



CHAPTER 1.

MIGRANTOUR HISTORY AND VALUES

Learning objectives - by the end of this module you will be able to:

- Identify the mission and values of Migrantour
- Summarize the history of Migrantour
- Define key terms: intercultural companion, local coordinator, participatory methods, sustainable and responsible tourism, etc.

MIGRANTOUR'S MANIFESTO

Migrantour believes that sharing personal stories offers valuable perspective and creates meaningful bonds between people. This is why we set our feet on the streets to discover places through stories and together pave grassroots paths towards greater social inclusion. Our guided walking tours create spaces of intercultural encounter with heart that foster more expansive understandings of cultural heritage, reshaping mental maps and expanding horizons on our shared humanity. This is how we walk the talk of the African proverb, *'the footprints of people who walked together are never erased'*.

Migrantour. Places change and so do we. Recognizing diversity, sharing stories, including people.

1. MIGRANTOUR'S BACKGROUND

1.1 What is Migrantour?

Migrantour is a responsible tourism initiative aimed at tackling discrimination against people with migration backgrounds throughout Europe. Its guided walking tours serve as an educational tool for advancing global citizenship values and competences among not only the tour participants but also the “intercultural companions” themselves. **Intercultural companions** (ICs) are the guides that co-create and lead Migrantour walking tours.

Migrantour guided walking tours aren't interested in superficial celebrations of cultural diversity. They consciously avoid exoticising people with migration backgrounds as mere representatives of the cultures and places where they or their ancestors come from. Instead, they emphasize how people with migration backgrounds are – like everyone else – individuals invested in and shaped by the places in which they live, love, work, connect and relax.

Migrantour guided walking tours are carefully co-created, researched and led by people with 1st- and 2nd-generation migration backgrounds in alignment with Migrantour's vision and participatory methodology. These intercultural companions draw on their personal experiences and local knowledge to offer tour participants a fresh and nuanced perspective on the joys and challenges surrounding diversity with respect to issues like identity, memory, belonging and conflict.

Tours are designed to spark both empathy and curiosity, and to meet the needs and interests of tour participants – be they school children, long-time residents, newcomers or short-term visitors to the area. In bringing people together that otherwise might have little more than passing contact with one another, Migrantours aim to transform how we think about people with perspectives and experiences seemingly different from our own.

1.2 How did Migrantour begin?

The Migrantour project began in Turin, Italy, in 2010 in collaboration with Viaggi Solidali, a tour operator specializing in responsible tourism, and Francesco Vietti, a cultural anthropologist at the University of Turin. The first training course for ‘intercultural companions’ and the first intercultural walks were developed in cooperation with Fondazione ACRA and Oxfam. The project was replicated in Milan in 2011-12 and led by Fondazione ACRA and co-funded by the Municipality of Milan.

Over the years, Migrantour has expanded its network across Europe, encompassing more than 20 locations across Europe by 2021. As at 2021, and thanks in part to European Commission funding, network partners have been able to train more than 600 people with first- and second-generation migration backgrounds as guides (or ‘intercultural companions’), co-create 40 intercultural guided walking tour routes, and reach approximately 30,000 walking tour participants.[1] This has been made possible by various grant-funded projects (see Appendix 1).

[1] ACRA (2016, 2020)

2. VALUES

At the heart of Migrantour is a commitment to enabling intercultural dialogue among people with different backgrounds, through providing a safe setting where stereotypes and prejudices are debunked. Furthermore, Migrantour seeks to enhance the rights of people with migration backgrounds to spread their own narrative about migration dynamics. The walking tours are a tool for educating the public about migration and migrant heritage through tourism in a way that does not exoticize or objectify them. The goal is to move beyond 'strangerhood' and instead allow people with migration backgrounds to assert their own 'localhood' – in other words, recognising and empowering them to be local authorities and hosts of the places where they live.[2] Migrantour does this through participatory practices in which the intercultural guides together create, communicate, and control the routes and narratives they present. The tours highlight the interwovenness of people with migration backgrounds in the fabric of their neighborhoods, cities, regions and countries. They also move the experiences and memories of people with migration backgrounds out of the margins and into dialogue with an area's dominant views both on contemporary social and political issues and on historical and cultural heritage. Migrantour intercultural guided walking tours, hence, are a tool both for local community-building and for heritage-making.

