

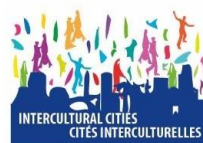


diversitours

rutes interculturals
kulturarteko hiri ibilbideak
rutas interculturales en la ciudad



**Methodological guide for
the design of
Intercultural routes**





The opinions expressed in this work are the responsibility of the authors and do not necessarily reflect the official policy of the Council of Europe.

Report Coordinator: Marcelle Mardon
(KOOP SF 34)

Intercultural Cities Unit,
© Council of Europe

Council of Europe, December 2021

Equality, Diversity, Interaction

Introduction

Description of the Diversitours project

Guided by the model of the existing European network MIGRANTOUR, that combines anthropology, sociology, social tourism and international cooperation, DIVERSITOURS is an educational and community-led guided walk that shows the richness and cultural diversity of the cities of Bilbao and Valencia.

The project offers the opportunity to walk through neighbourhoods with a significant past and present story of migration and intercultural coexistence.

- In Bilbao, the pilot experience has taken place in the following neighbourhoods: San Francisco, Bilbao La Vieja and Zabala with the participation of the local organisation KoopSF34.
- In Valencia has taken place in the neighbourhood of Orriols with the participation of the local organisation Valencia Acull.

With the help of neighbours previously trained as intercultural guides, the guided routes connect the visitors to the history of the neighbourhoods and to their vibrant communities, with their unusual places and shops, in short, with their diversity through the social, economic and expressions of the visited areas. The initiative aims to empower people who are committed to an open, critical, inclusive and intercultural citizenship, as well as to contribute to the fight against negative stereotypes, hate speech and the global rise of extremism.

What are we talking about?

Responsible & intercultural tourism initiative. The chance for **INTERACTION**: to walk side by side and discover the territory with a diverse team of neighbours (with migrant or cultural diversity background).

1. **EMPOWERMENT** of the local NGO's + migrant community with an active role in the territory.
2. **COCREATION** and WORK ON PROGRESS.
3. Contribution to the generation of a **NEW NARRATIVE** of the city.
4. Complementary **ECONOMIC** incomes for community members.
5. Attraction for new visitors to the not so visible ("sidelined") places of the city. A wider **TOURISTIC APPROACH**.
6. **TACKLING NEGATIVE STEREOTYPES** and prejudices.
7. Sparking **EMPATHY & CURIOSITY**.



Aim of this Guide

To provide some methodological guidance for the implementation of intercultural routes in other cities, identifying the key stages of the building process and the key principles for their development and implementation.

STAGES OF THE PROCESS: THE PROJECT LIFECYCLE

STEP 1. Selection of the area of intervention. Criteria for selection

Examining and understanding which criteria are necessary for selection, looking at the pull and push factors for working within the intersection of cultural diversity and 'place' as well as the spaces occupied by people of migrant backgrounds. The methodology, while not exhaustive, draws on six areas identified through this pilot:

1.1 Highly diverse areas or territories. Very often cities have neighbourhoods in which diverse groups of people choose to live, because they are more affordable or because this is where they feel most welcome. Building on the potential of enhancing the citizens' curiosity and interest in cultural diversity while working to dispel fears and rumours around migration, Diversitours are short guided journeys designed around places and spaces where visitors can get first-hand insights about the daily life of diverse communities, hear the sounds and experience the smells of the streets, in summary: a "behind the scene" look at where to go and what to see.



1.2 History of past (internal) migrations, as well as of present and future (international) migrations. Many cities have a long migration history, and this is reflected in their development and demography. Sharing the historical background of diverse neighbourhoods, showing that migration is not a new phenomenon, can act as a bridge between the current inhabitants and those visitors whose family-ties may - in some ways – be linked to the past of the place. The project also allows to recover the neighbourhoods' history through its physical manifestations (such as its architecture, bridges, ruins) or through retelling its traditional stories about migration, drawing parallels between the past, present and future.

1.3 Neighbourhoods with a deteriorated social image. Inhabitants of stigmatised neighbourhoods often suffer from stereotypes and prejudices that are then linked to negative perceptions of immigration and to social exclusion. Places negatively affected by socio-economic fragilities and/or poverty are also more vulnerable to high levels of drug abuse and various forms of delinquency. They thus become less desirable but also more affordable and, therefore, easier for migrants to settle in. These characteristics can have a long-lasting effect on the image of the neighbourhood even years after the problems have disappeared.

