

## PART 2

# Improving entrepreneurial skills with sustainable and accessible city tours

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**city**

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# In Part 2 of Module 1, you'll learn about:

- what makes a good business plan in tourism and the CCIIs
- improving entrepreneurship with sustainable city tours
- improving entrepreneurship with accessible city tours
- a scenario-based learning example on how sustainability & accessibility can boost your city tour

For real-life best practices on how to apply (1) sustainability, (2) accessibility & (3) entrepreneurship in your city tours, check out the case studies:

- 1 **Barcelona - Sound Map**  
**Nantes - Odyssey of Les Halles**
- 2 **Mons - Totemus treasure hunt**  
**Nicosia - A glass of Cyprus**
- 3 **Katowice - Góry kultury**  
**Nicosia - A glass of Cyprus**

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# What is a good business plan in tourism and the CCIs?

2016

“

Tourism and CCI professionals create activities, tours, classes, etc. that tie in unique aspects of their local culture for visitors to their cities.

”

In a volatile market, these seemingly simple initiatives have proven to be profitable (even in times of a health crisis!)

**Why has hosting an initiative over Airbnb Experiences proven to be a good business plan?**

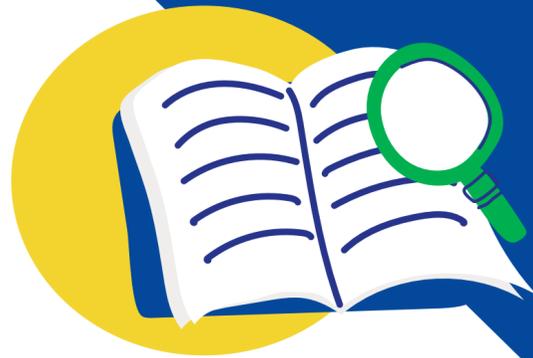


Airbnb Experiences



# What is a **good business plan** in tourism and the CCIs?

Airbnb's Experiences initiatives, and other business endeavors similar to them, prioritise a number of factors in order to deliver a successful business plan.



To read more in-depth about these factors (and more!) needed for creating a pandemic-proof tourism and CCI business plan, please refer to Module 5 of this course.

## Marketing

To reach and motivate target audiences to participate in tours

## Sustainability

To mitigate the impacts of mass tourism and CCI initiatives

## Leadership and organisation

To conduct a SWOT analysis and lead a team

## Accessibility

To ensure that all visitors can participate in experiences

## Opportunity for growth

To be able to identify how to maximise profit

# A sustainable city tour as a way to improve your entrepreneurial skills

Sustainability is more than just being eco-friendly! According to the International Labour Organisation, sustainable entrepreneurship in tourism and the CCIs means including 3 pillars in your business plan:

## Economic development

Prioritising the promotion of local businesses and activities



Prioritising the well-being and quality of life of the local community

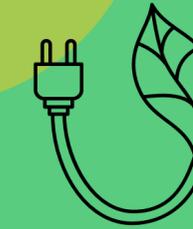
## Social justice

Prioritising the conservation of natural resources



## Environmental integrity

Prioritising the conservation of natural resources



## In practice, this looks like:

1

Combating local alienation with tourism and CCI activities by letting locals have a say and collaborating with bottom-up initiatives

2

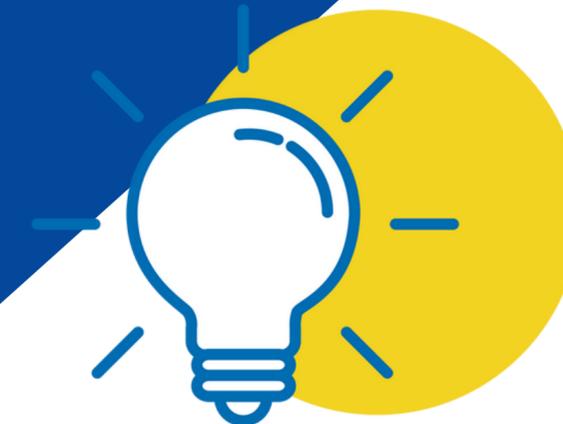
Opting for sustainable means of transport and activities (digital over print, walking tours over the use of vehicles)

3

Marketing the tour to local audiences in order for them to experience their cities in a new way

4

Avoiding mass tourism practices and locations (to learn more about alternative tourism and the CCIs, see Part 3 of this module)



# An accessible city tour as a way to improve your entrepreneurial skills

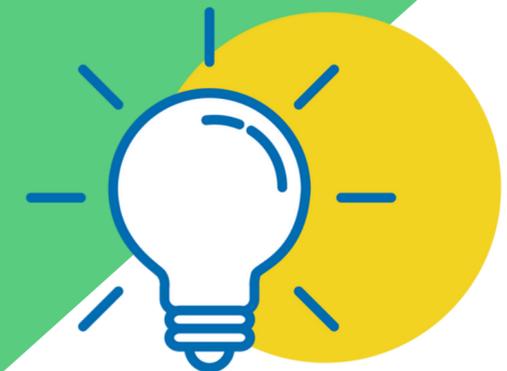
An accessible city tour includes visitors with permanent or temporary disabilities



With more than 1 trillion euros in disposable income, accommodating visitors with disabilities is a viable business opportunity.