[2] Ormond, M., & Vietti, F. (2021). Beyond multicultural 'tolerance': guided tours and guidebooks as transformative tools for civic learning. *Journal of Sustainable Tourism*, 1-17.
<https://www.tandfonline.com/doi/epub/10.1080/09669582.2021.1901908?needAccess=true>

2.1 Education: New narratives of migration and migrant heritage

Migrantour is a global citizenship education initiative that aims to tackle negative, simplistic and inaccurate representations of migration and diversity. Global citizenship education embraces multi-perspectivity as a key tool to help uncover and recognize inequality and exploitation as well as our own positions in maintaining inequality and exploitation, with a focus on changing assumptions, attitudes, and power relations. It helps us to acknowledge that our individual "view on the world is not universally shared, and others may differ profoundly" and to learn to "think beyond the confines" of our own life circumstances.[3]

Migrantour walking tours are designed to empower people with diverse migration backgrounds to create and share new narratives that help tour participants recognize human equality and dignity, as well as challenge and complicate racist and xenophobic stereotypes about people with migration backgrounds. The tours focus on raising public awareness about migration and migrant heritage by highlighting the experiences, perceptions, and stakes of individuals with migration and refugee backgrounds -- both past and present -- in the places where they live. By broadening the concept of heritage, Migrantours promote the understanding of neighborhoods as dynamic places undergoing constant transformations from the bottom-up.

[3] Dill, J.S. (2013). *The longings and limits of global citizenship education: The moral pedagogy of schooling in a cosmopolitan age*. London: Routledge. p.40.

In this framework, Migrantour walking tours are valuable tools for civic education and the development of active citizenship, and a means for promoting mutual exchange and intercultural dialogue across diverse sectors of society. Some key stakeholders and potential partners that can support the tours include local authorities, journalists, social workers, and teachers, as well as civil society and faith-based organizations in local communities. All of them can be involved in assisting in the establishment of both physical (intercultural walking tour routes) and virtual (communication and public engagement campaigns) ways in which to enhance public awareness of the benefits and challenges of diversity.

WORKBOOK EXERCISE 1.1 EDUCATION

[Brainstorm or mind map](#) about and discuss how the educational values of Migrantour intersect with the values/mission of your organization. Then identify aspects of these educational values that your organization finds important to further explore or enhance in order to align more fully with Migrantour's values and mission.

Resources

- Migrantour (2022). Migrantour manifesto and mission statement.
<http://www.mygrantour.org/en/the-manifesto-migrantour/> → ***This resource offers more in-depth information on the mission and values of Migrantour.***
- Dill, J.S. (2013). The longings and limits of global citizenship education. London: Routledge.
- Ormond, M. & Vietti, F. (2021). 'Beyond multicultural "tolerance": guided tours and guidebooks as transformative tools for civic learning', *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2021.1901908.
<https://www.tandfonline.com/doi/pdf/10.1080/09669582.2021.1901908> → ***This resource offers more in-depth information on the mission and values of Migrantour.***
- UNESCO (2015) Global Citizenship Education: Topics and learning objectives,
https://unesdoc.unesco.org/ark:/48223/pf0000232993_eng

2.2 Participation: Methods for co-creation and civic dialogue

A goal of Migrantour is to enhance belonging, civic involvement, and active citizenship for people with migration backgrounds that become Migrantour intercultural companions in the areas in which they live. This is achieved through a specific participatory tour design process (see Module 5) during which the intercultural companions conduct research and co-create the tour narratives and routes for their area's Migrantour walking tour routes. The process enables intercultural companions to personalize their tours, by connecting with different tour stops in the area in ways that effectively highlight their individual and shared lived experiences and perceptions. In working together, the intercultural companions co-create a space for civic dialogue and co-learning both among themselves and when in contact with their tour participants.

WORKBOOK EXERCISE 1.2 PARTICIPATION

[Brainstorm or mind map](#) about and discuss how the participatory values of Migrantour intersect with the values/mission of your organization. Then identify aspects of participatory values and methods that your organization finds important to further explore or enhance in order to align more fully with Migrantour's values and mission.