1.4 Social, cultural and economic dynamism. Spaces that contribute to the strengthening of social, economic and cultural fabric of the city should be valued. A project like Diversitours can give visibility to public and private initiatives developed in the areas selected and change their negative image.

1.5 Neighbourhoods not frequented by the rest of the city's inhabitants. Diversitours should target neighbourhoods that are hidden or forgotten and that needs to be reconnected with the city's fabric through valuing their architectural, historical and cultural treasures. Touring can be a powerful connector bringing other citizens to places in their cities they may not have even known existed. Such an approach will also help the residents acting as intercultural guides to increase their self-esteem and have a better perception of their neighbourhood; the community as a whole will also appreciate the interest of visitors in the place they live in. The project definitely increases sense of belonging to the targeted neighbourhoods.

1.6 Possibility of identifying the contribution of diversity to the development of the territory. The project's visits bring visitors closer to shops that, for different reasons (mistrust or simple lack of knowledge), they might never have visited before. Shops and business run by migrants are often seen as places for specific cultural groups: by provoking intercultural interaction between the visitors and the owners of these shops, the business enterprise of the migrant residents will be perceived as part of the city's commercial system.

Some highlights



diversitours

rutes interculturals
kulturararteko hiri ibilbideak
rutas interculturales en la ciudad

BILBAO

347.000 Inh.

14,6% born in
in a foreign
country

San Francisco, Bilbao La Vieja & Zabala

16.497 inhabitants

32,5% born in a foreign country:

- SF 40,5%
- BLV 23,4%
- ZAB 30,95 %

14% born in other spanish provinces

VALENCIA

800.215 Inh.

19,2% born in
a foreign
country

Orriols

16.818 inhabitants

34,9% born in a foreign country

16,7% born in other spanish provinces



Conformed

TEAM:



Bilbao
AYUNTAMIENTO



Conformed

TEAM:



AJUNTAMENT
DE VALÈNCIA



More information

[Bilbao's Immigration Local Observatory](#)

[Valencia's Annual Report](#)



STEP 2. Selection of community actors for the development of the project

The city should consider partnering with a social entity or association present in the area identified for intervention. The partner should be an organisation which is able to understand and address the needs of both the visitors and the locals, including the future intercultural guides who will run the Diversitours. Such an organisation should be capable of creating bridges across differences and limitations of all sides, though a proper understanding of the importance of intercultural communication.

Criteria for the selection of the social entity

Roots in the area. The selected social entity shall be considered as a positive reference by the community. Selecting the appropriate organisation should involve the consideration of the length of time they have worked within the neighbourhood, whether they represent a wider multi-ethnic community or only a particular group, and the type of relationships they have developed with the individuals they work with.

Experience of working in the development of intercultural projects.

The organisation should be carrying out actions or working within a framework that promotes equality and provides support for more vulnerable people of migrant backgrounds; they should also understand the dynamics of valuing diversity and the promotion of intercultural communication, and act as connectors for different stakeholders that are engaged in intercultural issues.

Networking experience with other public and private entities present in the area.

It is advised to examine their ties with local stakeholders and local and social organisations (formal and informal community leaders, business owners, local associations and NGOs, religious leader, women's groups) as well as the existence support from other important neighbourhood associations who may have an influence on the successful outcome of the initiative.

Networking experience with neighbours of the area from different backgrounds.

It is important to also consider the relationship the entity has with other neighbours, whether through carrying out joint activities, participating in neighbourhood initiative, offering or receiving support through specific events or as volunteers.

Experience of working with the local administration (direct contracting and/or subsidised contracting). Building on a previous working relationship adds favourably to the smooth running of the project, especially where the project's implementation timeline is short

Sustainability of the initiative in the future and autonomy. A study to examine the chances of continuity of the project by itself is important. Sounding the interest of the local community, including schools, associations and groups, in ensuring sustainability can be very helpful. Other factors to assess are the capacity of the leading organisation to carry it forward after the pilot stage, and the ability of the project to generate a small income for the guides. Can it become part of a bigger network such as MIGRANTOUR, or be upgraded in partnership with other local entities?

