



GUIDE

IO1



How to build an alternative touristic storytelling tour?





European Guide

PART I _____ Methodological Steps

7 days / 7 steps to design

an alternative tourist route based on :

A unique story

Promotion of local heritage

Community participation

I.1 A story to write

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PART II _____ Inspiring Experiences

European Storytelling Tours in focus

12 Case studies from Bulgaria, Ireland, Italy,
France

<https://eurostories.eu>



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Methodologies

This guide proposes a series of (good) questions to ask yourself, before designing or developing your tourism project

... towards a better valorisation of the local heritage,
... towards fuller participation of the local communities,
... towards more integration through economic activity.

These methodological benchmarks have been developed, **by listening to European project leaders**, who have been able to create a different, unconventional approach in developing tourism offers. This new approach allows moving away from the must-see attractions and dominant narratives. It also develops social unity and new collective memory.

How? By taking a new and original point of view, by promoting little-known local resources, by proposing attractive formats, by tailoring their offer for a category of people, and other methods to be discovered in this guide. So many of these project leaders have taken a step aside to **give tourists an astonishing, unique experience** ... that they will remember!

While most of them have encountered difficulties in the implementation of their project, they were able to develop ways to make progress. Precisely this know-how and these methods we reveal here, to share them with you. We hope that the experiences collected in this document will help and benefit the future experiences of each user of this Guide. We are confident that inspiration can be found in these pages, even if each project depends on its context and its history.

We wish you the best time reading this and all the success in designing YOUR next alternative tourism project!

A Story to write

The tourist route must tell a story.

A story from the past, present or future life of the territory and its people.

A story you want to highlight, to make it known and share it with others as it seems so unique to you, **exceptional and interesting** to discover.

Whether they are "small" (individual anecdotes) or "big" (collective memory), all stories are beautiful. It's up to you to reveal and enhance them, to find what makes them unique. Seductive. Attractive.

The story you are going to write should offer information on:

- the heritage (architecture, landscape, town planning, etc.),
- or the immaterial aspects of the place (languages, arts, crafts, lifestyles, etc.).

To highlight these elements, it is necessary to

- Determine a topic (to stand out)
- Collect information (to document the subject)
- Elaborate a storyboard (to give rhythm to your story)
- Organise a journey (to bring your story to life)
- Make the route known (to get people to come!)

It is this narrative, that will allow us to position and highlight how unique your route is, on the market of tourist offers.

A



A collection

Archives, interviews, photo report

A storyboard

An intrigue, characters, and atmosphere

A journey

An itinerary, stages, a rhythm

Community to involve

The local community plays a central role in this type of tourism project. It is essential to involve the community, at least at 2 levels:

1. **Utilising their knowledge of the territory**, which you will make tourists discover. Also, community members often have the knowledge about the theme that you are going to illustrate in your alternative tourist itinerary. The experience of the community members is essential to give particular, unusual and original content to your project. Their experience will help humanise the story you are going to tell. Having allies, such as NGOs or associations, can be invaluable in contacting and involving these people.
2. **Giving community members a place in the route delivery**. They can become guides if they are well accompanied and well trained. Be careful, it is not enough to be a resident to become a guide. One has to be able to comment on the artistic value and stories of the sites. Learning to speak in public, having self-confidence in front of a group, storytelling, sometimes with humour, respecting schedules, speaking English, etc. are all skills to be acquired in order to become a passionate and exciting guide.

The term "greeters" refers to a notion of voluntary work, free visits for tourists, with a structured, almost „branded", worldwide network. However, the community members involved in the design and running of the route can also be paid or compensated, with appropriate financial arrangements. It may be interesting here to couple these tourist projects with an approach for integration, allowing the people involved to obtain additional income and above all to start moving towards an active integration approach.

A notion of demand and quality must be present throughout your process. Involving residents is great! It means placing your approach within a framework of solidarity and humanist values, it means making your journey come alive, but it is also a duty, that of setting up a "quality approach", reassuring for both residents and tourists.

Residents' participation = Quality approach ++.

Why artists need to be associated

Right from the project design stage, to make a difference, it is crucial to involve artists.

