

DiOtherCity Course Overview



Our course offers a unique opportunity for professionals from the Creative and Cultural Industries (CCIs) to design and experience **alternative city tours** focused on the urban periphery or on novel elements of cities, using **digital tools and elements** for structuring and enhancing the attractiveness of these tours.

The course is made up of 5 modules that take you through all the steps necessary to plan and **develop your tour idea from start to finish**.

This overview document offers a brief summary of each module's contents, objectives, expected learning outcomes and relevant resources. We hope it gives you all the information and inspiration you need to create your tour! You can visit our course, available as an Open Educational Resource, at:

<https://oer.makingprojects.org/oer/diothercity/>

Course Overview

The basic steps for creating and developing your city tour

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MODULE 1: INSPIRATION

We start by providing background on city tours, their place in tourism and the CCIs, and good practices from each of our partner countries. This module is all about inspiring you & communicating the possibilities of alternative city tours.

2

MODULE 2: RESEARCH AND DEVELOPMENT

This module helps you identify the seed of your idea and then research and develop it from start to finish. We provide plenty of tips for the ideation process so you can plan and improve your tour.

3

MODULE 3: STORYTELLING AND ENGAGEMENT

This stage helps you develop the personal and collective narratives behind your tour and gives you strategies for engaging with your target audiences and encouraging the participation of the local community.

4

MODULE 4: ADDING DIGITAL TOOLS FOR SUCCESS

This phase highlights the importance of using digital tools and elements to give your tour structure & enhance its attractiveness in our contemporary world.

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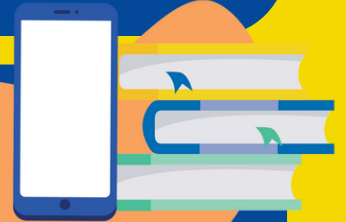
MODULE 5: ENTREPRENEURIAL SKILLS

This final stage explores how you can use alternative city tours as part of your work in the CCIs. Here, we give tips for developing your business in line with the principles of inclusion, sustainability and respect for the local community.

Module 1

Creating innovative city tours with digital tools

CONTENTS & RESOURCES



1. What is a city tour?
2. The effects of Covid-19 on tourism and the CCIs.
3. How to build resiliency in city tours for current and future crises.
4. How to define innovation in tourism and the CCIs.
5. How to pursue innovation in city tours using digital tools.
6. How to define a good business plan in tourism and the CCIs.
7. How to improve entrepreneurial skills with sustainable and accessible city tours.
8. How to define authenticity in tourism and the CCIs.
9. How to foster authenticity through the use of storytelling and the periphery to frame city tours.
10. Six case studies with good practices from several European countries.

OBJECTIVES

- To introduce the main concepts and methods of the course: city tours, innovation, sustainability, accessibility, authenticity and entrepreneurial skills.
- To provide six case studies of innovative best practices in tourism and the CCIs from varied European countries.



AFTER MODULE 1, YOU SHOULD BE ABLE TO:

- Recognise the innovative potential of incorporating digital tools into cultural and touristic practices, and why these can be beneficial.
- Better understand how touristic and cultural initiatives spearheaded by local entrepreneurs and aimed at local audiences can promote greater sustainability.
- Identify opportunities for creating touristic and cultural initiatives in peripheral urban spaces.

Module 2

Research: Shape your idea



CONTENTS & RESOURCES

1. What is research? What can it do for you and your tour?
2. Types of research you can use for creating digital city tours.
3. How to avoid personal bias in the research process.
4. How to interpret raw data and the outcomes of research activities.
5. Visualizing data and research outcomes.
6. The ideation process: defining and refining your idea, from start to finish.
7. Additional methods for developing your idea throughout the ideation process.
8. Six tools for researching and working with research data.

OBJECTIVES

- To introduce the research process and its varied methods, particularly those useful for creating a city tour.
- To provide comprehensive insights about existing research tools and suggest how to develop them further.
- To engage learners in the research process to identify the strengths and weaknesses of different places and to encourage critical thinking.
- To encourage learners to be “prosumers”: producers of their own content and heritage, rather than passive users of the cultural offer in the places in which they live.

AFTER MODULE 2, YOU SHOULD BE ABLE TO:

- Identify varied research methods, recognise the differences between them and know how to implement them in a real-world context.
- Know how to generate and develop ideas using different research methodologies.
- Evaluate the research data collected, with the goal of improving your ideas and experiences.



