

Issue 3 – June 2022

CultSense Insights

Sensitizing young travellers for local cultures



CultSense Team in Rotterdam, April 2022

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Welcome to CultSense Insights

Dear Reader,

Welcome to the third 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 for 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 third 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](#), where they can find different materials, such as the eBook [Creating Cultural Understanding Through Travel - CultSense Case Collection](#), as well as the videos from the series "[CultSense talks!](#)" and "[CultSense Presents...](#)". Insights into our conferences, papers and webinars are also available. These are all part of the CultSense tools to support HE students (who account for the biggest share of young travellers) and Higher Education 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; NOVA 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 (ATLAS).

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.

In this edition, we have great news! Enjoy your reading!

NEWS FROM THE CULTSENSE PROJECT

TRANSNATIONAL PROJECT MEETING



The Bridge of Lies



ASTRA Museum



CultSense team at the ASTRA Museum

Our team met in Sibiu (Romania), "city with eyes", on 24 and 25 February 2022, for an in-depth discussion of issues, decisions and tasks within the project.

Do you know why Sibiu is called the city with eyes?

The eyes on the houses' roofs make us think we are being watched. There are some legends. But their real purpose was to act as a ventilation system for the houses' attics.

In this meeting, key issues were addressed as working methodologies to raise awareness among young people about the impact of their behaviour as travellers on communities and local cultures.

On the second workday, the team was gathered at the ASTRA Museum to reflect and discuss the next steps of the project.

The [ASTRA Museum](#) is Europe's largest open-air ethnographic exhibition, with over 400 architectural and folk-art monuments, exhibited on nearly 100 hectares.

In June 2022, a Staff Training activity will take place in Sibiu.

Mulțumesc (Thank you in Romanian) to the LBUS team!

STAFF TRAINING ACTIVITIES

The second Staff Training Activity took place in Rotterdam and Amsterdam (The Netherlands) from 4 to 8 April 2022.

The workshop designed to advance on the CultSense Pedagogical Toolkit started with inspiring insights of the invited guests Jasmin Seijbel, Stine Skovbon and Karin Willemse. They shared their personal experiences and research. The themes of the group works were on diversity, sustainability, assessment tools, and awareness mechanisms.



Jasmin Seijbel, Stine Skovbon and Dr Karin Willemse

The team had the opportunity to visit the Depot of the Boijmans Van Beuningen Museum, first art storage accessible to the public, containing over 150,000 items. Visitors can investigate the behind-the-scenes of art exhibitions and see the process of conservation and restoration of different art objects.

Read more about the inside-out museum, introduced by Greg Richards, member of our Advisory Board, [here](#)!

We visited one of Amsterdam's most well-known neighbourhoods: the Red Light district (De Wallen), in which we reflected on the Case Study from our [eBook](#). We

also had the opportunity to visit the canals through one of Amsterdam's refugee tour guides ([Rederij Lampedusa](#)), getting insight into how immigration has been important in the city's past.

We end with a visit to the [Urban Leisure & Tourism Lab Amsterdam](#), located in Amsterdam-North, where students, teachers and researchers liaise with those parties who stand to gain from a more attractive Amsterdam-North: residents, visitors, entrepreneurs, non-profit organisations, expertise institutions and authorities. In the lab, students find partners from the field of work for their concrete projects, traineeships or graduation assignments. Guided by educational coaches from the various study disciplines, they reach out to the outside world to work on social issues in collaboration with local stakeholders. They deploy co-design methodologies and tools, partly developed in-house, whereby the route to the finish line is never fully defined; it is always a joint exploratory expedition.



Project team at the Urban Leisure and Tourism Lab

STAFF TRAINING ACTIVITIES

The CultSense team was gathered in Turku, Finland, between 2 and 6 of May 2022. The team discussed the project advancements and kept on working on the CultSense Pedagogical Toolkit, but that was not all!

