

## Chapter 6

# The Migrantour Experience at Porta Palazzo and Barriera di Milano: Tourism Consumption in Intercultural Neighborhoods

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### **ABSTRACT**

*Migrantour contributes to spreading a culture of respect for the human rights of migrant communities in European cities by encouraging interactions of mutual respect between people with different origins. Since 2009, it has involved over 11,000 participants in the intercultural itineraries and more than 300 people as intercultural companions. Currently, new projects are under implementation to promote its methodology in rural areas and new cities. Thus, as it will be explained in the chapter, it can represent a successful study case where tourism contributes positively to human rights within the frame of interculturalism. The contribution is a part of a broader study examining the experience of Migrantour in Porta Palazzo and Barriera di Milano, two neighborhoods of the Italian town of Turin, under different grounds. The aim is to further contribute to the debate about the implications of the transformation of intercultural neighbourhoods into places of leisure and consumption for migrant communities.*

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## **INTRODUCTION**

### **The Migrantour Experience at Porta Palazzo and Barriera di Milano**

This chapter is part of a broader study conducted in 2021. It examines, under different grounds, the experience of Migrantour in Porta Palazzo and Barriera di Milano, two neighborhoods of the Italian town of Turin. The aim is to further contribute to the debate about the relationship between tourism consumption, human rights, and urban space. It also represents an excellent opportunity to reflect on the implications of urban tourism for the human rights of migrants living in intercultural neighborhoods.

Migrantour is a European network of responsible tourism that works in the frame of interculturalism. It operates in more than 20 European cities and rural areas and has involved 11.000 participants in the intercultural itineraries and more than 300 people as intercultural companions. It was first created in 2009 when Turin, as other European cities, was in the middle of a process of de-industrialization which led to the development of alternative forms of economic production. Since the 2000s, indeed, cities with a strong immigration history had started considering tourism as a resource for socioeconomic development. And cultural diversity had become a means to transform intercultural neighbourhoods into places of leisure and consumption. Migrantour, however, has been designed following a different mindset which is more concerned about the implications of “(inter)cultural tourism” on the rights of the migrant communities involved. In this sense, it promotes the respect for cultural diversity and the rights of migrant communities by tackling the official discourse regarding intercultural neighbourhoods. This is done through intercultural itineraries: two-hour walking tours where participants are invited to engage with the territory and its inhabitants thanks to the mediation of intercultural companions. They are “citizens regardless of their land of origin or the one of their parents” who take the floor to self-represent and speak up for their communities of origin. Migrantour.

For these reasons, the author believes it represents a successful study case where tourism contributes positively to human rights within the frame of intercultural neighbourhoods.

## **BACKGROUND**

### **Tourism and Intercultural Neighborhoods**

During the second half of the 19th century, a new form of urban tourism started growing in medium and big cities due to the interest of a part of the upper bourgeoisie

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