

DEVELOPING YOUR OWN FREE WALKING TOUR

1 TOUR CRITERIA

Walking tours promote cultural preservation and sustainable tourism by providing authentic experiences for tourists, reducing overcrowding at popular attractions and supporting lesser-known businesses.



Criteria for Successful Tours

Tour Content

Authenticity

Historical / Categorical / Values
Sites locals like to go

Engagement

Charismatic tour guide
Interesting sites

Storytelling

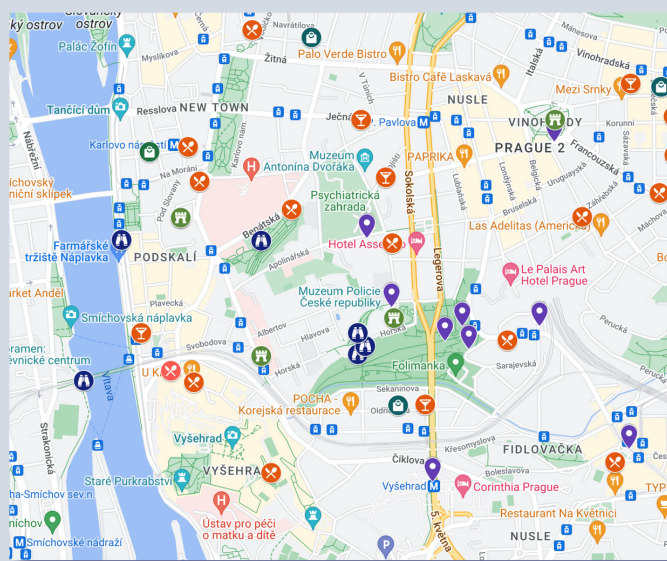
New perspective on sites
visited



2 IDENTIFY POTENTIAL STOPS

To emphasize the unique aspects of a community, consider the following:

- **Seek local recommendations from residents**
- **Look at blog posts and other digital content that showcase distinctive features**
- **Talk to hostels and other areas where the community's culture is concentrated**



TIP!

Document any recommendations through google maps. It is a free, easy to use software that will make your community highlights easy to visualize!

3 DEVELOP THE ROUTE

Now that you've compiled a list of authentic places in your community, it's time to create a route.



ROUTE AT A GLANCE

TIME

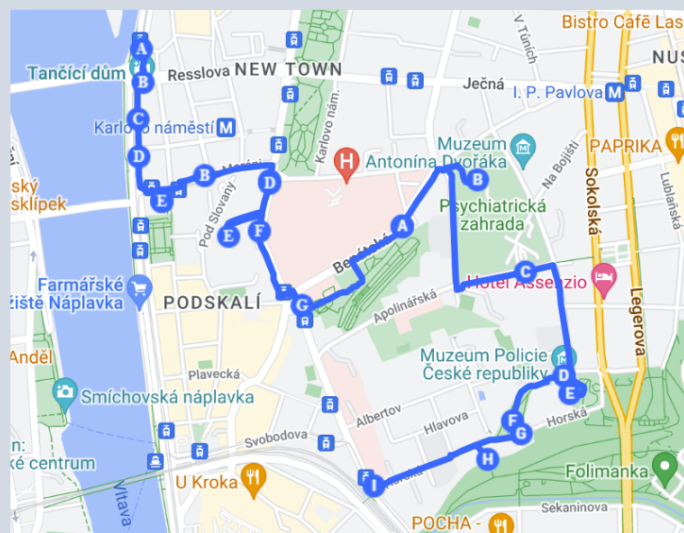
At stop: 5 - 6 min
Between: < 4 min
1.5 - 2 hours

VARIETY

Look out spots
Food
Historical Sites

ACCESSIBILITY

Begin / End: Near public transit



4 PUBLISH YOUR TOUR

There are a wide variety of free, easy to use apps that you can publish your tour on. We evaluated nine apps on the following key features, and recommend PocketSights and izi.Travel as the best options.



TIP!

Include supplemental materials such as audio recordings, pictures and descriptions of each stop. This makes a tour much more engaging!

Key Features to Consider



Cost



GPS



Ease of use for user



Audio



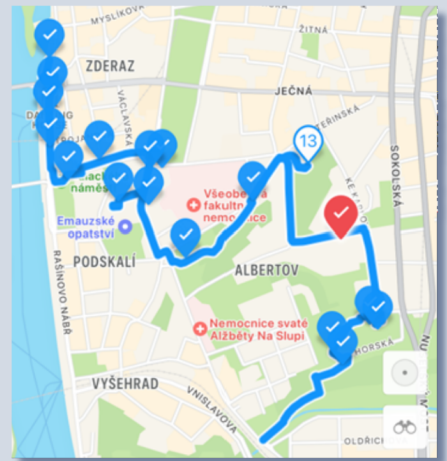
Ease of use for creator



Pictures and Descriptions

 **PocketSights**

izi.TRAVEL
the storytelling platform



5 EVALUATE

Pilot tests are a great way to evaluate the current strengths and weaknesses of your tour. We recommend compiling a list of objectives you want your tour to accomplish and creating a survey that asks tourists to critique how well the tour met those objectives!



4.4/5

"This tour was engaging"



5/5

"I learned something new about Prague on this tour"



4.9/5

"This tour highlights hidden gems of Prague"



4.5/5

"I have a better understanding of Czech culture"

Want to Learn More?

[Our Tour](#) [Our Research](#)



ABOUT US

We are students from Worcester Polytechnic Institute in Massachusetts, USA, who created a walking tour to showcase Prague's authentic culture and move foot traffic away from the city center. We have researched what makes a successful walking tour and created an infographic to share our findings with others interested in creating their own tours.

