico de Viana do Castelo, Portugal; Lucian Blaga University of Sibiu, Romania; together with associated partners WYSE Travel Confederation and the Association for Tourism and Leisure Education.

The CultSense Insights issues will feature the news of the partnership, to keep our audience up-to-date with the developments of the project and highlight relevant articles.

Enjoy your reading of this CultSense Insights and stay tuned for the next issue!

NEWS FROM THE CULTSENSE PROJECT

FIRST STAFF TRAINING ACTIVITY

In December 2021, the first Staff Training activity (LTTA) took place in Viana do Castelo, Portugal.

The CultSense project team was gathered from 6 to 10 December in Viana do Castelo reflecting on ways of learning about topics related to cultural sensitivity in tourism.

The training is meant also to work with local teaching staff and academics. On the one hand, this allows to bring new perspectives to the project and improve the materials which are being developed. On the other hand, the work with the local team also aims at increasing awareness and enriching the dialogue about cultural sensitivity and travel in the host organisation and their local network.



FOCUS GROUPS WITH STUDENTS

At the beginning of the week, focus groups debating these themes were held with final year students of the IPVC Tourism Degree. The perspective of Erasmus students enriched the debate, bringing different experiences together.

We introduced them the project and together we discuss about their view of the 'real' Viana; about touristic highlights in Viana do Castelo and their recommendations for visitors; local traditions; their recommendations for improving intercultural communication; their own prejudices, cultural preferences and stereotypes; and their perception about cultural sensitivity as young travellers.





WORKSHOP ON LEARNING AND TEACHING EXPERIENCES ON CULTURAL SENSITIVITY

The Workshop with invited lecturers sharing experiences (Sandra Vasconcelos and Carla Melo – Polytechnic Institute of Porto, Maria José Azevedo - IPVC) were very interesting – a discussion on the CultSense pedagogical toolkit and the elements it should contain.

Sandra Vasconcelos and Carla Melo, from Polytechnic Institute of Porto, presented their work on intercultural communication, tourism education and teaching cultural awareness, on interdisciplinary work with international students through connecting students from different European universities, and student mobility.



WORKSHOP LEARNING AND TEACHING EXPERIENCES ON CULTURAL

Gonçalo Marques did a presentation on his work on intercultural communication and gained insights in the kind of projects students from IPVC worked on relating to this topic.

We are enthusiastic about the idea of discovering together how to contribute to the project and to create moments for joint reflection!

In addition, practical activities were carried out: workshop at the Chocolate Factory Hotel | Museum; Salt Carpet Creation; and watching the preparation of the 'Sarrabulho', as it is covered in the case study and video prepared by the IPVC.

Thank you, Instituto Politécnico de Viana do Castelo, for hosting and organizing the meeting!

Partners considered that the [salt carpet creation](#) was very interesting, not just because the activity but also the explanation, context, and physical interaction with people who in normal circumstances don't interact with tourists (local people).



Salt carpet, produced by the project team with locals (União de Freguesias de Viana do Castelo)

CultSense Presents...

We are proud to announce our project own video series! In this series, we are presenting videos created by our team and teams of students from the partner universities.

[Locals in Rotterdam](#) features students and staff from the Erasmus University Rotterdam, in the Netherlands, sharing their experiences of living in Rotterdam, what is important for them, as well as tips for visitors to the city. Rotterdam is portrayed as an international city, with opportunities and diverse people, from many different backgrounds. For visitors, the advice is to talk to locals and find those places that are special to the city.



[Sensitizing young travellers for traditional food](#) invites you to learn a bit more about gastronomic traditions and local foods of the Minho region in the North of Portugal. The video presents a perspective of students from IPVC in dialogue with scholars, and culture and tourism stakeholders. In these changing times, the video invites to a reflection on roots and identity, which are not always evident for visitors.

Advisory: The video includes explicit images and reference to animal-related products.

The third video invite you to [Discover Christmas traditions of Catalonia!](#) You can follow Paula Tostón, Ruth Amat and Joel Hernaiz as they share their views on these traditions. The episode was created and filmed by these students of the Facultat de Turisme, University of Girona, in 2020.



[How to visit the Finnish archipelago](#) created by a group of students from Finland and Germany, shows their adventurous experiences in the Finnish archipelago in Southwest Finland. Finnish people traditionally have a close relationship with nature. Living with nature is a fundamental part of Finnish culture. The connection between Finnish nature and culture is, however, strong and frail at the same time.

Let us know what you think about the CultSense presents...!

INTELLECTUAL OUTPUTS



The consortium is again applying a **survey** to investigate how local cultures are experienced by young travellers. We are open to collaborate! Just contact us at cultsense@eshcc.eur.nl!