Engaging other actors to the process. Consideration should begin to involving in the project implementation other actors that have a bond or are linked to the neighbourhood, so to create, maintain and develop further the community fabric in the neighbourhood, and promote the active participation and interaction of diverse citizens through their empowerment, power and responsibility sharing, and common commitment to the objectives of the process and the project.



DIVERSITOURS-ANIZTASUNA TOURS

Estudio urbanismo y migraciones en
Ibaiondo



diversitours
BILBAO kulturarteko hiri ibilbideak
rutas interculturales en la ciudad

FUNDACION ALDAURI – ALDAURI FUNDAZIOA
Plaza Corazón de María 5. Iorja
Bilbao 48003
G- 95173407
Registro Fundaciones F-119

DEPARTAMENT DE SOCIOLOGIA I
ANTROPOLOGIA SOCIAL



VNIVERSITAT DE VALÈNCIA

FAC. CC. SOCIALS
Avda. Tarongers, 4b
46021- VALÈNCIA
Tfn: 96 382 84 54
Fax: 96 382 84 80

ESTUDIO EXPLORATORIO PARA ELABORAR ITINERARIOS DE
MEMORIA Y DIVERSIDAD CULTURAL EN ELS ORRIOLS
(VALÈNCIA): APORTACIÓ AL PROYECTO DIVERSITOURS

Albert Moneusi Ferré
Grupo de investigación MIDICO (Migraciones, diversidad y cohesión social)
Departament de Sociologia i Antropologia Social
Facultat de Ciències Socials
Universitat de València

València, 4 de octubre de 2021



STEP 3. Working team. Human resources required for implementation

Project coordination profile

The coordinator plays an important role in the selection of the community actors, working directly with them, building a good work dynamic, as well as being responsible for the correct and adequate training of the future guides while facilitating and ensuring the project is carried out in a participatory manner. The coordinator must also work with the team in charge of communication and be able to build important partnerships with all the other stakeholders identified.

The coordinator must go beyond the traditional project management skills and be able to empathetically understand the challenges of migrant participation, taking into consideration time and other constraints they may have, be them social, cultural or religious norms could potentially influence and inhibit an easy flow for working within a potentially complex set up.

The community actors. Criteria for team selection

Unlike a traditional touristic guide, the intercultural guides offer the visitor a cultural route with a focus on personal stories related to the places of cultural and historical significance of the neighbourhood. Their stories may reflect their own realities and vision as migrants or as part of the community.

Diversity of the group

Diversity of countries of origin, ethnicity, language, religious beliefs bring in a richer dynamic in the group. It is also important to ensure a good balance of age, gender and language skills. Time should be taken to build a common approach and understanding of the project: this is a vital component in order to smooth differences and create harmony within the group at an early stage while ensuring that the profiles of the actors selected are complementary with one another.

Communication skills

The community actors should not only have the ability of expressing themselves well orally and catch the interest of their audience, but also be willing to share with the visitors their personal journey as immigrants, the challenges they face or the hopes they have for the future; they in fact need to build their own storytelling.



Personal ties with the neighbourhood

They should have a connection to the neighbourhood, either because they live there, work there or have their social life in the place. A historical tie whereby grandparents arrived as immigrants to the city in search of employment is an example of this.

High level of interest and motivation

Drawing on the personal assets and strengths of the community actors is key to successfully and meaningfully engage them in the implementation of the project. It is important to draw on their particular knowledge of the various aspects of life in the neighbourhood, as well as on what they consider interesting about the tour so that they feel at ease when sharing their views with their visitors.

Coordination with municipal technical team

The municipal technical team steers the project from an external position making sure that it does not lose sight of the overall objectives. The involvement of the technical team creates a bridge between the municipality, the social entity, the guides and other potential partners. Furthermore, a strong relationship between the technical team and the project participants from the outset, and throughout the duration of the project, not only builds a better understanding as to the roles each must play but also creates the opportunity for a longer sustained partnership beyond the project. Direct contacts with all members of the team means the institutional players have an active and supporting role in the creation of the project at neighbourhood level, something which is very much appreciated by the local community.