Module 3

Storytelling: How to engage your audience

CONTENTS & RESOURCES

1. The use of digital storytelling and gamification as engagement strategies.
2. What is storytelling? And how to do it.
3. What is gamification? And how to do it.
4. Practical challenges to learn and implement the key elements of these strategies.
5. How to apply storytelling to a digital urban tour, step by step.
6. How to apply gamification to a digital urban tour, step by step.
7. Six ready-to-use tools to give your storytelling and gamification skills a boost.



OBJECTIVES

- To introduce an innovative curriculum that combines engaging project-based teaching with the participation of local communities.
- To provide practical instructions for using gamification and storytelling/ content narration in alternative city tours.
- To provide comprehensive insights about existing storytelling and communication tools for the purposes of engagement, participation and marketing & communication.

AFTER MODULE 3, YOU SHOULD BE ABLE TO:

- Understand the concepts of gamification and storytelling and use tools & strategies to apply them to content creation.
- Create, design and implement content for non-conventional city tours through relevant channels.
- Identify and use different communication strategies according to your specific targets in order to design and carry out an engaging experience for your audiences.

Module 4

Incorporating digital tools in your tour



CONTENTS & RESOURCES

1. The importance of technology and its accessibility in today's world.
2. The use of technology in the tourism industry.
3. The importance of using visual and digital elements in your tour.
4. Creating an engaging experience for tour participants: Treasure hunts, missions and clues.
5. Digital tools to motivate engagement: QR codes, Augmented Reality and surveys.
6. Self-assessment activities to practice creating digital elements for your tour.
7. Seven tools and an additional tutorial detailing digital elements you can incorporate in your city tour.

OBJECTIVES

- To provide an overview of why digital tools and elements are useful for structuring your tour and engaging participants.
- To explain why you should use/add digital tools into regular experiences and share several best practices in this area.
- To allow participants to gain confidence in using different technologies and tools and develop new digital skills.

AFTER MODULE 4, YOU SHOULD BE ABLE TO:

- Understand how digital elements may be used both to structure alternative city tours and to give them more accessibility and attractiveness in our contemporary world.
- Feel comfortable exploring and implementing a variety of modern, technological tools and elements that will help enhance your local, alternative tour and improve your profile as a city explorer.



Module 5

Entrepreneurial competencies



CONTENTS & RESOURCES

1. The main benefits of and steps for creating a sustainable business plan.
2. Tips for developing social entrepreneurship in the CCIs.
3. Tips for creating inclusive city tours.
4. What is inclusive marketing? How to develop an inclusive campaign.
5. How to form a successful team.
6. Creativity, innovation, and creative thinking in the CCIs.
7. Technological innovation in the development of city tours.
8. How to use SWOT analysis to evaluate and improve your business.
9. Six tools to help you form and manage your own inclusive, sustainable business.

OBJECTIVES

- To explore how city tours using digital tools may offer or enrich entrepreneurial opportunities in the CCIs and the tourism sector.
- To show how to convert your personal interests and creative ideas for city tours into sustainable and inclusive business opportunities.
- To communicate the benefits of using technology & digital tools in a sustainable business model.

AFTER MODULE 5, YOU SHOULD BE ABLE TO:

- Better understand how to develop sustainable, inclusive social entrepreneurship activities in the CCIs and the tourism sector.
- Create your own strategic plans and marketing goals.
- Use technological innovations to improve both your business model and your city tours.



Sample Tours

Inspiration from the #DiOtherCity training participants

Our course concludes with a **collection of sample tours** you can explore to inspire you and help fuel the creation of your own alternative urban tour. These were created by professionals in the CCIs coming from varied backgrounds, following their participation in a week-long training program we carried out in Gliwice, Poland and several national workshops where we put our course materials into direct practice.

These are just some examples of the endless possibilities of incorporating digital tools into your alternative city tours. We hope you'll be inspired to create your own unique tour, and **don't forget to share it on social media with the hashtag #DiOtherCity!**



Check out our course and our sample tours at:
<https://oer.makingprojects.org/oer/diothercity/>



A large, stylized version of the DiOtherCity logo. It features a yellow Wi-Fi symbol above the text. 'Di' is in yellow, 'Other' is in blue with a location pin icon over the 'o' and an arrow pointing right, and 'City' is in green with a person icon over the 'i'.

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