Resources

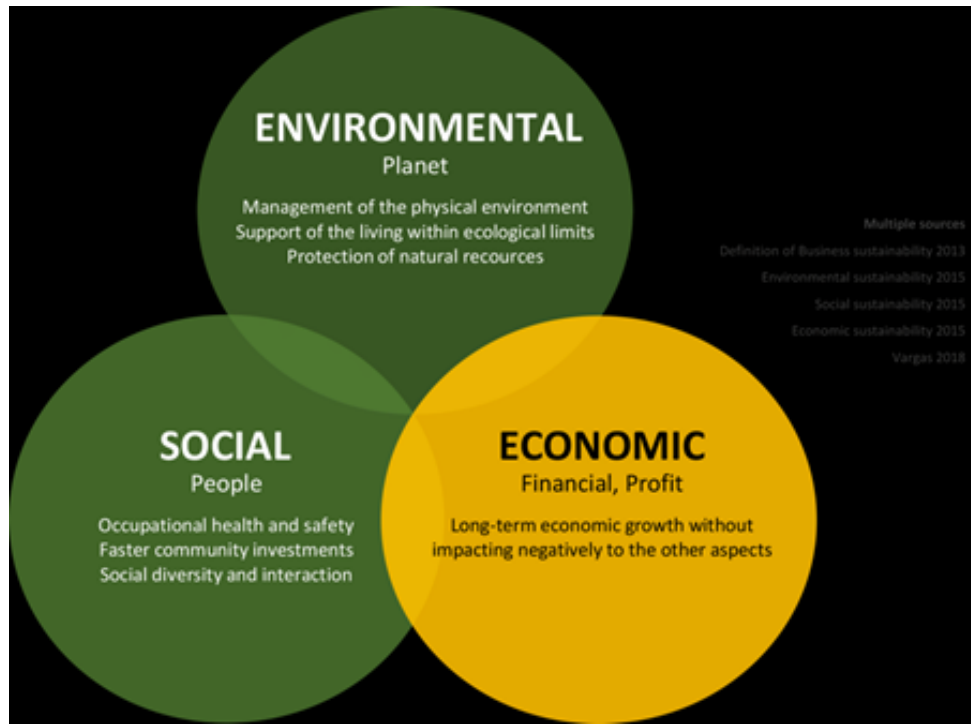
- Participatory Methods: <https://www.participatorymethods.org>
- Civil Conversations project, with good questions and procedures for fostering dialogue about challenging topics: <https://onbeing.org/civil-conversations-project/better-conversations-guide>

2.3 Sustainable and responsible tourism

Tourism has a long history of marginalizing and excluding people with migration backgrounds as not being sufficiently 'authentic' or 'local' to really represent a place. When they are included in tours or guidebooks, people with migration backgrounds are often exoticized, objectified and celebrated as merely representative of the faraway countries and cultures from which they or their ancestors have come. Migrantour wants to change that. In line with the EU's [2005 Convention on the Value of Cultural Heritage for Society](#), Migrantour fundamentally believes that people with migration backgrounds and the diverse life experiences and perceptions they have should not simply be tolerated or superficially celebrated. Rather, their voices and experiences urgently need to be recognized and incorporated into dialogues, decision-making and heritage-making about the places in which they live.

In this light, Migrantour has been designed to advance a form of sustainable and responsible migration heritage tourism. It is committed to offering tourism experiences which are economically, socially and environmentally sustainable and responsible. In line with the [2002 Cape Town Declaration on Responsible Tourism](#), all Migrantour walking tours should seek to:

- Minimise negative economic, environmental and social impacts;
- Generate greater economic benefits for local people and enhance the well-being of host communities, improve working conditions and access to the industry;
- Involve local people in decisions that affect their lives and life changes;
- Make positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- Provide more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- Provide access for people with disabilities and the disadvantaged;
- Be culturally sensitive, engendering respect between tourists and hosts, and building local pride and confidence.



While each Migrantour partner must adjust its definition of sustainable and responsible tourism in alignment with the specific qualities of the place in which it is located, here are some of the guiding principles to keep in mind (UNWTO 2005)[4]:

- Social: Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Economic: Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
- Environmental: Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

[4] <https://www.unwto.org/sustainable-development>



WORKBOOK EXERCISE 1.3 SUSTAINABLE AND RESPONSIBLE TOURISM

[Brainstorm or mind map](#) about and discuss how Migrantour's sustainable and responsible tourism values intersect with the values/mission of your organization. Then identify aspects of responsible tourism that your organization finds important to further explore or enhance in order to align more fully with Migrantour's values and mission.

