

PART 3

Fostering authenticity with the use of storytelling and the periphery to frame your city tours



www.diothercity.eu | #DiOtherCity

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

LES APPRIMEURS

CEPS Projets Sociaux
<http://www.asceps.org>



In Part 3 of Module 1, you'll learn about:

- how to define authenticity in tourism and the CCIs
- storytelling as a way of achieving authenticity
- your city's periphery as a way of achieving authenticity
- a scenario-based learning example of how storytelling and the periphery can elevate your city tour

For real-life best practices on how to apply (1) storytelling and (2) your city's periphery in your city tours, check out the case studies:

1 Rome - Corviale City Lab
Lille - Odyssey of Les Halles

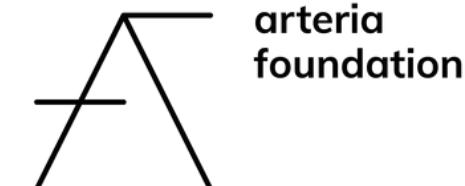
2 Rome - Corviale City Lab
Mons - Totemus treasure hunts

www.diothercity.eu | #DiOtherCity

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

LES APPRIMEURS



CEPS Projectes Socials
<http://www.asceps.org>



CITIZENS
IN POWER



MULAB



Co-funded by the
Erasmus+ Programme
of the European Union

2016



Kidlington, Oxfordshire

What is authenticity in tourism and the CCIs?

“

A tour of a village in Oxfordshire - an hour and a half drive away from London - in which tourists can roam the streets to experience a true sense of everyday England.

”

A premise such as this sounds like a hard sell, yet its popularity with Asian tourists shocked the townspeople of this quaint little village and was the subject of articles and talk on social media.

What made a tour of Kidlington such an authentic experience for visitors?



What is authenticity in tourism and the CCIs?

Even though the University of Oxford might be your first thought when you hear 'Oxfordshire', a resident village in the area became a tourist attraction overnight by simply advertising itself as a slice of authentic English life.

What elements does a city tour need in order to be seen as 'authentic'?



Storytelling

To better immerse visitors into the content of the tour

Creative/cultural elements

To discover a destination's heritage (tangible & intangible)

Peripherality

To find the hidden gems outside of congested tourism hotspots

Local community presence

To emphasise the experience of 'living like a local'

Unique iteneraries

To venture beyond stereotypical activities

Storytelling for an authentic city tour



Fun fact!

Information told as stories is up to 22 times more memorable than facts!



In practice, this looks like:

1 Establishing narrative elements (plot, characters, setting, theme, conflict, etc.)

2 Presenting your stories via multi-sensory media (images, videos, etc.)

3 Valorising diverse social media channels to present different storytelling strategies

4 Using gamification to make your content more interactive



To read more about how you can better engage audiences and make your city tour come to life with (digital) storytelling strategies, jump to **Module 3** of this course.

Your city's periphery for an authentic city tour

Peripheral or proximity tourism allows visitors to witness and experience the true sense of a city in its peri-urban belt. Not only is it an antidote to mass tourism, it also reduces regional disparities.



In practice, this looks like:

1 Promoting your destination's intangible cultural heritage: performing arts, festivals, gastronomy, social practices, traditions, etc.

3 Using digital tools to make something commonplace more immersive (refer to Module 4 for ideas on how)

2 Involving the local community to participate in the creation of your city tour and its narrative

4 Offering an 'experience' for visitors so that they'll play an active role in the tour instead of being passive observers



Framing your city tours with storytelling and the periphery

A practical example

Alma has had trouble with her city tours attracting attention in Barcelona. Even though she lives in a dynamic neighbourhood outside of the city centre, she travels to the tourism hotspots every time she books a tour. She also wants to branch out from just showcasing the city's tangible cultural artefacts (like Park Güell and La Sagrada Familia).

How can she incorporate storytelling and the periphery in the implementation of her city tour to make it more authentic?



Framing your city tours with storytelling and the periphery

A practical example

Alma can gain new visitors for her city tours by following storytelling strategies and setting the tours in the periphery, ie. her neighbourhood outside of the city centre.

Modifying the tours so that she is less reliant on tangible cultural heritage means telling the real stories of the people who live in the periphery - their customs, traditions, history, etc.

The most effective way of transmitting her stories is by using social media channels to craft and promote them, such as Instagram stories or TikTok.





DiOther CITY

The logo features the word "DiOther" in yellow and blue, and "CITY" in green. The letter "i" in "DiOther" has a yellow circle above it containing a blue location pin icon. The letter "i" in "CITY" has a green arrow pointing upwards through it.

www.diothercity.eu | #DiOtherCity

The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

Its content reflects the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information therein. (Project code: 2020-1-ES01-KA227-ADU-095512).

Co-funded by the
Erasmus+ Programme
of the European Union