STEP 4. Exploratory study of the neighbourhood. Essential content and methodology

Project coordination profile

The Exploratory study should be the basis for the training of the community actors as well as developing the intercultural routes. The preparation of the exploratory study also provides the opportunity for the community actors to better understand the history of their neighbourhood, the role played by previous immigrants, the role of specific groups such as women, the meaning, value and significance of street names and squares, the historical monuments and heritage and their contextual significance. The selection of the person in charge of sharing this knowledge will be key to the success of the ability of community actors to share their understanding and interest to visitors.

Finally, the study has the side objective of legitimising the project within the neighbourhood, since it gives voice to different (and sometimes conflicting) perspectives prior to the definition of the routes and the future narrative of the visit. At the same time, as it dives into the historical memory of the neighbourhood, it gives the project a very favourable emotional dimension.

The study should contain:

- An overview of the neighbourhood. A basic historical perspective.
- Socio-demographic data. Evolutionary analysis of diversity in the targeted neighbourhoods.
- Analysis of previous migratory processes.
- Social, cultural, economic and urban transformations achieved.
- Public interventions developed in the territory (Plans and strategies).
- Identification of resources in the neighbourhood (public and private).
- Projects developed with an intercultural approach.
- Selection of social, business, cultural and religious diversity initiatives with an intercultural approach.
- First person testimonies on the evolution and development of the neighbourhoods. (Through the development of participatory methodologies).
- First-person experiences of community actors (intercultural guides).

STEP 5. Training of the intercultural guides (intercultural companions)

Training content and length: On average, around 40 hours should be allocated to the training part of the project. The training programme should include:

1. Design of the intercultural visits and experiences

- ✓ *Mapping of the neighbourhood:* contextual and historical understanding of the neighbourhood within the wider city context.
- ✓ *Identification of relevant places of interest:* religious, commercial, associative, meeting places for local neighbours.
- ✓ *Neighbourhood visits to potential stakeholders and local inhabitants:* selecting and visiting shops and businesses owners, members of associations, etc. through prepared questionnaires.
- ✓ *Analysis of the historical significance:* through urban typology and architecture
- ✓ *Historical knowledge and understanding of migration:* through existing and local perspectives, literature and invited guests.

2. Training in guiding, communication and interpersonal skills

- ✓ *Guiding as a profession:* development of a code of conduct, duties, best practices.
- ✓ *Communication with visitors:* speaking in public, inclusive language, local language inclusivity, engagement and respect.
- ✓ *Relating to the neighbourhood:* security and responsibility of visitors, non-invasive visits, respect for spaces, practices and business hours.
- ✓ *Neighbourhood study:* socio cultural make up, religion and social structure, considering perceptions within and outside the neighbourhood.
- ✓ *Development of the itinerary:* choosing locations to visit, incorporation of historical knowledge gained.
- ✓ *Mapping of the routes:* preparation of the sequencing and timing of visit stops.
- ✓ *Preparation of the text or commentary:* analysis of the content, summarising and preparing of individual testimonies to include.
- ✓ *Antirumours strategy's tools.*





STEP 6. Design of the intercultural route

The route is co-designed by the intercultural guides. This participatory process aims at equipping them a better understanding of the socio-economic make-up of their neighbourhood, as well as of their own situations within a contextual background that reflects the migration history dynamics not only at their local level but also at the regional level.



- **Balancing content:** A tour of this nature combines primarily the elements related to the *heritage, culture and migration dynamics* of the neighbourhood, and explores these through a historical perspective applied to the present. When selecting the stops that will be part of the route, it is important to ensure that the narrative to be developed offers a balanced portrayal of the different groups that populate the neighbourhood, as well as of the social, cultural, economic, historical and religious realities. A specific consideration to the gender dimension will offer an insight of the role that women played both in the past and present context.

The personal testimonies of each guide will be an important element of the route, requiring previous twinning of the personal stories with the places to be visited in order to enrich the narrative with an emotional dimension that will serve as an opportunity to counter negative perceptions and stereotypes about migrants and the way they live.