The roundtable discussion on "How can Tourism be culturally sustainable?", organised by NOVA University of Applied Sciences, was composed by **Greg Richards**, professor at Breda University of Applied Sciences, who specializes in cultural tourism research and placemaking; **Anu Juva**, project advisor and coordinator at Culture Campus Turku, specializing in business, culture, and primary production; **Joanna Kurth**, project manager at the Museum of History and the Future, majoring in management, strategizing and exhibitions; and **Lénia Marques**, CultSense project leader and assistant professor at Erasmus University Rotterdam. The roundtable provided insights into how future generations could have the opportunity to experience culture, here discussed in the context of the tourism sector.



RoundTable Discussion

In the picture, you can see our team before experiencing the sauna. Learn more about the sauna tradition, as part of the Finnish identity, through our [eBook](#) - (Culture in a Grain of Sand: Finnish Sauna Bathing - case study, by Peter Björkroth and Maria Engberg).



Project team before experiencing the sauna

The team also had the opportunity to learn more about the pilgrimage routes in the region, such as the Ways of Helena and Peter (Aura River Pilgrimages). The team hiked the first kilometers of **St. Olav Waterway**, while exploring the archipelago's diverse nature in Finland's first long-distance pilgrim's trail, and Cultural Route of the Council of Europe. A special thanks to **James Simpson**, project manager of St. Olav Waterway, who guided us on our hiking journey that started at the Turku Cathedral to Vaarniemi Nature Preserve.

A special thanks also to the Novia University of Applied Sciences team for hosting and organising every detail so well!

Students and Turku's tourism stakeholders discuss Cultural Sensitivity



One of the examinations in the course Event Management at Novia University of Applied Sciences, was to plan, execute and evaluate an event. One of the possible commissioners was the CultSense project and our teacher offered us the task of creating awareness about the project among local tourism stakeholders in South-Western Finland as well as among students at Novia. We decided to take on the challenge and made it happen by arranging an online webinar on the platform SpatialChat.

The webinar took place in the afternoon of 28 March 2022. We were in charge of all the practical arrangements.

Project leader, Lénia Marques, presented the project and introduced the [eBook](#)

that the project had recently launched. The eBook is divided into four parts: Emotions, Culture, and Tourism; Tastes of Culture; Spirituality and Sacred Sites; and Engaging with Local Cultures. These areas formed the base for the Learning Café. The participants were divided into four groups and moved among the tables at 10 minutes intervals. To spark the discussion, there was a mix of students and representatives from the tourism industry. The discussions around the tables were for the most part lively and touched upon tourists' behaviour, do's and don'ts in a destination, how to engage the local population in tourism, what to show tourists in Finland and how to show it.

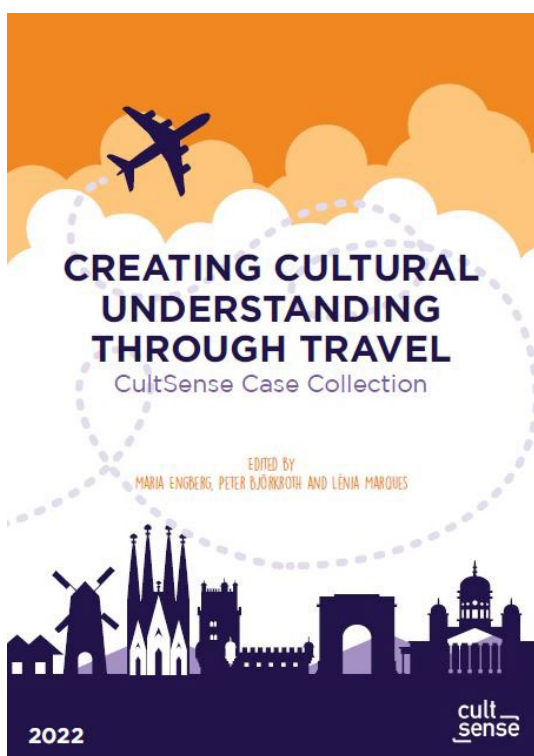
We learned about the project, and we created an online event that fits what the project is trying to achieve. We learned about collaborating with a large project and how to create an event. To administer and manage an online webinar was a new and very educational experience for all of us. We also delved into the topic of tourism and the CultSense project which were completely unknown to us before. *This CultSense experience made us understand more about some of the challenges that tourism faces and how we as tourists and travellers could improve our behaviour when visiting destinations. We also learnt about tourism from different perspectives, thanks to the invited guests from the tourism industry.*

