"Off the Beaten Track" Project- Student Guide

Welcome to the "Off the Beaten Track" Project!

You will work with students from Italy, Germany, and Spain to create a sustainable and alternative tourism route in Málaga. Let's work together to discover and promote hidden gems and a more sustainable tourism in this beautiful city!

What You Will Do:

- 1. Visit unique places in Málaga to gather inspiration.
- 2. Design a sustainable tourism route with your group.
- 3. Present your route to the class with a guide, promotional materials, and a map.

Session 1: Monday 10 February

- 1. Why is it necessary to find alternative routes in Málaga? Read the following <u>piece of</u> <u>news</u> from the local newspaper "El Sur".
- 2. Explore alternative routes talking to your Spanish hosts and doing some research online

Suggestions of places:

- Lagunillas, el barrio de las artes
 - Information (in Spanish)
 <u>https://malagadecultura.com/2019/01/20/lagunillas-el-verdadero-barrio-de-las</u>
 <u>-artes/</u>
 (English)
 <u>https://www.malagaguru.com/blogs/lagunillas-malagas-authentic-art-district/</u>
- <u>El bosque de los árboles tallados</u> (Parque forestal de la Victoria)- The carved trees forest
 - Information (in Spanish)
 - <u>https://ladiversiva.com/el-bosque-de-las-hadas-ruta-al-aire-libre-en-malaga-c</u> <u>apital-para-hacer-con-ninos/</u>
 - <u>https://www.miszapatosviajeros.com/p/ruta-por-monte-clavario-y-el-bosque.ht</u> <u>ml</u>
 - <u>https://medioambiente.malaga.eu/parques-y-jardines/parques-y-jardines-de-malaga/zonas-forestales/detalle-del-parque/Parque-Forestal-Monte-Victoria/</u>
 - (English) <u>https://www.surinenglish.com/malaga/climbing-mount-victoria-through-the-ma</u> <u>gic-forest-20241108062503-nt.html</u>

On Tuesday 11 February - afternoon

Discover Málaga: Finding "Off the beaten track" routes

- Explore Málaga's alternative places to find a route to promote
- Take notes and photos to share with your group.

Tips:

- Be curious and observe details like local culture, eco-friendly initiatives, and unique features.
- Think about what makes each place special and sustainable.

Session 2: On Wednesday 12 February: Create Your Route

- Work together to create:
 - A Route Guide on a specific theme: Describe the locations with interesting information for visitors
 - Promotional Materials: Posters, flyers, or social media posts to promote your route.
 - An Itinerary Map: Show the route and include details like walking times and transportation.
- Tips:
 - Divide tasks among your group to save time.
 - Use tools like Canva, Google Maps, or markers and paper for your designs.

Template for your Route Guide

- Introduction: Provide a brief overview of your route and its theme.
- **Detailed Descriptions:** Highlight each stop, mentioning unique features, cultural significance, or sustainable practices.
- **Practical Information:** Include opening hours, entry fees (if any), and accessibility options.
- **Personal Recommendations:** Share tips such as the best times to visit or local dishes to try nearby.

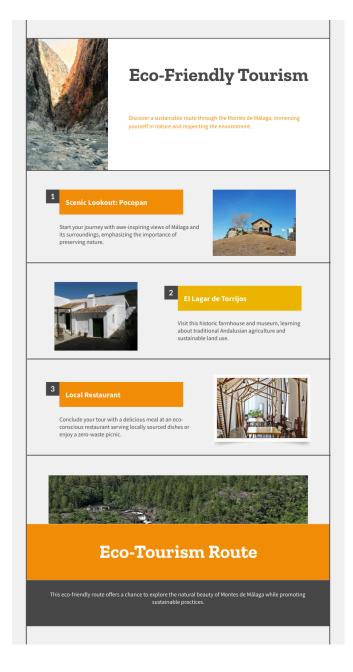
Example:

- **Theme:** Eco-Friendly Tourism in Montes de Málaga.
- **Stop 1:** A Scenic Lookout: Mirador de Pocopan– Begin your route with breathtaking panoramic views of Málaga and its surroundings. Discuss the importance of preserving natural landscapes and minimizing environmental impact.
- **Stop 2:** El Lagar de Torrijos Visit this historic farmhouse and museum, where you can learn about traditional Andalusian agricultural practices and sustainable land use.
- Stop 3: A Local Restaurant or Picnic Spot Conclude your tour with a meal at an eco-conscious restaurant offering locally-sourced dishes or enjoy a zero-waste picnic in one of the park's designated areas.

Ideas for your promotional materials:

- **Poster / Inphographic Template:** Include an eye-catching headline, visuals (e.g., photos of key spots), a brief description of the route, and a QR code linking to the full itinerary.
- **Social Media Post Template:** Use a short tagline, a square-format image or graphic, and include hashtags like #SustainableTourism or #ExploreMalaga.

EXAMPLE:



Session 3: Friday 14 February

Present Your Route

- Present your work to the class. Be creative and engaging!
 - Explain the theme and highlights of your route.
 - Show your promotional materials and map.
 - Highlight how your route supports sustainable tourism.
 - Present a conclusion answering the following questions:
- what they have learnt about sustainable tourism and over tourism
- how these routes can contribute to Málaga's sustainable tourism
- how this can be applied in their countries

Tips:

- Practice your presentation as a group.
- Speak clearly and confidently.

REMEMBER: Your final products should include:

- 1. Route Guide: A written description of your route.
- 2. Promotional Materials: Flyers, posters, or social media designs.
- 3. Itinerary Map: A map showing the stops on your route.

Good Luck!

We can't wait to see your creative and sustainable ideas for exploring Málaga!