1. EL HORNO / LABEA
2. PLAZA TRES PILARES O PLAZUELA DE VERÓNICA / HIRU ZUTABEKO PLAZA EDO VERONICAREN PLAZATXOA
3. CASA CUNA, MUELLE DE URAZURRUTIA / SEHASKA-ETXEA, URAZURRUTIA KAIA
4. PUENTE DE SAN ANTÓN Y IGLESIA DE SAN ANTÓN / SAN ANTÓN ZUBIA ETA SAN ANTÓN ELIZA
5. CASA DE GOMA / GOMA ETXEA
6. PLAZA DE LA MARZANA / MARZANA PLAZA
7. RUINAS DEL CONVENTO / KOMENTU HONDAKINAK
8. TIENDA FATOU / FATOU DENDA
9. CARNICERÍA / HARATEGIA
10. ESSADA / ESSADA
11. PLAZA FLEMING / FLEMING PLAZA
12. LA MEZQUITA / MEZKITA
13. CHATARRERÍA JOSÉ / JOSÉ TXARTARTEGIA
14. PLAZA DE LA CANTERA / HARROBI PLAZA
15. KOOP SF 34 / KOOP SF34

- **Adequate distance on foot** and path adapted to diverse groups of people: the route should take into account all sensitivities and physical characteristics, and be enjoyable by young people and elderlies alike, as well as by people with walking difficulties or in wheelchairs. It is important to test the route at least 3-4 times before agreeing on the final itinerary, in order to determine its degree of difficulty. This check should be carried out at different times of the day, so to have the opportunity to also assess the level of traffic on the streets. Furthermore, the length of the route has also to be considered. During the pilot phase, after trailing the walk several times, a maximum duration of 2 hours was agreed, taking into consideration street congestion, ups and downs, and length of stops.
- **Visiting hours:** Since the guided tours may affect the routines and rhythms of the inhabitants' daily lives, visiting hours must be given a careful consideration. For example, visiting a local eatery at its busiest hour or visiting a religious centre at the hour of prayer may negatively impact the quality of the visit and the life of the local inhabitants. Also, shops may be closed on certain days of the week. By establishing a respectful relationship with the stakeholders, adjustments can be easily made in order to build up a good tour.



- 1A Plaza de la Ermita de San Jerónimo
- 2A Casas bajas
- 3A Centro Cultural Islámico de Valencia
- 4A Valencia Acoge (local azul)
- 5A Agujero de la vergüenza
- 6A El Puchero
- 7A Monasterio Sant Miquel dels Reis
- 8A Alqueria Albors
- 9A Frutos secos y Legumbres Ezequiel
- 10B Orriols Convive
- 11B Ermita de Sant Jeroni
- 12B Centro de Salud Arquitecto Tolsa
- 13B Colegio Miguel Hernández
- 14B Iglesia de Nuestra Señora el Sagrado Corazón
- 15B Templo sij
- 16B Alqueria Albors
- 17B Rose Indian
- 18B Valencia Acoge (local verde)





Step 7. Implementation of the route

- **Optimal number of visitors:** This should be decided by the group as a whole, in order to ensure that each guide feels comfortable with the hosts. Consideration should be given to the capacity in both streets and indoor places, or places with limited access. A decision shall be made on how to keep the group together making sure that no one is left behind, and the number of guides needed to check this has to be agreed in advance.
- **Alternating 'the voices' during the visit:** In order to create a more dynamic tour and keep the attention of the visitors alive, guides should alternate each other, mixing styles and presentation techniques, as well as voices and accents which will ensure a richer experience for the visitors. In addition, working as a team will ensure that each guide can rest in between turns.
- **Provision of amplifiers:** Depending on the hour of day, some places can be particularly noisy, for example markets or busy roads; it can be therefore difficult to hear clearly over the hustle and bustle of the street. Amplifiers should be foreseen to make it easier for the guide to be heard by all. This is particularly interesting when the number of visitors is high.
- **Identifying guides during the route:** Particularly in areas that are busy, a recognisable sign or logo printed on a sweatshirt, raincoat or umbrella makes it easy for visitors to identify the guides from the outset. The design of the logo (as described below) will be part of the work carried out by the marketing team.
- **Staff responsible for answering the needs of people with disabilities:** An intercultural tour must be inclusive for all. It is important to consider the difficulties experienced by people with disabilities already in the design stage, so to be able to carry out a check of any alternative routes that will allow avoiding stairs or steep slopes. In addition, special support should be provided during the whole duration of the tour.
- **Continuous active listening:** Unlike other tours, the Diversi tour experience can be mutually beneficial. The personal contribution made by the guides adds a new dimension to what would otherwise be just a visit to places of interest and contribute to open up the curiosity of the visitors towards the inhabitants. Along the same lines, visitors may have first-hand experience of the history or people that first inhabited the neighbourhoods. The tour should therefore be designed in a way to encourage exchange and discussions, including through encouraging the guides to ask questions to the visitors. This will allow the guides to continue gathering new knowledge and anecdotes on the area, and possibly collecting interesting facts that are often difficult to find in written literature.



