

Issue 5 – February 2023

CultSense Insights

Sensitizing young travellers for local cultures



January 2023 – Montserrat (Spain)

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Welcome to CultSense Insights

Dear Reader,

Welcome to the fifth issue of CultSense Insights!

The CultSense project believes that education plays a key 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 raise awareness of the importance of responsible and respectful behaviour towards local communities.

The CultSense Insights issues feature the news from the partnership to keep our audience up to date with project developments.

In this fifth 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 you can find different materials, such as the eBook [Creating Cultural Understanding Through Travel - CultSense Case Collection](#), the five [Learning Modules](#), and the [Quality Tools](#). These are part of the CultSense tools to support HE students and teaching staff in the sensitization journey. You are also invited to visit our YouTube channel where you will find the “[CultSense talks!](#)” and “[CultSense Presents...](#)” series, as well as review the webinars already held.

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

In this issue, we will also let you know a bit more about our final conference and beyond! We also have upcoming events where we'd love to count on you!

Are you curious?

Enjoy your reading!

NEWS FROM THE CULTSENSE PROJECT

MEETING IN TURKU

A Project Meeting took place in Turku (Finland) on 7-8 December 2022, to discuss the project advancements and work on the pedagogical toolkit.

The consortium was 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. And well, we have

good news for you! It's already published on our website, and you can find more about this project result on page 7.

We hope you enjoy and if you would like to share your insights or find out more details about this or other CultSense tools or resources, do not hesitate to contact the CultSense team (cultsense@eshcc.eur.nl). We will be happy to share and learn with you!



December 2023 - Turku (Finland)

STAFF TRAINING ACTIVITY

The fifth and last Staff Training Activity (LTTA) took place in Girona (Spain) on 23-27 January 2023.

Each partner HEI has hosted an LTTA. The model of the LTTAs has been revised, adjusted to evaluations and according to context. The format can be adopted in other training contexts for working with cultural sensitivity and awareness in travel, focusing on the valorisation of local cultures.

During the week, the CultSense team discussed the project's progress and development; and carried out different activities such as: visiting Montserrat and participating in a workshop by Domus Sent Soví, where they learned how to cook rice in the Catalan Style. In Olot, they visited the RCR Architects Office, found out more about Traditional Culture and visited Espai Cràter. In Girona, they joined a Human Towers rehearsal in la Coma Cros and met cultural stakeholders (Bolit and Temporada Alta).

One of the highlights of the week was on January 25, 2023, when the CultSense team attended a practice session of the Marrecs de Salt *castellers* group, who build *castells* or human towers. This is a Catalan tradition that was listed as Intangible Cultural Heritage of Humanity by UNESCO in 2010. If you want to know more about this session, we invite you to read the article published by Greg Richards [here](#). But not only! We have a video in the "CultSense presents..." series on our YouTube channel explaining precisely this tradition. Watch it [here](#).

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 University of Girona for organizing and hosting the staff training activity!



Marrecs de Salt – January 2023

CULTSENSE PEDAGOGICAL TOOLKIT

We are also excited to present our pedagogical toolkit, which is now available on our website in open access!

The CultSense Pedagogical Toolkit aims to provide educators of all backgrounds with a set of tools that promote active learning in cultural sensitivity, with a focus on travelling contexts. It works as a multiple-entry platform for different aspects of cultural sensitivity, from its conceptual form to a more pragmatic educational approach.

The CultSense Pedagogical Toolkit includes:

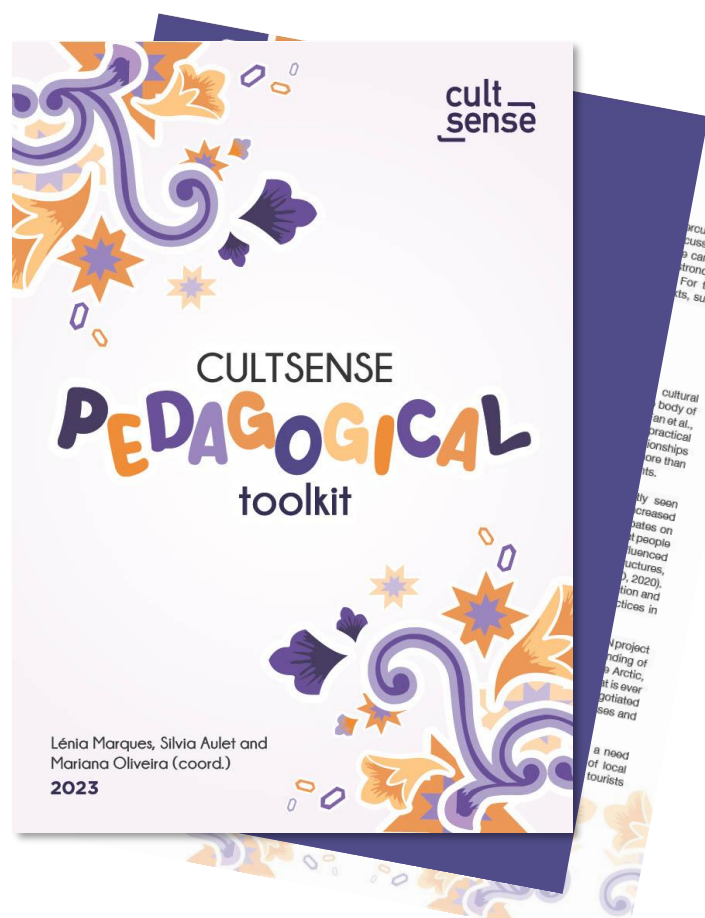
- Self-reflection (aimed at educators)
- Theoretical reflection on cultural sensitivity
- Inclusive Education
- CultSense methodology: the CultSense Survey and Experiments
- Overview of the CultSense Learning Tools: Learning Modules, Case Studies and Videos
- Other educational tools with recommendations for working on Cultural Sensitivity
- List of other resources to explore further

This toolkit is also an invitation for the educator to reflect and grow in their knowledge, skills and practices.

You can download it [here](#).



The CultSense Pedagogical Toolkit provides a wide selection of materials for teachers to work on Cultural Sensitivity, in particular, in mobility contexts. Although aimed primarily at the fields of Tourism, Leisure and Culture, the tools can be adapted to a range of topics.



WEBINAR SERIES

We are promoting a webinar series, inviting the academic community to participate in the discussion about cultural sensitivity in travel.

Each of the three webinars in the first quarter of 2023 will have a different focus and guests. These webinars are focus on raising awareness among young travellers as well as sharing insights from other (international) projects.

The first webinar, entitled “**Tools for teaching culture sensitivity**”, was held on 17 January 2023, and featured professionals who presented their projects.

The first presentation was given by **Alicia Betts**, who leads the internationalization project of the University of Girona and spoke about the COIL methodology (cultural exchanges and innovative methodology).

With an introduction by Silvia Aulet, University of Girona, and moderated by Lénia Marques from the Erasmus University of Rotterdam, the projects of the round table were represented by:

- **Anna Rodríguez** (ideasontour.com), a project that started with a blog, and today leads intercultural projects;
- **Davide Tonon** ([Nexes Interculturals](https://nexesinterculturals.com)), an intercultural project that aims to promote social and sustainable transformation through education for peace and global justice, as well as understanding the richness of diversity;
- **Mónica Herrera** (Migratory Birds), an intercultural educational project that has been carried out in La Plana (Vic) for 3 years, where the school works on people

movements and globalization. It was born from the school's need to work on interculturality.

The second webinar “**Travelling with a sensitive mind: Students experiences**” took place on 15 February 2023. Maria Engberg (NOVIA, Finland) and Goretti Silva (IPVC, Portugal) were the moderators. Incoming and outgoing students from each university were invited to participate actively in the discussion, sharing their experiences as Erasmus students. The objective was to understand the perceptions of the students in their attempt to immerse themselves in a different cultural reality.

After a brief introduction to the webinar, Maria Engberg invited two Erasmus students from Finland - Aylin and Sara, students from Munich (Germany), to talk about their experience.

Next, Goretti Silva was the moderator and challenged the speakers further by asking them questions – **Aylin Oezekici, Blanca Quiñonero, Caroline Bialy, Jordina Capdevila, Jurjën Veenstra, Mihaela Sârghi, Pedro Neca, Sara Zael, Velina Dimitrova**.

