

A large version of the 'CITIES BY HEART' logo, with 'CITIES' in blue, 'BY' in white inside a yellow heart, and 'HEART' in red.

MANUAL FOR THE INTERCULTURAL GUIDES

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INTRODUCTION

The aim of this manual is to train the participants to become intercultural coaches in their own territory by having acquired the necessary basics.

The notion of "intercultural guide" or "culture passer" is a recent concept in Europe, based on the observation that large urban cities and certain cosmopolitan neighbourhoods can be discovered through the eyes of the populations that make them up. Over the last thirty years, with the process of cultural and economic globalisation, certain districts of large megalopolises have become tourist destinations because of their "multi-ethnic" character. The best-known examples that can be cited are the districts of China Town and Little Italy in New York. The various migrations have shaped certain neighbourhoods by giving them their own identity. However, not all these neighbourhoods have become privileged tourist destinations. On the contrary, the majority are stigmatized as areas where poverty, unhealthy conditions and delinquency prevail. Therefore, in order to correct these prejudices, the idea was born to give the inhabitants of these neighbourhoods, people from migrant backgrounds (from the first to the last generations) the opportunity to discover the history, the richness and the culture of both their neighbourhood and its inhabitants. They are intercultural "guides", "accompaniers" or "culture passer ».

An intercultural guide is a person, who has a personal sensitivity to the theme of migration, most of the time based on his or her own experience and who proposes to third parties, tourists, citizens, to discover a district, a city through his or her own eyes and his or her own history.

The content of this manual aims, in the form of evening classes, to offer, in all the territories of the large European urban cities and even elsewhere, the acquisition of the essential notions allowing the conception of such intercultural urban itineraries.

Four training modules, each consisting of three units, are proposed and presented in the form of a slide show. The training units are structured around Key Concepts, definitions and explanations, examples and elements of conclusions.

The training modules will consist of:

- Module 1 - Know your territory and identify tourism stakeholders
- Module 2 - Design intercultural tourist routes
- Module 3 - Conduct intercultural tourist routes
- Module 4 - Present your project

MODULES DESCRIPTION

Module 1: Know your territory and identify tourism stakeholders

Units	Topics	Key concepts
Unit 1 - Identifying stakeholders and important information By IDP	<ul style="list-style-type: none"> ● Basics and essential of Stakeholders Theory and Tourism Management. ● Needs and assessments for tourism-related profession. ● Sources and filters to gauge relevant information with immediate returns. ● Snapshot on hints and best-practices. ● Recommendations and takeaways. ● Further guides and references. 	<ul style="list-style-type: none"> ● What is a stakeholder? ● What are the relevant information for tourism-related professions? ● Basics of territorial marketing ● How and where to gather these information?
Unit 2 - Make an appointment with key people By BEST	<ul style="list-style-type: none"> ● Exploring multi-cultural areas and events of your city ● Getting in contact with possible key persons ● Sharing the idea of your project with them 	<ul style="list-style-type: none"> ● Creating links to inhabitants of multicultural urban neighbourhoods ● Prospecting and mobilizing peers for future “culture guides”
Unit 3 - Knowing a territory: cultural policies, tourism, heritage conservation By Quarter Mediation	<ul style="list-style-type: none"> ● Becoming an intercultural guide through history ● History of a city/region in a certain period ● Old and new: the past versus present day 	<ul style="list-style-type: none"> ● What are the most important moments in the history of the chosen city/region? ● How can the history of the chosen city/region be explained in an engaging way? ● How does the chosen period differ from the present day? ● What are the basic skills of an intercultural guide? ●

Module 2: Design intercultural tourist routes

Units	Topics	Key concepts
<p>Unit 1 - Consider the tourist offer of your territory and link it to your personal story</p> <p>By Sud Concept</p>	<ul style="list-style-type: none"> ● What is a tourist offer, what does it consist of? ● How can a life story be exploited in a tourist offer for the implementation of urban intercultural itineraries? 	<ul style="list-style-type: none"> ● Understand the principles and functioning of the tourist activity ● Build your storytelling to develop a tourist circuit
<p>Unit 2 - Developing an excursion or tourist circuit program: steps and methods</p> <p>By Sud Concept</p>	<ul style="list-style-type: none"> ● What are the different components of a tourist itinerary ● What are its contents and elements? 	<ul style="list-style-type: none"> ● Know how to design an intercultural tourist itinerary ● Be able to build your own tourist itinerary
<p>Unit 3 - Federate and involve the stakeholders of a territory (local merchants, elderly people with stories to tell etc.)</p> <p>By Quarter Mediation</p>	<ul style="list-style-type: none"> ● Bring local stakeholders together ● Design successful intercultural touristic routes to facilitate stakeholder interaction 	<ul style="list-style-type: none"> ● How can the local stakeholders be engaged effectively? ● How to organise an intercultural touristic activity that facilitates the interaction between different stakeholders?

