

# "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!

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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.
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## Session 1: Monday 10 February

1. Why is it necessary to find alternative routes in Málaga? Read the following [piece of news](#) 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)  
<https://malagadecultura.com/2019/01/20/lagunillas-el-verdadero-barrio-de-las-artes/>
  - (English)  
<https://www.malagaguru.com/blogs/lagunillas-malagas-authentic-art-district/>
- [El bosque de los árboles tallados](#) (Parque forestal de la Victoria)- The carved trees forest
  - Information (in Spanish)
  - <https://ladiversiva.com/el-bosque-de-las-hadas-ruta-al-aire-libre-en-malaga-capital-para-hacer-con-ninos/>
  - <https://www.miszapatosviajeros.com/p/ruta-por-monte-clavario-y-el-bosque.html>
  - <https://medioambiente.malaga.eu/parques-y-jardines/parques-y-jardines-de-malaga/zonas-forestales/detalle-del-parque/Parque-Forestal-Monte-Victoria/>
  - (English)  
<https://www.surinenglish.com/malaga/climbing-mount-victoria-through-the-magic-forest-20241108062503-nt.html>

## 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.
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## 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 / Infographic 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:**

**Eco-Friendly Tourism**

Discover a sustainable route through the Montes de Málaga, immersing yourself in nature and respecting the environment.

**1 Scenic Lookout: Pocopan**

Start your journey with awe-inspiring views of Málaga and its surroundings, emphasizing the importance of preserving nature.

**2 El Lagar de Torrijos**

Visit this historic farmhouse and museum, learning about traditional Andalusian agriculture and sustainable land use.

**3 Local Restaurant**

Conclude your tour with a delicious meal at an eco-conscious restaurant serving locally sourced dishes or enjoy a zero-waste picnic.

**Eco-Tourism Route**

This eco-friendly route offers a chance to explore the natural beauty of Montes de Málaga while promoting sustainable practices.

## 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.
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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.
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Good Luck!

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