Whether they are writers, directors, visual artists, painters, actors, musicians, designers, choreographers, couturiers, cooks, computer graphic designers or a little bit of everything at once (!), these artists will help develop:

a sensitive approach to the subject

... from which a story can be written,
... from which you will build your tourist route.

The special perspective coming from artists, will make your story unique, and your tourist project attractive.

It will allow you to differentiate your course, from the conventional routes proposed by tourist offices or travel agencies.

Today, cultural operators or artistic companies are developing their own artistic-touristic itineraries, to consolidate their economic model on the one hand, and highlighting their skills in terms of cultural mediation on the other.

EXPERIENCE

Samuel L Jackson's Stroll

This fiction is written by Christophe Dabitch, comic book author, to reveal the little-known past of a commune on the outskirts of Bordeaux. A past linked to the presence of "blacks" in a white town. A story about the soldiers of the US army, who during the 1st World War, lived in the port and changed the image of this city. It can be discovered in 4 geolocalised stages, by listening to 4 letters (on the smartphone, audio guide) of Samuel L Jackson, who joined the army to escape segregation in the United States.

An experience to be proposed

The tourists must immerse themselves in the history proposed by the tourist route. They must be able to live an immersive experience, which will allow him to meet places and people, sensations. If several recipes are possible to reinforce the immersive side of a journey, they should all be based on human relations and direct contact with people. There are several ways to make an experience come to life:

- **"Living like a local"** by sharing moments of life, of everyday life, based on interculturality
- **"Discovering secret places"**, by opening up forbidden places, discovering the other side of the decor, meeting inaccessible people, having the feeling of being a VIP
- **"Share sensations"** by making people touch, feel and taste elements of the heritage, beyond the sight. The activities on offer can be sporting and leisure, artistic and creative.
- **"Treasure hunting"**, is based on the fun principle of solving riddles (geocaching) to move forward and discover the city and its gems.
- **"Focus on"** social, artistic or historically underestimated theme that brings a community together and generates interests and values (street art, discrimination, slow life, etc.).
- **"Augmented reality"** is increasingly present in immersive tours via a smartphone or other object (audio or video complement), but technology is no substitute for good narration.

The quality of the WELCOME we provide for tourists is crucial.

From the very first e-mail exchanges, SMS or a phone call, you have to be hyper-reactive, friendly and enticing. Remember to set an accessible meeting point at the start of your journey (on foot, by bike, bus, metro, scooter / think of the disabled people), protected from bad weather (cold, heat, rain) and visible (you must be found quickly).

The route must be ...



Surprising
Interactive
Comfortable
Pedagogical

Audiences to target

Once the story is written, you need to target your audience.

Ask yourself who will be interested in coming to discover the story told in your journey? Generally speaking, alternative tourist routes interest 2 categories of public.

- **Tourists living nearby** ("towny") in your area, intrigued by the discovery of the proposed subject.
- **Mobile tourists** ("city breakers") who travel once or twice a year on average, to discover a city and its cultural identity. At 2 hours by train or plane from your home, they will be in your town for 1 or 2 days, for a weekend or a holiday. These couples or families are looking for a break from everyday life and a change of scenery.

It's up to you to target the audience, to find a good mix between the two, according to your objectives and your business model.

The closest tourists are not necessarily the easiest to attract!

Your strategy will have to be adapted to your targets, knowing that the ways of attracting and welcoming tourists are different.

Think about what kind of profiles you are looking for: local or international?

You also need to refine the profiles in terms of age, and mobility according to the proposed itinerary. Is it open or not ...

- to children? (from what age?)
- for people with reduced mobility?
(senior citizens, people with disabilities)
- to people who do not master the language?
(translation in English?)
- to the uninitiated? (general public or specialists?)

Your strategy will also depend on your business model:

Is your course **free or paying?**

It is up to you to find the "right price" acceptable to the target audience, compatible with the competition and your economic profitability

An itinerary for ...



Local and/or Foreign ?
Children and/or Adults ?
General public and/or Specialists?
Free or Paid?