Authored by Rafael Palin, Tom Nylund, Igor Gudenko, Alina Ukkonen, Nea Kotilainen, Frida Rosenback

Our Open Access CultSense Case Collection

We are happy to introduce our eBook [Creating Cultural Understanding Through Travel - CultSense Case Collection](#). In this first case studies collection, the readers are welcome to delve more deeply into different themes and cases related to Cultural Sensitivity in travelling. 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 the areas of TLC (Tourism, Leisure and Culture).

The case studies can be thought of as a platform for reflection and discussion of different contexts, where cultural sensitivity and an understanding of local settings play a role in the visitors' and locals' experiences. The case studies present issues also discussed in the tourism literature, but in a more accessible way. They can offer stimulating reading also for scholars. Their aim is to provide a base for work in the classroom, in particular – but not exclusively – in TLC (Tourism, Leisure, and Culture) programs. Each case comes with a suggestion of specific Learning Objectives that can be used to guide the reading and discussion. The case studies start with a story that illustrates some of the issues at hand, followed by questions to prompt reflection and discussion. Learning about different cultural settings can be both inspirational and a foundation for expanding knowledge about local cultures around the world.



Some of the Case Studies discussed in the book are:

- De Wallen, Amsterdam's Red Light District;
- Gastronomy as Local Identity: The Case of Sarrabulho in the Minho;
- Culture in a Grain of Sand: Finnish Sauna Bathing;
- Feeling Religious Heritage Sites in Tourism;
- Experiencing a Region's Beauty via a Cultural Route: Via Transilvanica.

Visit our [website](#) or Download [here](#)!



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.

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

International Congress of Intangible Cultural Heritage

Barcelona, Spain (Online)
May 11-13, 2022

Cultural Sensitivity and Tourism: Implications for Intangible Cultural Heritage
Lénia Marques

UNESCO UNITWIN Conference of World Heritage and Tourism Innovation

Portoroz, Slovenia
May 15-20, 2022

Encouraging cultural sensitivity in war tourism

Siri Driessen and Lénia Marques

CultSense Presents...

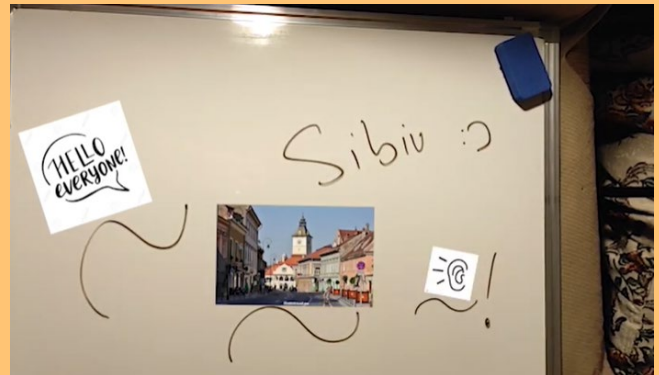
Is our project own video series! In this series, we are presenting videos created by our team and teams of students from the partner universities. We invite you to watch them all in our [website](#) or [YouTube Channel](#). They are free to use, for example, in a classroom.

... Mixed Feelings: Tourism to former war sites (Westerbork) focuses on the tensions that tourism to former war site might cause, in this case the Westerbork concentration camp in the east of the Netherlands, from where 107.000 predominantly Jewish prisoners were transported to extermination camps in East-Europe in the Second World War. It illustrates the different expectations of visitors and their different ideas of how one should behave on site. What is for *you* an appropriate behaviour?



... The City of Turku, created by a group of Finnish and German students, who wanted to film what they appreciate about the city of Turku, oldest city in Finland, and where their hangouts are. The students from NOVA University of Applied Sciences in Turku, Finland, present their perspective of the city, talking to a local, and a tourism professionals of the Archipelago.