The consortium is also committed to working on the **Learning Modules** and **Pedagogical toolkit**. The toolkit aims to provide educators of all backgrounds with a set of tools that promote active learning in cultural sensitivity. This toolkit is also an invitation to educators to reflect and grow in their own knowledge, skills and practices.



The Case Studies Booklet will soon be made public and open access. In the **Creating Cultural Understanding Through Travel - CultSense Case Collection**, you will find a series of case studies, which can be used for pleasurable reading, inspiring information, and as a learning tool in formal and informal educational contexts. The case studies have been co-created with and for students and teaching staff. It aims firstly at developing pedagogical modules that can be integrated in different courses, particularly in TLC areas.

CONFERENCES AND PUBLICATIONS

PAST CONFERENCES

Vetenskapskarnevalen (Science Carnival)

Finland

19 November 2021

Presenting the CultSense project

Maria Engberg

FUTURE CONFERENCES

ATLAS Gastronomy and Tourism Research Group Meeting - Gastronomy after the pandemic: Changes and challenges in food tourism

Girona, Spain

February 16-19, 2022

Culinary practices of Minho as a case study on sensitizing foreign travellers to the local culture

Carlos Fernandes, Goretti Silva, Alexandra I. Correia and Mariana Oliveira



International Conference TWINE - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people

Aveiro, Portugal (Online Conference)

February 24-25, 2022

Using the past to sell local gastronomy to foreign travellers: the case study of Minho

Carlos Fernandes, Goretti Silva, Alexandra I. Correia and Mariana Oliveira

SOCIAL MEDIA

CultSense project updates can be followed on the website – www.cultsense.com – but also on the project’s social media channels.

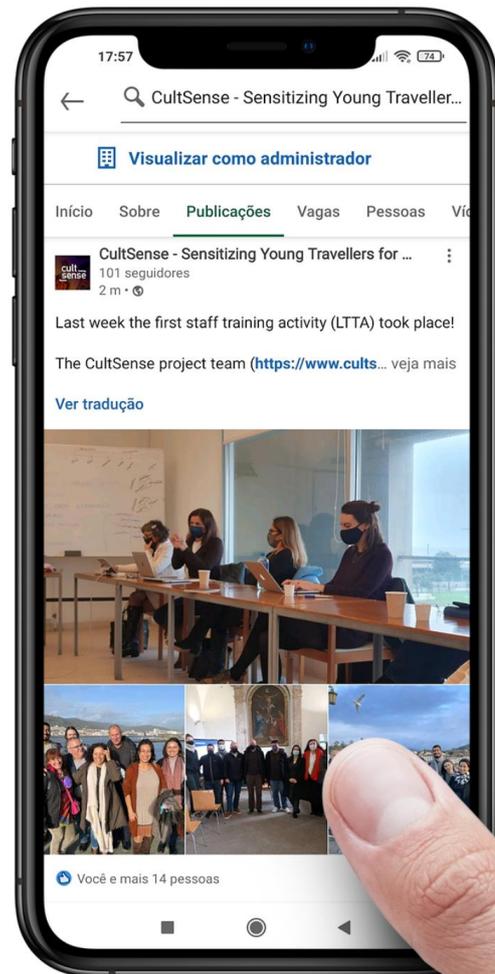
We invite you to follow us where you are most comfortable and where you would like to stay connected, engage and be updated.

- **Instagram:** @cultsense_project
- **Twitter:** @Cultsense1
- **LinkedIn:** @Cultsense
- **Facebook:** @cultsense

How to be a part of CultSense?

- Collaborate in the research and creating pedagogical materials
- Send us any tips, stories, fun facts, pictures that we could use in our Instagram and Facebook page (you can be anonymous)
- You can run an Instagram take-over
- You can do your internship with us and be part of the CultSense team!

Keep updated and share your thoughts with us!



UPCOMING EVENTS

CultSense Talks!

CultSense Presents...

ATLAS Gastronomy and Tourism Research Group Meeting

Girona, Spain

February 16-19, 2022

<http://www.atlas-euro.org/Default.aspx?TabID=398>

Transnational Project Meeting

Sibiu, Romania

February 24-25, 2022

International Conference TWINE - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people

Aveiro, Portugal (Online Conference)

February 24-25, 2022

2nd Staff Training Activity (LTTA)

Rotterdam and Amsterdam, The Netherlands

April 4-8, 2022

UNESCO UNITWIN Conference

Portorož, Slovenia

May 15-20, 2022

Stay tuned to our social media!

cult_ sense

www.cultsense.com



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