A communication plan to be organised

Today everything is happening online. The majority of people organise, book and pay for their tourist stay on the internet.

From their computer (a little),
from their smartphone (a lot),
tourists spot, they inform and position themselves (click!),
faster and faster (impulse buying),
by listening to the recommendations of their "community" (opinion)

In this context, Google is everywhere, Airbnb is never far away and Tripadvisor is a must. **So how to position yourself?**
Especially if our values take us away from these giants of the web.

A secret: put yourself in the place of the client, the tourist.
A must: spread a simple, striking, clear message that defends the values of your project.
A tool: developing a strategic communication plan.

The plan will define your strategy to attract and bring in tourists. Based on your values, this plan will specify your:

- Potential targets
- Reasonable attendance targets
- Supports (website + Instagram, but not only that...also paper - postcard, flyer, a map - to stand out)
- Timetable (forecast, rate of diffusion, Gantt chart)
- Partners (eco cooperative system)
- Budget (expenditure, income, volunteering)
- Evaluation of the impact of the tools (to make the project evolve)

Stay very active on your communication media.
Remember to collect the satisfaction of the tourist.
Keep your ZEN and stay on the course because it won't be easy!

An eco-system to develop

An eco-system is to be set up around the route, to strengthen its attractiveness. A cooperative and circular economy is essential for the survival and recognition of alternative projects in tourism and culture.

As far in advance as possible, remember to solicit and inform:

- Tourist institutions
(Tourist office, „the destination of the region" brand...)
- Local authorities (many staff)
- Influencers" and bloggers
- Local or international associations that share your values
- Schools, cultural centres or sports clubs
(related to the theme of your course)
- Local companies ("cross-selling") that are connected or complementary to the subject of your trip
("organic shops for example", "sports shops").
- Shopkeepers, hotels, cultural and heritage sites,
which welcome tourists, research the train, bus stations and airport transport options.

Audiences will remain difficult to capture. The alternative tourist routes aim at a niche public, consisted of curious, adventurous people. This community needs to be nurtured.

You will need a **network of ambassadors**, who will talk about your journey for you.

In a C2C logic, consumers talk to consumers.

Start with those who have participated, who will post photos on their social networks, leave comments on platforms, if possible using the right hashtags!

Target

#experience #actlikealocal
#alternativestories #newline
#explore #visitcity #urbanlife
#adventure #culturalheritage
#feelthecity #europeanstories
#newcollectivememory

In order to properly design and develop your alternative tourist route, it is essential to set up a benchmarking process by:

- **Monitoring across Europe and around the world,** looking for similar alternative initiatives, based on storytelling, which give (good) ideas in terms of animation and communication, design or organisation.
- **Establishing and updating a local database,** with the tourist offers present in your city, whether classic or original, that will be, in one way or another, on the same "market".

These experiences are useful as much for inspiration as for differentiation.

Top tip: Use the [toolbox](#) developed by the partners of EU Stories.