[...The city of Sibiu, Romania](#), filmed by students of Lucian Blaga University Sibiu, during the high points of the pandemic, gives their views on the city, going from gastronomy to the architecture.



[... Things we love about Finland](#) created by two exchange students at NOVA University of Applied Sciences in Turku tell us about what they have found out they love about Finland. It looks like they had a good experience and found some inspirational tips for everyday life!

[...Girona](#), presenting the city, starting with its geographical location within Europe and inviting us to walk through the streets of the city and discover its architectural heritage and history. It also shows a bit of the culture and daily life of the place. The video also refers to one of the most important celebrations in the city, the [Flower Festival](#) that takes place in May and that has become one of the most visited events in the city.



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

CultSense Talks! - an Interview serie



The third episode is an interview with [Dr. Amilcar Vargas](#), Responsible of World Heritage at the beautiful Casa Batlló in Barcelona.

Casa Battló is a building designed by the famous architect Antoni Gaudí, which can be visited in Barcelona. In this video, Dr. Amilcar Vargas tells us about the building but also how visitors are invited to an experience that aims at sharing a certain “Gaudí” feeling with all their senses. Understanding the history of the building, the place, and the people involved makes the visit a more meaningful experience.



We also invite you to join us in the Mercado de la Boquería (Barcelona) for a [CultSense Talks!... with Joan Vicens](#), current Coordinator of the Network of Ethnology Museums of Catalonia and President of the Associació de Museòlegs de Catalunya. He has work extensively in museums, in particular related to crafts and very connected to the place where the museums are. Using his vast experience, he explains his view on ethnological museums and their importance to understand where we can come from.



In the fourth episode, we invite you on a journey to the heart of Romania, in Sibiu, in the very well-known Transylvania.

[Lucian Robu](#), from the ASTRA Museum tells us about what they do. We can find out more about the diversity of heritage from different communities living in Romania, including minorities. The work of the museum highlights the diversity of cultures and the richness of Romania, in the heart of a diverse Europe.

We hope you enjoy seeing it as much we did making these episodes!

SOCIAL MEDIA NEWS – Meet our Intern

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!



CultSense wishes to welcome our newest team member, **Caroline Bialy**, a student from the Erasmus University Rotterdam (The Netherlands), who is going to learn while supporting the project as Junior Social Media Manager.

She decided to do her internship with the project, because she is passionate about travelling and wants to sensitize others on the importance of mindfully exploring different cultures and various parts of our planet. She is intrigued by the influence of social media, and the future it brings to our society, wanting to contribute to the constantly evolving world we live in.

Follow us and her in our channels!

UPCOMING EVENTS

CultSense Talks!

CultSense Presents...

Staff Training Activity

Sibiu, Romania
June 6-10, 2022

13th Annual International Religious Tourism and Pilgrimage (IRTP) Conference

Vilnius, Lithuania
29 June – 2 July, 2022

ATLAS Annual Conference

Cork, Ireland
September 6-9, 2022

6th International Gastronomy Tourism Studies Congress (IGTRC)

Afyon Kocatepe University Faculty of Tourism
October 6-9, 2022

Transnational Project Meeting

Viana do Castelo, Portugal
October 10-11, 2022

Multiplier Event

Porto, Portugal
12 October 2022

Stay tuned to our social media!

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)



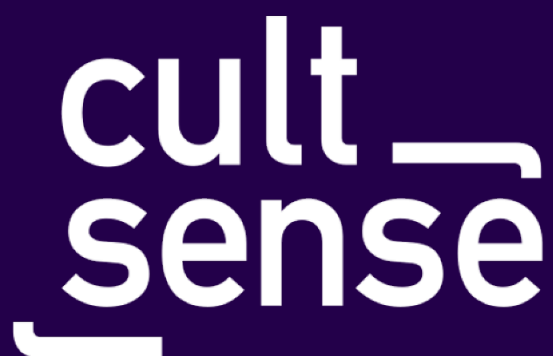
ASSOCIATE PARTNERS

ATLAS – Association for Tourism and Leisure Education
and Research



WYSE Travel Confederation





www.cultsense.com



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