The CultSense team is grateful to all speakers for sharing their views, knowledge and contributing to such rich discussions. In case you missed the webinars or want to review them, you can find them [here](#).

We still have a third webinar and we're counting on you! Find out more about the last webinar [here](#).

Feedback from students on Webinar 2



Jurjen Veenstra

On many occasions, I am asked, "Why are you studying tourism and why are you so eager to live abroad?"

The tourism industry enables cross-cultural interaction between people of different nations and cultures, contributing to better understanding. Tourism strengthens dialogue by promoting cultural understanding and mutual respect.

Recently, I successfully completed my exchange period in Girona. Over the past few months, I have had the privilege of interacting with different people who have different opinions, perspectives, and habits. For me, studying abroad is a great opportunity to immerse yourself in the local culture. In the webinar, I stressed the importance of engaging with and showing interest in people from different backgrounds and cultures. For me, travelling and living abroad is all about actively learning about other cultures and seeing your own norms and values in a new light. The most important thing about a conversation is that you should not be afraid to change your mind and your behaviour.

What struck me most in the webinar was the differences between the experiences. Having the opportunity to listen to students talking and sharing what they have experienced was very interesting and can help people who want to go or who have some doubts about going on an exchange. We are all different and not all of us are impacted by the same things in the countries we are studying in.

Ana Aznar Siron

I am grateful to have been able to take part in the webinar as a listener because I was able to hear about other Spanish students' Erasmus experiences. If I have the possibility to study somewhere else in the future, I learnt how people live there. In general, my experience in Finland has made me think that Spaniards should socialize more with people from other countries.

Andrea Ales

I found it very interesting to hear about the experiences of different people, who are in different Erasmus destinations. I also found it 'funny' to listen to a student who is in Spain on an Erasmus, and it made me reflect on myself in their shoes. It made me think about that we Spaniards prefer to hang out with Spaniards and that we don't try to socialize with other exchange students or with Finnish people, and I think that that could be very enriching.

Maider Barrena

The webinar was very interesting. It was nice to meet other Erasmus students from other countries. What I liked most were the presentations with different pictures because they helped a lot to get an idea of how it is to study in another country, and they made it easy to follow. It was nice that everyone was so open to sharing their experiences. Moreover, it is good to get a different point of view since all students had different home countries. It made it interesting because I learned that it has a huge impact on where you are from and what you are used to everyone has different feelings and expectations. In the end, it was also great to see that we are very much the same because all of us left our home country to study abroad. Some students mentioned the same points I thought about. It was a great opportunity to be part of the webinar.

Magdalena Söllner

Learning Modules

The CultSense project team has developed five learning modules. These modules aim to provide the teaching staff with materials, activities and assessment that can be easily integrated into a classroom, particularly within programmes in Tourism, Culture and Leisure. The modules have been created with material from the project. However, supplementary support materials are provided to deepen the subject and relate it to the study of the Learning Module. In each learning module, you can find specific learning objectives, contextualization of the topic, CultSense resources, suggestions for activities and assessment.

The CultSense Learning modules consist of the following topics:

- [1. A Taste of Cultures](#)
- [2. Spirituality and Sacred Sites and Rituals and Practices](#)
- [3. Emotions and encounters in tourism](#)
- [4. Living like a Local](#)
- [5. Engaging with local culture](#)

As with any tool, the modules are adjustable, as materials and activities can be replaced or supplemented with others. A selection of CultSense resources was made, but with all the project's resources, you can also develop your modules.

And we have good news for you! Right now, the learning modules are all available in open access [here](#).



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.

On our website are already available two tools that we presented to you in the last newsletter.

The CultSense team brings a third set of quality tools, in this case, to help you with your dissemination events. This is based on the practices of the project, drawing inspiration from other projects, and project management good practices. The tools are explained [here](#) and we also provide you with templates in Word format [here](#), so it is easier for you to use.



CONFERENCE BRIDGING CULTURES THROUGH TRAVEL

We would be very honoured if you would join our joint venture of CultSense and ATLAS SIG Cultural Tourism taking place on 14-15 June 2023, at the Erasmus University Rotterdam (Rotterdam, The Netherlands).

The conference theme is “Bridging Cultures through Travel: From Theory to Practice”, and it aims to explore cultural sensitivity and strategies for linking people and places through travel.

There will be a range of themes, panel sessions (including languages other than non-English), a video competition, and a student workshop.

Co-Creating For Cultural Sensitivity – International (Video) Workshop for Students

We invite students from different universities and programmes to participate in the conference, with a parallel student-oriented program.

*Do you like to know about other cultures?
Do you like travelling?*

The student workshop is designed to promote interest in research among students and provide opportunities for networking with other students as well as researchers and lecturers. Rotterdam is also a melting pot of different cultures!

As a student, you are eligible for a Grant to cover your conference fee. Please, note that there is a limited number of Grants.

Don't miss this opportunity and register for this workshop [here!](#)

Video Competition

In addition, a video competition will be held with prizes for the winner. Soon, we will release Copyright and Legal information. During March, video submission will be open. Stay tuned to our website and social media.

Registration for the Conference will open soon on the [ATLAS website](#)! More details about the conference are available on the ATLAS and [CultSense websites](#)!

We hope to see many of you in Rotterdam in June 2023!

CO-CREATING FOR CULTURAL SENSITIVITY
International (Video) Workshop for Students

14-15 JUNE 2023

**Erasmus University Rotterdam
Netherlands**

*The workshop will be take place concurrently with the conference "Bridging Cultures Through Travel: From Theory to Practice"

We invite students from different universities and programmes to team up in this CultSense challenge!

Students will interview delegates and make film snippets from the conference. The final result will be presented at the end of the conference to an international audience

REGISTER NOW!

*As a student, you are eligible for a Grant to cover your conference fee. There is a limited number of Grants

Co-organised by CultSense & ATLAS

ATLAS

cult_sense

Erasmus University Rotterdam

Co-funded by the European Union

CONFERENCES



How do we make sense of other cultures through tourism? How can cultural tourism support better understanding?

These are some of the questions discussed in the webinar organised by the Seminario Espacio, Cultura y Turismo, from the UNAM, which included a presentation by the project's coordinator, Lénia Marques.

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



IX Congreso de Turismo Cultural

Córdoba, Spain
23 February 2023

Sensitizing for local cultures through Tourism

Silvia Aulet, Dolors Vidal and Joaquim Majó

CultSense Talks! - an Interview series

In the [sixth episode](#), **James Simpson**, project manager of St. Olav Waterway, tells us more about this pilgrimage route from Turku Cathedral (southwest of Finland) through the Finnish archipelago and Åland islands to Sweden. Once in Sweden, you have several alternative routes to choose from to reach your final destination of Trondheim in Norway.

You can find out more about the project [here](#).



Finland - 5 May 2022

SOCIAL MEDIA NEWS

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

UPCOMING EVENTS

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Webinar “Researching cultural awareness in Tourism”
15 March 2023

28

TRANSNATIONAL PROJECT MEETING
Lindoso, Portugal
March 28-29, 2023

24

ATLAS SIG GASTRONOMY MEETING
Sibiu, Romania
May 24-27, 2023

14

PROJECT FINAL CONFERENCE
Rotterdam, The Netherlands
June 14-15, 2023

16

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)



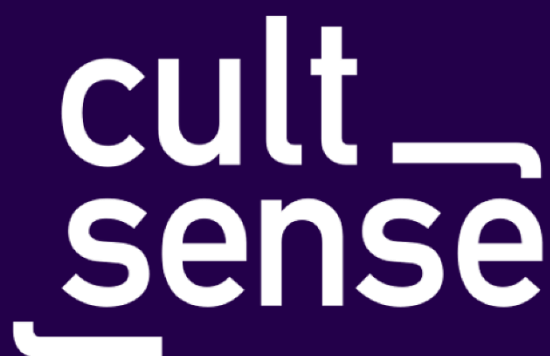
ASSOCIATE PARTNERS

ATLAS – Association for Tourism and Leisure Education
and Research



WYSE Travel Confederation





www.cultsense.com



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