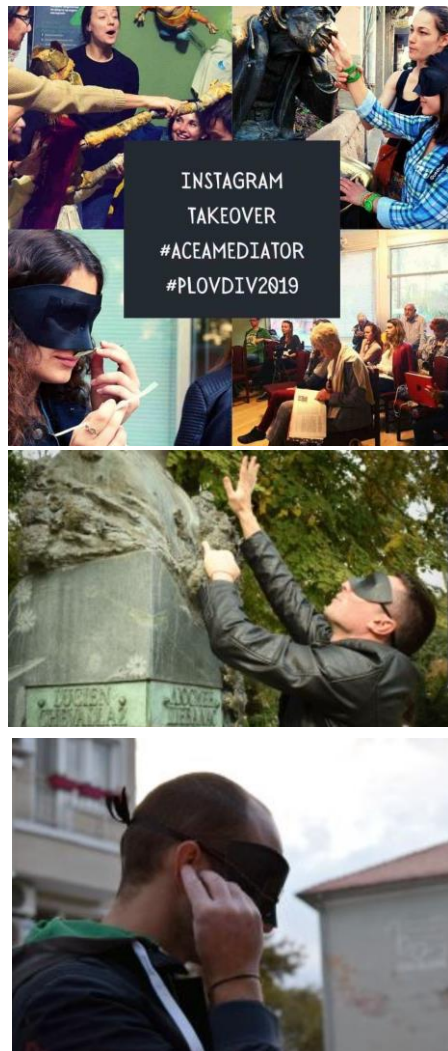
<https://eurostories.eu>

<https://www.facebook.com/EuropeanStoriesProject>

« Walking a mile in someone else's shoes isn't as much about the walk or the shoes; it's to be able to think like they think, feel what they feel, and understand why they are who and where they are. Every step is about empathy. »

Feel the city Sensory Tour

Connecting people with understanding and making the city accessible to more people: this is the mission and vision of MEANATOP, an association for culture, Ethnology and Anthropology Mediation from Plovdiv. „Feel the city” is a **Sensory walking tour** in Plovdiv. It developed a special method that focuses the attention on various interpretations of the urban space and the cultural heritage, combining activities that help to “see” the central parts of the city of Plovdiv in a new way. Visitors experience the city blindfolded, but through other senses: touch, smell, sound, etc. The tours are appropriate for people from different age groups. The route is the result of anthropological research through sensory ethnography implemented in partnership with the University of Plovdiv and the National Center for Rehabilitation of the Blind – Plovdiv. MEANATOP proposes also sensitive laboratories, workshops for youth and training for guides and interactive tours. The team shares experiences of different sensory and sensitive techniques for exploring spaces places, people, ideas for learning new skills.



FORMAT ____ 2 hours

Calendar : booking system _ cultural event

Price : free

Locals / Tourists : 50% / 50%

CONTACT

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Arigna Mining Experience Tour



Arigna Mining Experience is a reinvention of the coal mine experience developed on the back of a community-inspired initiative to preserve and protect the mining heritage of the Arigna area. The experience immediately brings the visitor back to the local traditional mining culture, way of working and living. There are many different elements and services to achieving and delivering this unique visitor experience with main encompassing the History Tour, Arigna Mining Experience Centre, Underground Experience, Exhibition Space, Gift Shop, and Destination Café.

The guides (ex-miners) are part of the very fabric of what Arigna Mining Experience was built on. They love to share their personal lived experience. Their own era but also their fathers', grandfathers' and great grand fathers' eras keeping the local folklore and stories alive. During the underground tour, visitors experience what it was like to work in some of the narrowest coal seams in the western world.

This intensifies the experience and makes it memorable. *"The guided tour of the mine is the winning experience- it is authentic, unique, personal, experiential on a number of levels, being underground it is a "challenge" and not least it is informative."*

Audio/Visual/Video has a key role to play in the Arigna Tours. In the end, the project builds an important sense of confidence and heritage pride in the local community which faced difficult challenges upon the closure of the working mine.

FORMAT ____ 50 minutes / 20 persons

Calendar : register on the website & by phone

Price : from 7 to 13 €

Audience : Tourist (national or international)

CONTACT

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Bikes

Kilometri di Storie Ed Esplorazioni

This tour is organized by the cooperative ETHRA Archeologia e Turismo based in Taranto. It proposes to locals to discover part of their town they often don't know. To do this, they tell stories about past and present people of the city, including a lot of archaeology curiosities which are their speciality as well as Taranto's heritage strength. The storytelling was built by valorizing and shedding light on existing stories that are often ignored or neglected by citizens: stories of monuments, stories of fishermen, stories of shop owners, of past and present authors from Taranto, stories of people who lived in this city in the past... Furthermore, the tours are done on the bike in order to promote sustainable mobility. Today, the people who take part in the tours are mainly locals and international tourism is still relatively low in Taranto, but the aim of the cooperative is to involve more international tourists.



FORMAT ____ 2,5 hours

Once a week

Price : 10 euros

Locals / Tourists, Mainly locals.