In practice, this looks like:

- 1** Writing all city tour materials in an Easy-read format to reach seniors and those with language or learning difficulties
- 2** Specifying the level of mobility needed to complete a tour or avoiding hard-to-reach areas in tours altogether
- 3** Offering material in alternative formats (text in braille, audio guides, captions for multimedia content, etc.)
- 4** Including different sensations (sight, sound, taste, smell) to illustrate the aspects of the tour

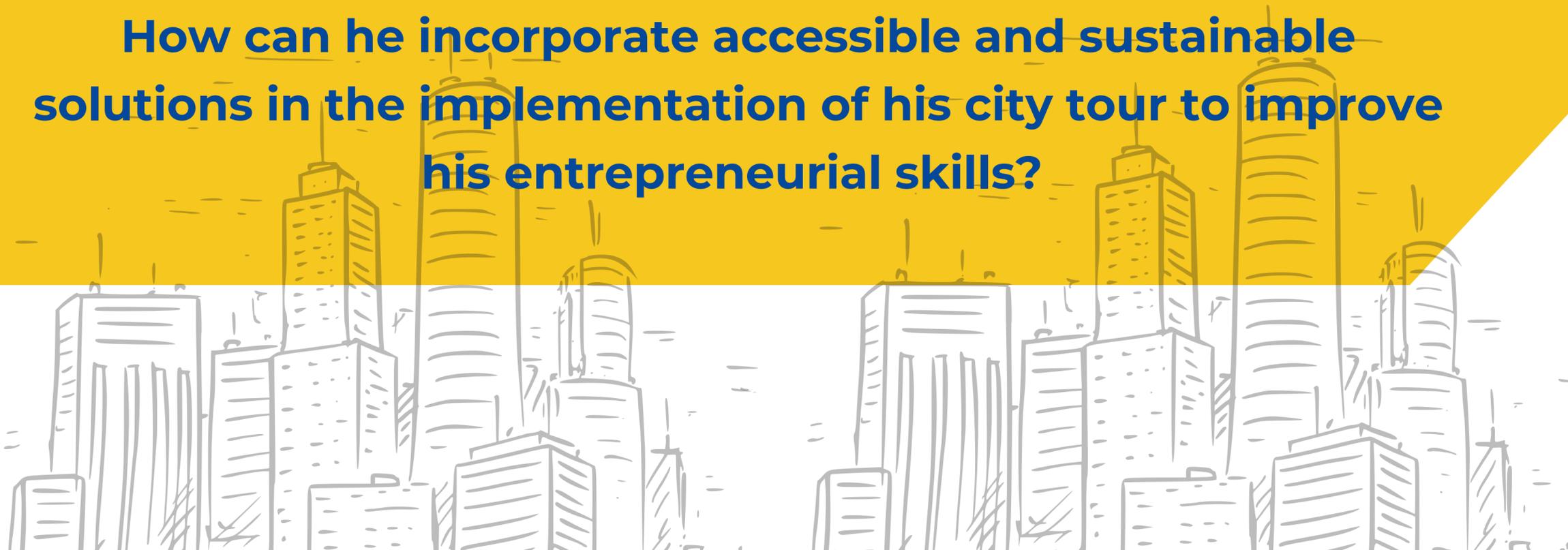


# Improving your entrepreneurial skills with a sustainable and accessible city tour

## A practical example

Leo has been working in tourism for 5 years. He wants to modify his city tour to be inclusive towards more visitors, as he noticed that those with special needs have difficulty following his pamphlets. He also wants to highlight the gastronomy of his local neighbourhood - they make the best pizzas in all of Verona!

**How can he incorporate accessible and sustainable solutions in the implementation of his city tour to improve his entrepreneurial skills?**