STEP 8. Participation and interaction

The Diversitour model is based on principles of responsible and sustainable tourism and its approach aims to tackle discrimination and stereotypes through mutual learning and first-knowledge on how migrant communities live, interact and carry out their daily lives in cities in which they settled and adapted to, and that they now call home. The inhabitants of immigrant background and their interaction with the space they occupy are the protagonists of the tour and therefore their participation in the design and implementation of the project is a vital element of it.

Some other key stakeholders to be involved can be:

- Local institution, social entities, associations, local businesses, places of worship, etc.

As mentioned earlier, the local institution has a wider vision of the key players within the area and can play a very active role in creating a more cohesive fabric for the neighbourhood. For associations and local businesses, their participation offers visibility for the services and goods the local community offers, beyond the usual local consumers; spaces such as places of worship can show they are open and willing to offer an understanding of their belief in order to dispel misconceived ideas often associated with religious belonging.

- Community actors

These are inhabitants with historical ties to the area, or who have lived some of its history, and can bring essential content into the making and designing of the route. Associations representing minority groups, advocating for women's rights, local writers and journalists specialised in specific themes such as gender issues or local historians with a deeper understanding of the history of the place can also immensely contribute to development stage.

- The citizens

Finally, the Guides of the tour, i.e. citizens with diverse migrant background are the real protagonists of the tour, by offering important insights into the challenges they face, their sense of belonging in a context of migrant dynamics in changing cities. Their participation is an opportunity to create new narratives. Along the same lines, visitors and civil society do also have a role by offering their perspective and knowledge, creating a real opportunity for intercultural interaction around shared life experiences.



KEY PROJECT COMMUNICATION AND MARKETING

The marketing and promotion of the tour will be vital to reach out to a wide audience. Furthermore, a successful information campaign will guarantee the economic viability of the project. As the booking of the visit will be the main income for paying the guides and cover operational costs, the marketing aspect needs to be considered as a key component within the development of the project.

- **Target Audience:** Apart from running an information campaign targeting local residents or national tourists, other groups may have an educational interest in the tours, such as associations, senior citizens clubs and schools. Tours can be organised and proposed also to participants in international conferences or other European events. Groups of public officials such as the police or hospital staff can have packages designed specifically for them as part of intercultural competence training. In fact, these tours can be tailor-made to any kind of audience.
- **Design of a specific communication campaign:** Prior to the launch of the tours, a local marketing strategy should be designed to identify the target audience and the traditional and social-media outlets to be involved. It will be important to consider a wide variety of options given that different audiences prefer traditional as well as more mainstream ways of receiving information. Some typical examples of social media that can be exploited are Facebook, TikTok, Instagram, Youtube, Twitter and LinkedIn.
- **Press releases.** A more traditional communication strategy should also be designed to target newspapers, radio and television, via press releases, giving interviews or snapshots of the tour, and inviting the media to participate in the walk.

