

What is a city tour?

A city tour is a **visit** or **experience** involving a certain place that has **creative and touristic potential**.

It is organised by professionals in the **tourism or Cultural and Creative Industries (CCIs)** who guide participants to facilitate **exploration and learning**.

The level of visitor engagement during these tours can vary, ranging from:

- **passive engagement**, in which visitors are limited to observing and listening to the content of the tour, to
- **active engagement**, in which visitors determine the flow and outcome of the city tour.



The effect of COVID - 19 on tourism and the CCIs



Average decline in tourism activities in Europe in 2020



10 million

Number of jobs lost in the CCIs in 2020



Year when international travel will reach pre-pandemic levels

The short and long-term pandemic challenges - job losses, event and flight cancellations, hotel closures, travel restrictions & overall uncertainty - have also led to a **change in customer attitudes and preferences**.

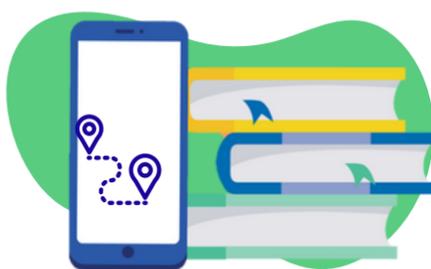


Making your city tour resilient to current and future crises

To adapt to the volatility of the pandemic, the precarious nature of employment in tourism and the CCIs (seasonal, part-time, freelance) and changing consumer needs, our course focuses on the development of the following competencies and their corresponding aspects:



• **innovation via digital tools**



• **authenticity via storytelling & peripherality**



• **entrepreneurship via sustainability & accessibility**

Some or all of these elements may seem daunting to apply in practice, so we've collected case studies showcasing the implementation of these aspects in city tours that you can check out for inspiration. You can find them in this module's **Resources**



Behind each of these great city tour experiences lies a method and step-by-step process to form the idea and conduct research to make it come to life. To learn more about how to come up with and shape your ideas for a city tour, refer to **Module 2** of our course.