Module 3: Conduct intercultural tourist routes

Units	Topics	Key concepts
<p>Unit 1 - Organize the logistics of the visits</p> <p>By AEVA</p>	<ul style="list-style-type: none"> ● Getting started ● Importance of visits' logistics ● What is a logistics plan? ● What do visit logistics include? ● How to create a visit logistics plan ● Before the visits: Logistics that set the stage ● Helpful day-of-event logistics tools ● Conduct a post-visit debrief and attendee surveys 	<ul style="list-style-type: none"> ● The logistics of a visit are the processes that get the people, places, and things in place for the big day ● The logistics of a visit include the management of technical support services and the competent management of the flow of participants on the day of the visit ● To cope with multiple tasks successfully, you must understand the different components of a logistics plan for a visit and come up with an effective visit logistics plan.
<p>Unit 2 - Identify the elements of your personal story that will particularly interest the public and know how to tell them</p> <p>By AEVA</p>	<ul style="list-style-type: none"> ● Importance of Walking tours ● What are Interest points – Interpretive Stops ● Planning a walking tour 	<ul style="list-style-type: none"> ● With the increasing interest in heritage tourism development, particularly for small communities, there has been growing interest within communities to develop historic walking tours as a “draw”, adding to the collection of activities visitors can do when visiting ● The walking tours may be of the downtown area’s historic buildings and related heritage sites, or for a community's historic district
<p>Unit 3 - Accompany visitors and animate the visit in a participative way</p> <p>By BEST</p>	<ul style="list-style-type: none"> ● To meet the training needs of people interested in innovative intercultural tourist route design in regards to: <ul style="list-style-type: none"> - Social and civic skills, initiative and entrepreneurship as well as cultural sensitivity and expression which might be of benefit to such activities - In mobilising others, the participants of tours, they are organising ● Upon completion of the present unit you shall be able to: <ul style="list-style-type: none"> - Cope with uncertainty, ambiguity and risks in regards to implementing a participatory tourist tour 	<ul style="list-style-type: none"> ● Social and civic skills Initiative and entrepreneurship, Cultural sensitivity and expression ● Mobilising others, Coping with uncertainty, ambiguity and risk in regards to leading tourist tours, Working with others, Learning through experience



	<ul style="list-style-type: none">- Work with others for accompanying visitors and animating the visit in a participative way- Learn through related experience	
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Module 4: Present your project

Module et unités	Topics	Key concepts
<p>Unit 1 - Create a presentation file (marketing and communication)</p> <p>By IDP</p>	<ul style="list-style-type: none"> ● Essentials of Communication and Public Speaking. ● Key means to deliver an impactful speech. ● Ways and means to support your presentation. ● “DOs” and “DON’Ts” 	<ul style="list-style-type: none"> ● What it takes to prepare an effective presentation and how to catch your audience’s interest? ● What are the basics and essential elements of public speaking and how to sound credible? ● What are the most reliable “tools” to conduct an impactful presentation?
<p>Unit 2 - Know how to argue and convince an audience of professionals</p> <p>By INFODEF</p>	<ul style="list-style-type: none"> ● What is rhetoric? ● Articulating a persuasive argument: Basic ideas ● Articulating a persuasive argument: Proceeding 	<ul style="list-style-type: none"> ● Rhetoric: Art of effective or persuasive speaking or writing. This art was largely studied by the ancient Greece and Rome. ● Rhetoric can be used to organize and maintain social groups, construct meanings and identities, coordinate behaviour, mediate power, produce change, and create knowledge.
<p>Unit 3 - Understand how to identify a target among potential visitors and communicate with this target on the service (ie: intercultural visits)</p> <p>By INFODEF</p>	<ul style="list-style-type: none"> ● Knowing your audience ● Communicating in service with your target: Why someone should listen to your message? ● Communicating in service with your target: Pitching technique 	<ul style="list-style-type: none"> ● Market segmentation: Understanding who your potential clients are, where they come from, and what characteristics they share. This way, you will meet their needs and communicate with them effectively. ● Pitching: Bringing an idea to someone with the power to do something with it. This technique is used in a great variety of fields. ● Elevator pitch: Mainstream pitching technique based <ul style="list-style-type: none"> ● on being able to explain an idea in a short period (what an elevator may take from one floor to the next one)