CONTACT

fprazzato@gmail.com



FR

Allez vous faire balader à Bastide



The tour invites people to make the **memory** of the Bastide district of Bordeaux, on the right bank of the city. This district is little known even by the Bordeaux inhabitants! A district with a wine-growing and industrial past, long involved in social action: from the Boncourt estate of the 1920s to the Benaude estate, which rubs shoulders with the Niel district and its railway wastelands amid rapid change. The public follows „éclaireurs urbains” (**resident guides**). For each stage of the route, a story is told by the guide. These are true stories because they are collected from local people (thanks to the association's network of volunteers). There is also fiction written from emblematic characters of Bordeaux from the end of the 19th to the 20th century. The „éclaireurs urbains” are residents (18 to 60 years old), going through professional integration.

Guided by social structures (MDS, PLIE, Action Emploi Réfugiés, Organisme HLM, ...), they are trained by Alternative Urbaine and the "Urban Scout Guide".

The training lasts 2 months (3 days a week, 80h). They meet professionals of the sector (Musée Aquitaine, CIAP) and are also trained by actors. When they lead tourist itineraries (between 2 and 5 per month), they receive an additional salary (between 100 and 300 € per month). Above all, they receive a set of useful skills in their search for a permanent job: interpersonal skills, self-confidence, public speaking skills, etc.

FORMAT ___ 90 minutes / 8-10 persons

Calendar : register on the website & by phone

Price : as you want (around 5 € per person)

Audience : Local (90%)

CONTACT

Elodie ESCUSA

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<https://bordeaux.alternative-urbaine.com>





These visits are proposed by a tour operator founded by Claudi and Arianna, two networkers and experts in sustainable innovation. They offer tourists and locals the chance to discover Neukölln, Wedding and P'Berg (neighbourhoods of Berlin) through an original point of view: the innovative and sustainable projects developing there. The tours articulate around storytelling based on explaining the main principles of circular economy through the discovery of local innovative projects and the people who created them. It aims at connecting tourists with environmental and social entrepreneurs in lesser-known areas of Berlin. Throughout the tour, visitors meet with change-makers and exchange with them about their activities, their history and the values they stand for. These tours have many interests: discovering the less-known neighbourhood of Berlin, getting to know the project-makers who live there, discovering the principles of circular economy and promoting principles of sustainability.

FORMAT ___ One day
Takes place on demand
Price : around 50 euros
Locals / Tourists 50% / 50%

CONTACT

Claudi & Arianna

hi@circulareconomytours.com

<https://circulareconomytours.com>



IR

Derryglad Folk and Heritage Museum

It is a Family Run initiative with a special personal touch. It provides visitors with collections and memorabilia of Farm & Folk-life in Ireland from the 18th century to the recent past. The family take pride in telling stories from bygone generations that they try to keep alive. The goals? To give a unique and memorable experience of A Trip Down Memory lane. This community based attraction provides **a true experience of rural life and Irish heritage** at the turn of the late 19th Century. All their collections and memorabilia were kindly donated by local people to showcase their community in bygone days. Their tours are now audio based but pre-covid they involved local employees telling local generational stories. The Family especially Charlie, the owner of Derryglad Folk and Heritage Museum has a huge passion for Irish folklore and old collections of memorabilia. Through years of gathering and acquiring collections for the museum, so too has his knowledge of stories of old. Charlie passes on these stories when facilitating tours at their museum.

FORMAT ____ 1 - 2 hours

Monday-Saturday between the hours of 10 AM to 06 PM by appointment

Price : 7€ Adults / 4.50€ Seniors & Students / 4€ Children

Locals / Tourists



CONTACT

Charlie or Birdie FINNERAN

Roscommon, Ireland (IR)

info@derrygladfolkmuseum.com

www.derrygladfolkmuseum.com



Tour "Gita Fuori Porta"



The association Ruot Ando organizes cycling excursions, both short and long, that allow exploration of all the city neighbourhoods and the nearby villages in order to show the suburbs of Lecce (a city in Puglia, southern Italy), to bring more people to the theatre and to encourage the use of the bicycle.