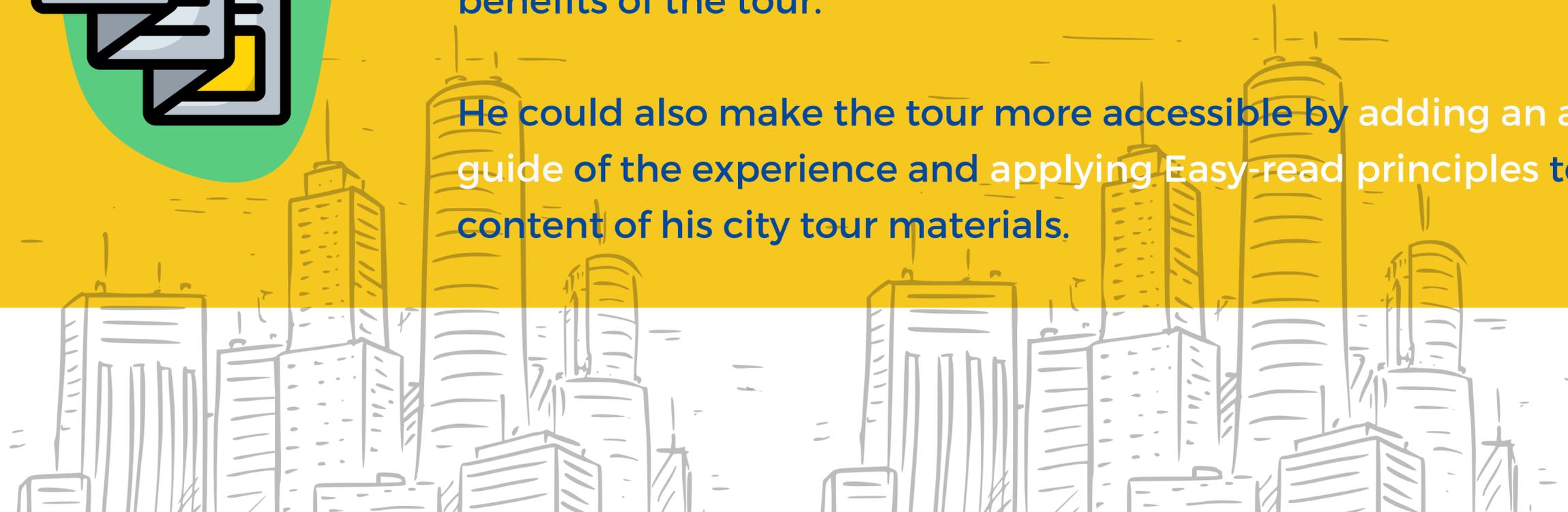
# Improving your entrepreneurial skills with a sustainable and accessible city tour

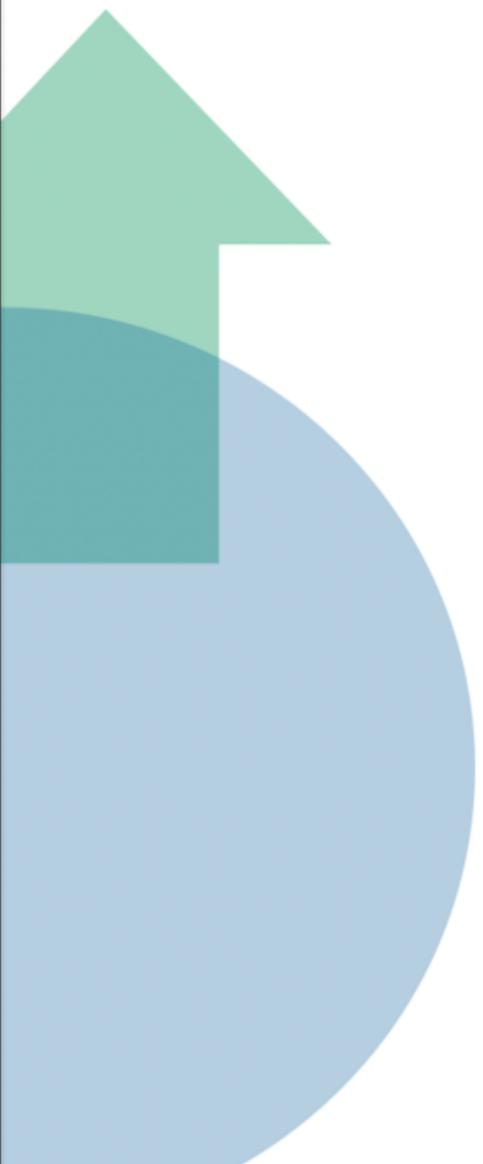
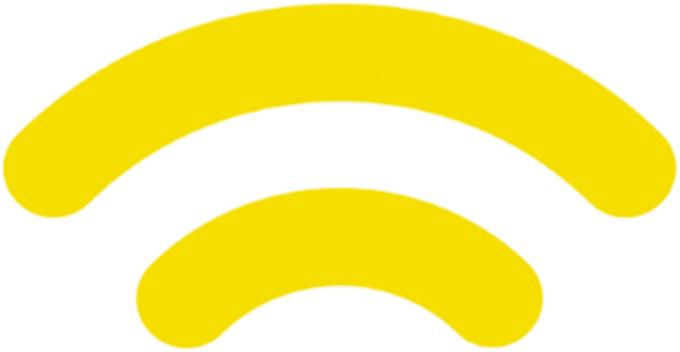
## A practical example

Leo could incorporate both accessibility and sustainability into his city tour by prioritising the inclusion of both aspects in the following ways:

He could promote the gastronomy of his neighbourhood by dedicating a part of his tour, and tour materials, to visiting a local pizzeria with his visitors, ensuring that the local economy reaps the benefits of the tour.

He could also make the tour more accessible by adding an audio guide of the experience and applying Easy-read principles to the content of his city tour materials.





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