BILBAO:

- <https://cutt.ly/QTvPAaF>
- http://media.bilbao.eus/infobilbao/videos/20210723_ItziaUrtaun_Diversitours_CAST.mp4
- <https://cutt.ly/NTvwQPS>
- http://media.bilbao.eus/infobilbao/videos/20211020_Diversitours.mp4

VALENCIA:

- <https://www.valencia.es/es/cas/actualidad/-/content/diversitours>



- **Initial presentation of the project (Institution and social entity):** Launching the tour should be a joint venture between the supporting institutional body and the social entity responsible for implementing the project. Such a setting offers the opportunity to invite important stakeholders as well as governmental representatives to participate in the launch of the tours. Their support and feedback through the media ensures a successful start of the intercultural routes.
- **Generating content:** Another useful communication tool can be the making of, prior to the first tour or during the initial tours; streaming material that gives an insight on how the routes were designed, on the creation of the tours behind the scenes, telling the story of the development of the project. The final development of the Routes could be the object of additional multimedia material on how the maps of the routes created. Interviews of tour guides as well as stakeholders, could be used to invite potential visitors to join and give a small introduction of what's next.

- **Production of graphic elements for communication:** It is important to offer a visual preview of the tour and promote the intercultural walk through professionally designed content combining photos taken at each stage of the development process, as well as short videos, introducing each Guide.
- **Creation of specific material about the routes:** Easy to read and informative plans should be produced to guide the visitors during their journey. Having a map gives an overview of the places to be visited and, where possible, a short summary of their history or significance.
- **Linking with local media:** Members of the media can be invited to come along on the tours to experience and report about their journey. The press release will likely give the readers a contextual insight, highlight some of the features of the stops and offer short interviews of some of the guides.
- **Use of communication resources of the local Institution:** The local institution should support by providing resources such as printed material, pamphlets and booklets to help launching the marketing campaign.



diversitours

BILBAO kulturarteko hiri ibilbideak
rutas interculturales en la ciudad



diversitours

VALÈNCIA rutes interculturals



Hoy por hoy Radio programme
(SER Radio)

Podcast:
https://cadenaser.com/emisora/2021/08/10/radio_bilbao/1628584649_180681.html

<https://www.deia.eus/bizkaia/bilbao/2021/10/23/rutas-as-barrios-combatir-estereotipos/1161322.html>



Los vecinos cuentan la historia del barrio para romper tabúes

Los residentes de Zabala, San Francisco y Bilbao La Vieja realizan visitas guiadas

Los barrios de San Francisco, Zabala y Bilbao La Vieja de la mano del vecindario del barrio. Este proyecto "tiene como objetivo combatir los estereotipos negativos y acercar al barrio a gente que no había pasado por este barrio más tranquilamente ya que el conocimiento hace que las personas estén mucho más tranquilas", apuntaba.

ABRIR LA MENTE Ana y José María fueron unos de los primeros en apuntarse a estas visitas y tras terminar la ruta por el barrio aseguraban que "estas visitas ayudan a abrir la mente". "Ha sido una experiencia muy interesante porque son cosas que no ves si no te las muestran que te las enseñen los protagonistas", comentó.

Maria Fernanda salió de México

"Es una zona muy integradora que da muchas oportunidades artísticas"

MAÍRA FERNANDA
Gala y esposa de Bilbao La Vieja

"El conocimiento hace que las personas estén con más tranquilidad por el barrio"

CARMEN REY
Vecina de San Francisco de

Orriols ha sido el escenario de un recorrido urbano que promueve el conocimiento de la diversidad cultural del barrio

València Extra | 10 de diciembre de 2021 (16:13 CET) | 0 Comentarios | Guardar



Ruta DiversiTour en el barrio de Orriols

Ruta DiversiTour, un proyecto desarrollado para promover la convivencia y conocimiento de la diversidad cultural de los barrios, se ha celebrado hoy en el barrio de Orriols. Este recorrido urbano, organizado por la Concejalía de Cooperación al Desarrollo y Migración, Maite Gual, forma parte de un proyecto que pretende mostrar la diversidad cultural en las ciudades, y ha recordado a los participantes que el conocimiento es el primer paso en marcha de un

https://www.valenciaextra.com/es/valencia/orriols-ha-sido-escenario-recorrido-urbano-promueve-conocimiento-diversidad-cultural-barrio_503852_102.html

1



BILBAO Testimonios DIVERSITOURS 2021

DIVERSItours BILBAO & VALENCIA

2



Visitante BILBAO Aintzane

DIVERSItours BILBAO & VALENCIA

3



Visitante BILBAO Helena

DIVERSItours BILBAO & VALENCIA

4



Visitante BILBAO Vicente

DIVERSItours BILBAO & VALENCIA

[Bilbao and Valencia - YouTube](#)

