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#ASenseofEU



**Co-funded by
the European Union**

Module 1

Welcome & Course Introduction

Start your #ASenseofEU learning journey by discovering the course structure, the learning approach, and the Training Case that will accompany you throughout the programme.



Training Case

Final presentation
in Module 8

Introduction and group-building activities

Sense of Place

Intangible Cultural Heritage

Digitalisation

Rural Tourism

Why this course?

The #ASenseofEU training programme connects local heritage, people, places, and future opportunities.



Safeguard heritage

Explore how Intangible Cultural Heritage lives in communities and how it can be documented and shared.



Build community connections

Use collaborative and intergenerational approaches to connect people around local heritage.



Strengthen Sense of Place

Reflect on the meanings, memories, stories, and relationships that make places unique.



Support rural development

Transform heritage-based ideas into sustainable tourism concepts rooted in local identity.

Your learning journey

Each module adds one layer to your Training Case and prepares you for the final presentation.



The course is designed as a progressive process: participants first explore their chosen place and its heritage, then connect it with community engagement, digital tools, tourism product development, and final presentation.

What is the Training Case?

The Training Case is the practical project participants develop throughout the whole course.

A Training Case is based on a place, community, or heritage element that participants choose and progressively develop into an ICH-based tourism product.

- 1 Select a meaningful place or community.
- 2 Identify its heritage, stories, people, and local assets.
- 3 Explore intergenerational, community, and digital dimensions.
- 4 Create and present an ICH-based tourism product in Module 8.

Keep your notes, templates, and reflections: they will become the foundation of your final presentation.

How the course works

Every module combines input, active learning, resources, and reflection.



Concept input

Presentations introduce key ideas and shared vocabulary for the topic.



Practical activities

Participants apply the concepts through individual, pair, and group tasks.



Supporting resources

Templates, presentations, examples, and external links support each step.



Training Case updates

At the end of each module, participants record what they will carry forward.

What you will develop

By the end of the course, participants will have a complete Training Case ready to present.

Place & identity

A clear understanding of the selected place and what makes it meaningful.

Heritage element

An Intangible Cultural Heritage element connected to people and practice.

Community connections

Stakeholders, knowledge holders, and community relationships.

Digital approach

Ideas for documenting, sharing, or communicating local heritage.

Tourism product

A coherent, sustainable ICH-based tourism product concept.

How to use the e-course

Use the platform as your learning space and as a resource library.

- 1 Read the module overview before starting the activities.
- 2 Access the presentations, worksheets, templates, and supporting resources.
- 3 Complete the activities and keep your notes in one place.
- 4 Update your Training Case at the end of each module.
- 5 Use Module 8 to present your final Training Case and reflect on the course.

How we learn together

The course is based on respect, participation, and collaboration.



Share actively

Bring your experiences, examples, questions, and ideas into the learning space.



Support one another

Collaboration is more important than competition throughout the course.



Listen respectfully

Value different perspectives, especially when working across generations and communities.



Respect local stories

Heritage is connected to identity, memory, emotions, and community relationships.

Let's begin

Choose a place, keep your notes, and use each module to develop your Training Case step by step.

Your final outcome will be an ICH-based tourism product that brings together local heritage, community knowledge, digital tools, and sustainable tourism thinking.



**Module 8
Final Presentation**