- Migrantour Ethical and Quality Standards: https://docs.google.com/document/d/12iaZHBG_o6a6O0WTkcKBvhaEUzXclC44/edit#heading=h.gjdgx
- Council of Europe (2005). Convention on the Value of Cultural Heritage for Society (also called the 'Faro Convention'), <https://www.coe.int/en/web/culture-and-heritage/faro-convention>
- Responsible Tourism Partnership (2002). Cape Town Declaration on Responsible Tourism, <https://responsibletourismpartnership.org/cape-town-declaration-on-responsible-tourism>
- UNWTO (2005) Sustainable development, <https://www.unwto.org/sustainable-development>
- Wageningen University. [Possibly add in (part of) Wageningen clip? *A very general clip on tourism and sustainable development*: <https://youtu.be/nwuORbcqcec>
- Wageningen University. <https://www.youtube.com/watch?v=xE9TDBZGHtI> → video on the future of tourism, includes different levels of sustainable tourism
- Italian document on responsible tourism: <https://docs.google.com/document/d/1y2xRA-CN0T28s79Q--2kiKNAVMVOeXdOH5WA1RaUrt0/edit>

APPENDIX 1. FUNDED MIGRANTOUR PROJECTS

2014 “Migrantour: a European network of migrant driven intercultural routes to understand cultural diversity”

This project established new Migrantour routes in Genoa, Rome, Florence, Milan, Turin, Marseille, Paris, Valencia, and Lisbon. It was co-funded by the European Union, and participants included Fondazione ACRA, Viaggi Solidali, Oxfam Italia, Marco Polo Echanger Autrement, Baština Voyages, Associació Perifèries del Mon, IMVF, Associação Renovar a Mouraria, and Earth.

2018 “New Roots - Migrantour intercultural walks building bridges for newcomers active participation”

This project established new Migrantour routes in Brussels, Florence, Genoa, Lisbon, Ljubljana, Milan, Naples, Paris, Rome and Turin. It was co-funded by the European Union (AMIF Fund) and Intesa San Paolo. The project participants included ACRA, Viaggi Solidali, Oxfam Italia, Baština, Terra Vera, Associação Renovar A Mouraria, Crescer, Alter Brussels, and Casba. Here the focus was on the needs of newcomers, asylum seekers, and refugees to develop their sense of belonging to the local community and to promote their active participation in civic life.

2018 “Le nostre città invisibili. Incontri e nuove narrazioni del mondo in città” - “Our invisible cities. Meetings and new narration of the world within the city”

The project established new Migrantour routes in 10 Italian cities: Bologna, Cagliari, Catania, Florence, Genoa, Milan, Naples, Pavia, Rome, and Turin. Focusing on global citizenship education, this initiative aimed to counter discriminatory representations of migration and cultural diversity. To do this, ACRA, with the co-financing of the Italian Agency for Development Cooperation (A.I.C.S.), partnered with Association Amici di Sardegna, Casba, Fondazione Pubblicità Progresso, Fondazione ISMU, Next Generation Italy, Oxfam Italia, Progetto Con-Tatto, Trame di Quartiere, Viaggi Solidali, Municipality of Milan, Città di Torino, and International Research Centre on Global Citizenship Education - University of Bologna.

2021 Rural Migrantour: Paths of Recovery

During this project new Migrantour routes were created in five countries [ADD names of locations/towns instead]: Slovenia, Paraloup and Camini (Italy), Greece, and Svilengrad (Bulgaria). This project, funded by an Erasmus+ grant, focused on the impact and narratives of migration in rural areas. Viewing peripheral, depopulated or affected rural regions as creative spaces of vivid cultural dialogue and diversity, the project fostered social inclusion and active citizenship for youth by training them as intercultural guides, thus activating their employment potential in the field of responsible tourism.

2021 Migrantour Sustainable Routes

The project focused on fostering sustainable tourism and created new Migrantour routes in seven cities: Milan, Lisbon, Barcelona, Ljubljana, Brussels, Copenhagen, and Utrecht. It was funded by an Erasmus+ grant with the goal of crafting intercultural dialogues and broadening perspectives on the cities' cultural heritage while fostering social cohesion, belonging and civic involvement through migrant-led urban walks.