The idea is that "each bike has its own story: each bike recovered, recycled, smashed, punctured, scrapped, disassembled, stolen, sold off, has something to tell, just as each of us has its own story." Apart from bike stories, they also build their storytelling on the stories of places, neighbourhoods, people living in and telling about those places. Moreover, the association aims at social inclusion, that's why they involve immigrants in their repair garage, so that they can learn new practical skills and earn some donation-based money.



FORMAT ____ 5 hours

On demand

Price : 100 euros

Locals / Tourists Mainly national
and international tourists.

CONTACT

RUOT ANDO

Lecce, Italia

ruotando@gmail.com

<http://www.associazioneruotando.it>



“We live it, you see it”. The private company Sofia Graffiti Tour organizes tours focused on contemporary street art. They take visitors of the capital off-the-beaten-track, to experience the alternative atmosphere of Sofia, layered with stories and urban art. The tours often involve neighbourhoods far from the city centre, some of which are associated with negative stereotypes. The company also participates in initiatives related to making urban art and repurposing spaces. Sometimes artists from the urban art community might participate in the tours or other events organized by the company. There are 2 options: the company charges ticket prices for individuals on a self-guided tour, or a ticket for small groups (2-3 people) on a tour with a personal guide. This is an alternative adventure that will make you look at the city through the eyes of a street artist.

FORMAT ____ 2 ours

On demand

Price : 10 € (selfguided) 15 € per person (personal guide)

Locals / Tourists : 50/50

CONTACT

Sofia Graffiti Tour

Sofia, Bulgaria

info@sofiagraffititour.com

<https://sofiagraffititour.com>

IT

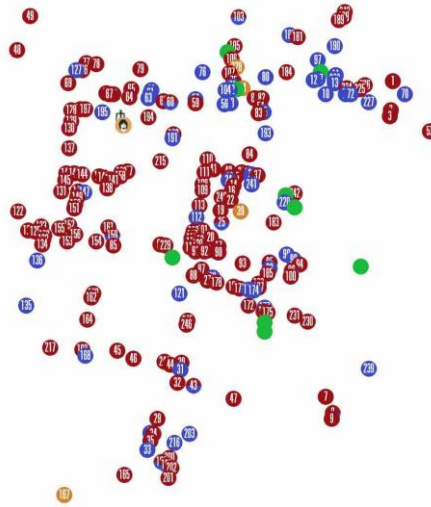
Cyop&Kaf's street art map



cyop&kaf
Quartieri Spagnoli Napoli

● vivi ● morti ● morti viventi ● privati?

- 7. Bipolarismo, 2013
- 9. Seconda ustione, 2013
- 14. Autosgambetto, 2012
- 15. Equilibrio, 2012
- 16. Rodeus, 2012
- 17. L'alchimista, 2012
- 18. Il va pensiero, 2012
- 19. Polvere, 2013



Cyop&Kaf's is a kind of guerrilla street art that fills disadvantaged neighbourhoods with the pieces of art. Their goal is to bring art to these neighbourhoods (so far Quartieri Spagnoli in Naples and Taranto Vecchia) by decorating their walls with peculiar, enigmatic figures that spark the curiosity of residents both in the making and afterwards. They often involve disadvantaged children in the process of making the murals, to boost their inclusion.

Then, they create both a virtual map and print paper maps to allow tourists, residents and all interested, to take a walk by using their art as a motif. Each mural has its name and meaning, specified in the map, and they also "train" a guide to lead guided walks where they explain these meanings, all connected to social injustice & change.

FORMAT ___ As long as you wish

Once a month

Price : free

Locals / Tourists

CONTACT

CYOP & KAF

Napoli, Italia

info@cyopekaf.org

<http://www.cyopekaf.org/qs-map>

Food and Spices Walking Tour



Developed by the NGO organization Meeting Points, the project composes of monthly cultural tours with Bulgarians and expatriates, who have turned Sofia into their second home. During the walks, guests have the opportunity to learn about Arabic cuisine and culture.



This tour is conducted in small groups with a guide, who visits pre-arranged places: shops and restaurants in Yuchbunar (a neighbourhood in Sofia with immigrant residents, which is often, **due to prejudice**, considered to be undesirable and dangerous). The guide explains the various spices, goods and foods that can be bought and tasted. There are short interviews with the owners of the places, who introduce themselves, where they are from and how long they have been in Bulgaria and how they started their business. They sometimes share their vision of how the neighbourhood has changed during the time they lived/worked there. The tour includes food and spice tasting.

Meetings enable local people to share information about the foods and spices and stories related to them. Due to the popularity of the tours, this project continues with no end date in plan.

FORMAT ____ 2 hours

Google registration form

Price :

Audience : Locals & Tourists

CONTACT

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hello@meetingpoints.bg

<https://www.facebook.com/meetingpointsbg>



IT

Gastronomic Trekking

The consulting Agency MetaFarm Social Food Lab proposes tours narrating the identity of territory through food searching, smelling, cooking and tasting. The social value-added Gastronomic Trekking is the natural combination of food and experience of the territory. It was born to involve visitors and locals with an authentic local food day. It is a unique experience to get to know the landscape and food culture, exploring the territories through a cultural lens on foot. Visitors are taken to visually experience the agricultural heritage by meeting and speaking with local farmers and residents, walking through orchards, forests and trails. The expert guides will lead you through the technique and idea-sharing, giving you a full perspective on using foraged and gathered edibles.

FORMAT ____ hours

On demand

Price:

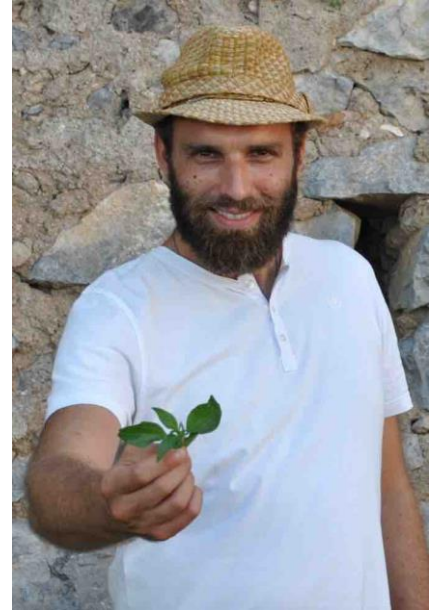
Locals / Tourists

CONTACT

Giacomo Miola

www.metafarm.net

www.gastronomictrekking.com/en/



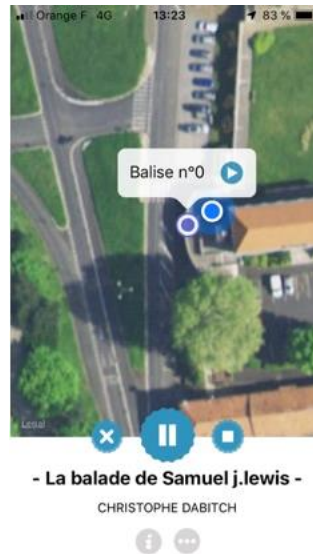
FR

Courts Circuits touristiques en Nouvelle Aquitaine

Three geolocated tourist routes to discover the Right Bank of the Bordeaux agglomeration. This area is known for its social housing districts, not for its tourist heritage! Laba invited three artists to imagine three routes on themes that promote the stakeholders and resources of the area.

- In Cenon, Guillaumit (info graphic designer) has created a route around world cuisine with the AMAP Les Gourmandignes: "7 recipes from families".
- In Bassens, Christophe Dabitch (writer) has worked with the association Histoire et Patrimoine to create a tour based on Black history (US Army)
- In Lormont, Eddie Ladoire (sound designer) designed a route with the rugby club based on anecdotes and locker room chats.

Tourists can do the route on their own with the free application LISTENERS (developed by Unendliche Studio). A "PLUS version" by appointment allows you (and for a fee) to meet local people, taste food, meet former players and/or players depending on the route. It is about to be developed in other urban cities of the region ... with English translation (only available in the French language currently).



FORMAT ____ 2 Hours
On demand
Price : free or fee (version PLUS)
Locals / Tourists

CONTACT

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EU Stories

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Ireland: Momentum Marketing Services Ltd
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