11



Visitante VALENCIA Luisa

DIVERSItours BILBAO & VALENCIA

12



Visitante VALENCIA Fernando

DIVERSItours BILBAO & VALENCIA

13



Visitante VALENCIA Ángela

DIVERSItours BILBAO & VALENCIA

14



Visitante VALENCIA Lucy

DIVERSItours BILBAO & VALENCIA

intercultural companions

acompañantes interculturales

kulturarteko laguntzaileak


acompanyants interculturals




DIVERSITOURS Intercultural Companions 2021

11 visualizaciones · 24 dic 2021

👍 1 🗨️ NO ME GUSTA ➦ COMPARTIR ≡+ GUARDAR ⋮

 DIVERSitours BILBAO & VALENCIA
1 suscriptor

SUSCRITO 

[Intercultural companions - YouTube](#)



diversitours

VALÈNCIA rutes interculturals

"LES PETJADES DE LES PERSONES QUE VAN CAMINAR JUNTES MAI S'ESBORREN"

DIVERSITOURS és una proposta educativa i comunitària de **rutes interculturals per a mostrar la riquesa i la diversitat cultural que presenta la ciutat de València.**

El projecte ofereix l'oportunitat de caminar pel barri **Els Orriols**, que posseix una significativa història passada i present de migracions i convivència intercultural, amb la participació de l'entitat **València Acull**.



De la mà de **veïnes i veïns, prèviament capacitats com a acompanyants interculturals**, es realitzaran rutes guiades que connecten les persones visitants amb la història del barri, amb la comunitat, amb la diversitat de manifestacions socials, econòmiques i culturals que s'expressen en el territori.



El projecte està orientat a **fomentar noves narratives i actituds al voltant de la migració i la diversitat cultural a la ciutat**, acostant les persones participants a llocs i experiències de vida i activitats que sovint no apareixen en els circuits de visita de València.



Amb estes rutes interculturals **podràs descobrir com els diferents processos migratoris, nacionals i estrangers, han transformat el teixit comercial, el d'associacions, els usos de l'espai públic i els llocs de culte presents en el barri.**

Tot això, amb la finalitat que **"el barri siga conegut en la seua particularitat per tot allò que atresora la memòria i que els seus diversos habitants vegem reconeguda la seua pertinença al barri i la seua ciutadania"** (A. Moncusí).

Informació:

València Acull 692221879
participacion.valencia.acull@gmail.com



Experiència basada en el projecte/
Experiencia basada en el proyecto:

Projecte subvencionat en 2021 per/
Proyecto subvencionado en 2021 por:



diversitours

BILBAO kulturarteko hiri ibilbideak
rutas interculturales en la ciudad

"THE FOOTPRINTS OF PEOPLE WHO WALKED TOGETHER ARE NEVER ERASED"

DIVERSITOURS is an educational and community proposal of **guided routes to show the richness and cultural diversity of the city of Bilbao**. The project offers the opportunity to walk through neighbourhoods with a significant past and present history of migration and intercultural coexistence.

In Bilbao, the pilot experience will take place in the neighbourhoods of **San Francisco, Bilbao La Vieja and Zabala** with the participation of the organisation **Koop SF 34**.

Led by **community members (neighbours), previously trained as intercultural guides**, guided routes will be organised to connect visitors with the history of the neighbourhood, with the community, with the places and shops, in short, with the diversity of social, economic and cultural manifestations that are expressed in the territory.



The project aims to **foster new narratives and attitudes towards migration and cultural diversity in the city**, bringing participants closer to places and experiences brimming with life and activity that often do not appear on the circuits of visits to Bilbao.

The initiative aims to **empower people who are committed to tolerant, critical, inclusive and intercultural citizenship**; it aims to contribute to the fight against negative stereotypes, hate speech and the global rise of extremism.

INFORMATION AND GROUP BOOKINGS :
946 756 347 tours@koopsf34.org



Experiència basada en el projecte



migrantour

Con la colaboración de:



Proyecto subvencionado en 2021 por:

