

# CultSense Insights

Sensitizing young travellers for local cultures



Multiplier Event, October 2022

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# Welcome to CultSense Insights

*Dear Reader,*

Welcome to the fourth 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 to sensitise travellers to the importance of responsible and respectful behaviour towards local communities.

In this fourth issue, we invite you to learn about 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 visit our [website](#), where they can find different materials, such as the eBook [Creating Cultural Understanding Through Travel - CultSense Case Collection](#), the Learning Modules, the Quality Tools, as well as the videos from the series "[CultSense talks!](#)" and "[CultSense Presents...](#)". Information about our conferences, papers and webinars is also available. These are part of the CultSense tools to support HE students and Higher Education teaching staff in the sensitization journey.

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

The partnership is composed of 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 feature the news of the partnership to keep our audience up-to-date with project developments.

*Enjoy your reading!*

# **NEWS FROM THE CULTSENSE PROJECT**

## STAFF TRAINING ACTIVITY

The third Staff Training Activity took place in Sibiu (Romania) from 6 to 10 June 2022.

During the week in Sibiu (Romania), the CultSense team discussed the project's progress and development. The team finished the Learning Modules and continued the work on the Pedagogical Toolkit.

Some activities during the week included the exploration of the historic old town of Sibiu, as an example of tolerance and respect, getting to know its history, the multicultural community life and representations of different minorities in the dynamically evolving culture of Sibiu.



*CultSense team exploring the historic old town*

The team also had the opportunity to explore the Via Transilvanica route; to visit the Transylvanian villages and in Sibiel, the CultSense team learnt about and cooked a traditional Romanian dish together, and enjoyed traditional dancing, while wearing traditional clothes of the region.

The CultSense team explored the region and travel alongside the Via Transilvanica route. The path is a part of the Romanian

region of Transylvania which goes through small Romanian villages, full of scenic landscapes. The case study that you can find in our [EBook](#), about this Transylvanian route, sensitizes its readers to the local people living in the area, spreading awareness about the benefits and challenges of the Via Transilvanica route.



*CultSense team cooking a traditional Romanian Dish*

During the week, participants were invited to share their insights and observations about cultural sensitivity related to their experience, using the Observation Protocol developed by the project. This can be a rich source of information for the project and contribute to understanding better cultural sensitivity in context, as well as providing insights into how more optimal conditions for cultural sensitivity can be facilitated, in particular, in the context of (higher) education. This tool will be shared soon.

A special thanks to the Lucian Blaga University of Sibiu for organizing and hosting the CultSense team!



## MEETING IN PORTUGAL

A Transnational Project Meeting took place in Viana do Castelo (Portugal) on 10 and 11 October 2022, to discuss the project advancements and work on the pedagogical toolkit.

The consortium is committed to working on the pedagogical toolkit, which aims to provide educators of all backgrounds with a set of tools that promote active learning in cultural sensitivity. This is also an invitation for educators to reflect on and improve their knowledge, skills and practices.



*CultSense team meeting at the IPVC*

### Multiplier Event

Following the Transnational Project Meeting in Viana do Castelo, IPVC held a Multiplier Event on the afternoon of 12 October 2022 in Vila do Conde, Portugal. Over 80 students and teaching staff attended this hybrid event.

In this hybrid event, kindly hosted by Instituto Politécnico do Porto and organised by Instituto Politécnico de Viana

do Castelo, within the context of the network of Tourism Teaching Polytechnics ([RIPTUR](#)), the highlight was the [EBook](#) "Creating Cultural Understanding Through Travel" released in open access by the project. Two of the case studies included in our EBook were presented, as examples of situations which illustrate the need for more culturally sensitive travellers.



*Multiplier Event in Vila do Conde, Portugal*

Goretti Silva, from IPVC, kicked started the meeting, and Mónica Oliveira, Vice-President of the Escola Superior de Hotelaria e Turismo - Instituto Politécnico do Porto and President of the Executive Committee of RIPTUR, welcomed everyone.

After the welcome session, our project coordinator, Lénia Marques, started the session by introducing the project CultSense and the [EBook](#). Therefore, a focus was given to the ritualistic experience of the Finnish sauna by Peter Björkroth (Novia UAS), and awareness at religious heritage sites, by Silvia Aulet (UdG).

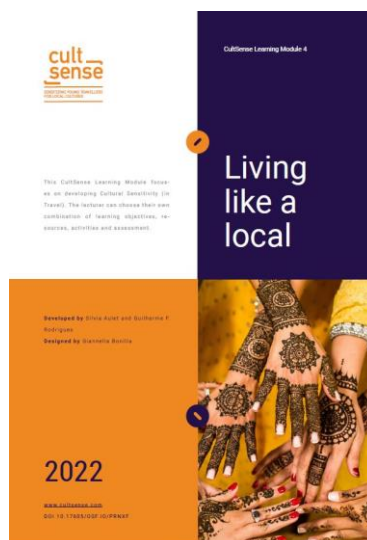
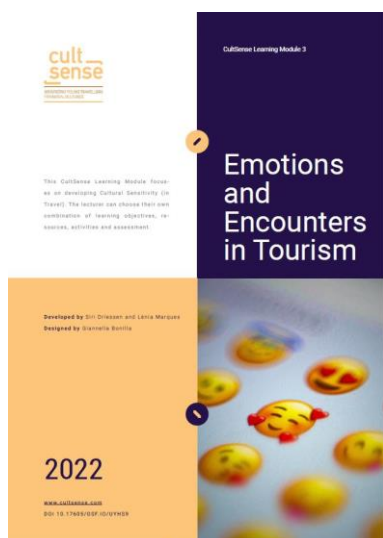
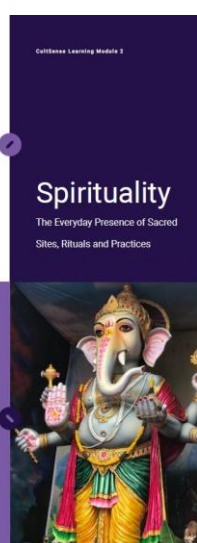
In case you missed the event or want to review it, you can find the video [here](#).

# Learning Modules

We are happy to introduce the Learning Modules. They are an open-access tool that students and lecturers can use when planning lessons.

The [first CultSense Learning Module](#), named “A Taste of Cultures”, is focused on Gastronomy as a local identity and as a bridge between cultures. Here you can find specific learning objectives, a contextualization on the topic, activities and resources.

The other learning modules will be published by the end of the year.



## CultSense Quality Tools

The CultSense Quality Tools series aims at sharing with a wider audience some of the tools that we use in our project. These are made simple to increase the easiness of use for any project.

The first tool shared is a [Progress Report](#). There are many tools available for project management. Reporting is a traditional practice that is very useful to keep track of developments, in particular, when dealing with larger projects, as it allows to have an overview. Drawing inspiration from other projects, CultSense has developed a template for a progress report which can be used regularly by each partner/stakeholder.

The second quality tool that we focus on is [Google Analytics](#). You can read here how it works, how we use it, and which indicators can be useful for you to monitor the progress of your project. Within its limitations, it can be a very useful tool to understand which audiences you are reaching.





# CultSense Edu – Sharing Educational Insights

We are happy to introduce the first issue of CultSense Edu, where we share educational insights. The CultSense Edu reports aim to provide insights specifically into the educational aspects of CultSense.

In this first issue, carefully prepared by **Mihai Tichindelean**, **Cosmin Tileagă**, **Carlos Fernandes** & **Lénia Marques**, and skillfully designed by **Gianella Bonilla**, we invite you to read about:

- \* the process of using the creation of videos in the classroom as a mechanism to increase awareness for different cultures;
- \* the use of interactive webinars organised by students for students;
- \* the development and implementation of staff training, with exchanges that stimulate more awareness and knowledge about the topic.



## CULTSENSE EDU

Sharing educational insights

Issue 1, August 2022

By Mihai Tichindelean, Cosmin Tileagă, Carlos Fernandes & Lénia Marques

Designed by Gianella Bonilla

2022

[www.cultsense.com](http://www.cultsense.com)



Our aim with CultSense Edu – Sharing Educational Insights is to share a reflection and insider's view on the processes more than on the outcomes in such a way that these insights can be used by other Higher Education professionals.

If you feel inspired and would like to share your insights, or would like to know more details, please don't hesitate to contact the CultSense team ([cultsense@eshcc.eur.nl](mailto:cultsense@eshcc.eur.nl)).

We will be happy to share and learn with you!

# CALL FOR PAPERS - Conference Bridging Cultures Through Travel

We are very happy to invite all to our final conference taking place on 14-15 June 2023, at the Erasmus University Rotterdam (Rotterdam, The Netherlands).

Please see more information and our [Call for Papers](#), with the deadline for submission of 15 February 2023, on the [ATLAS website](#). The submission of abstracts is already possible [here](#)!

The main language of the conference will be English, but to encourage linguistic diversity we will also be welcoming panels in other languages. If you want to organize a panel in a language other than English, please do get in touch with us at [cultsense@eshcc.eur.nl](mailto:cultsense@eshcc.eur.nl). Within the conference, we will host a student panel and a video competition.

More details will be made available on the [CultSense website](#) soon!



**BRIDGING  
CULTURES  
THROUGH  
TRAVEL**  
*From Theory to Practice*

Dates:  
**14-15 June, 2023**  
Where?  
**Erasmus University Rotterdam, Netherlands**

*Important dates*  
Abstract submission before **15 February, 2023**  
For more information go to <https://www.cultsense.com/>



Co-organised by  
CultSense & ATLAS



cult\_sense



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## CONFERENCES



Carlos Fernandes, IGTSC – October 2022

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

Vilnius, Lithuania

29 June – 2 July 2022

#### *Feeling Religious Heritage Sites in Tourism*

Silvia Aulet, Guilherme Ferreira and Dolors Vidal

### **ATLAS Annual Conference**

Cork, Ireland

September 6-9, 2022

#### *A Rhizomatic approach to local cultures: Cultural sensitivity, storytelling and intangible cultural heritage*

Lénia Marques

### **VI International Gastronomy Tourism Studies Congress (IGTSC)**

Afyon, Turkey

October 6-9, 2022

#### *Fostering culinary knowledge for understanding gastronomic cultural heritage*

Carlos Fernandes, Goretti Silva, Alexandra Correia and Mariana Oliveira

## 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.

[...Living Like a Local in Finland](#) was created by a group of students from Finland and Germany who wanted to explore some aspects of the life of a local in Finland and focused on the following: picking mushrooms, fishing, experiencing a traditional Finnish sauna and exploring some magic in Lapland.

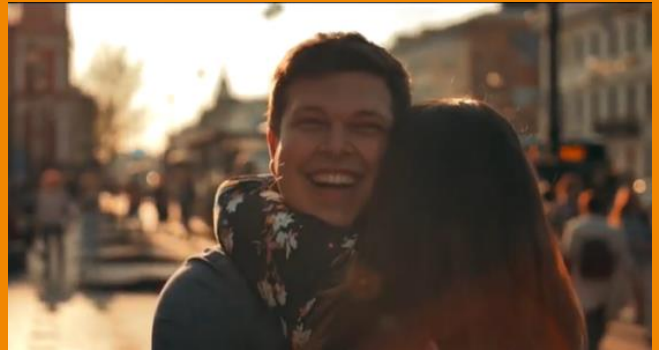


[...Sibiu: A tourist destination](#) was made by students from the Lucian Blaga University Sibiu in 2020, during the pandemic. Once again, we visit the beautiful Romanian city of Sibiu, also known as 'The City with Eyes'. This amazing city has collected many titles, such as European Capital of Culture in 2007, European Region of Gastronomy in 2019, and European Capital of Hiking in 2021, which add merit to its already-established history.



...Sibiu: A multicultural city! Sibiu, a small city in the heart of Romania, is a multicultural city, full of history and friendly people. A city of artists, artisans and people who are passionate about everything they do.

Made during the pandemic, this video includes a set of testimonies from those who have been at least once there.



...Salt carpets in Viana do Castelo: hearts and streets filled with tradition and devotion whose focus are the salt carpets made during the festivities of Romaria de Nossa Senhora da Agonia of Viana do Castelo (Portugal).

Salt carpets (depicting scenes related to fishing, the Romaria and the city) are made by residents throughout the night until the break of dawn, with visitors witnessing and feeling the devotion and pride of the local community. The video shows the importance of this tradition to local community identity and the interaction of visitors.



## CultSense Talks! - an Interview series



In the [fifth episode](#), [Goretti Silva](#), one of the co-founders of the [Fábrica do Chocolate Hotel / Restaurant / Museum / Shop](#) in Viana do Castelo (Portugal) tells us more about the project! If you're a chocolate fan you will enjoy learning about this interesting recovery of an old chocolate factory building, to remind people about a part of the city's history, heritage and identity with an innovative touch.

***Disclaimer:** A lot of chocolate was consumed in the making of this video. And also, we love chocolate, so we might be biased!*

*We hope you enjoy watching it as much as we enjoyed making this episode!*



## SOCIAL MEDIA NEWS

CultSense project updates can be followed on the website – [www.cultsense.com](http://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, or pictures that we could use on our Instagram and Facebook pages (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!

Read our last intern's opinion next!



**Caroline Bialy**

“During my time at CultSense, as an intern in the role of a Junior Social Media Manager, I have learned a lot of valuable skills, that I believe contributed greatly to my growth in the working environment, especially within the marketing field. My main tasks were based on the creation of social media content, in the form of various posts and entries, in which I broadened my knowledge and challenged my creativity. I was lucky to have found such an amazing international team, which taught and helped me in developing and growing my skills. I am extremely grateful to have been a part of the CultSense project, all while learning and expanding knowledge in my field of interest!”

## UPCOMING EVENTS

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### TRANSNATIONAL PROJECT MEETING

Turku, Finland  
December 7-8, 2022

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### STAFF TRAINING ACTIVITY

Girona, Spain  
January 23-27, 2023

### TRANSNATIONAL PROJECT MEETING

Lindoso, Portugal  
*(dates to be defined)*

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### ATLAS SIG GASTRONOMY MEETING

Sibiu, Romania  
May 24-27, 2023

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### PROJECT FINAL CONFERENCE

Rotterdam, The Netherlands  
June 14-15, 2023

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### TRANSNATIONAL PROJECT MEETING

Rotterdam, The Netherlands  
16 June 2023

## 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)



Instituto Politécnico  
de Viana do Castelo

Lucian Blaga University of Sibiu  
(Romania)



Novia University of Applied Sciences  
(Finland)



University of Girona  
(Spain)



## ASSOCIATE PARTNERS

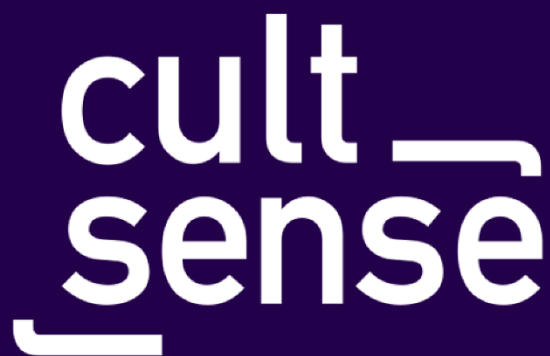
ATLAS – Association for Tourism and Leisure Education  
and Research



WYSE Travel Confederation







[www.cultsense.com](http://www.cultsense.com)



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