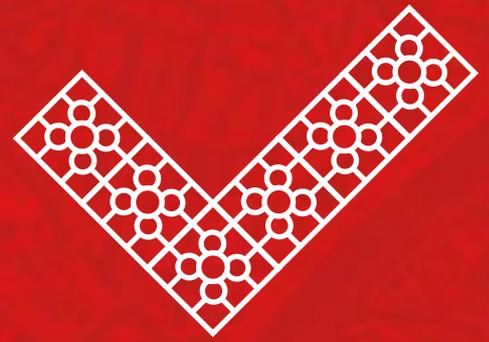




# Bilbao

UDALA  
AYUNTAMIENTO

## HANDBOOK OF BEST PRACTICES FOR GUIDED TOURS USING THE PUBLIC THOROUGHFARE OF BILBAO



The following undertakings are established, namely to:

### STRIKE A BALANCE BETWEEN LOCAL EVERYDAY LIFE AND VISITORS

- 1. Limiting tour groups to 30 people** and adapting their size according to the places visited. Crowds of people shall be avoided. Reducing the size of the groups will also improve the quality of the guided service.
- 2. Not using sound amplifiers** or providing loud explanations, in order to reduce noise pollution on the public thoroughfare. **Committing to using audio guide systems as far as possible.**

### PROTECT TOURISM RESOURCES AND PUBLIC SPACES

- 3. Guides shall stop to give explanations to the tour groups in places that cause the least disturbance and disruption to everyday life in the city.**
- 4. Looking after the architectural heritage and public space**, refraining from participating in behaviour such as leaning on sculptures or monuments, littering the public thoroughfare, etc.

### GUARANTEE EFFICIENT, SAFE AND ACCESSIBLE MOBILITY

- 5. Appropriately selecting the starting points, stops and end points of tours.** The aim shall be to avoid blocking entrances to buildings and commercial premises, and not to get in the way of other people and groups. **Special consideration should be given to people with reduced mobility.** **Planning itineraries on foot based on the schedules in the area to be visited** can help to reduce congestion on the busiest streets.
- 6. Knowing** the rules of the road and, in particular, those specific to tourist mobility: **special attention shall be paid to passenger drop-off and pick-up points** and ensuring that tour coaches are parked correctly. The tour guide should call the driver once the whole group is at the agreed pick-up point.





**7.** Bilbao City Council shall ensure that **spaces are designated to pick up and drop off tourists** that arrive by coach to avoid bottlenecks in the tourist traffic. Passengers shall only be dropped up and picked up at the specific authorised spots.

**8.** **Tours using public transport shall use audio guide systems to cause the least disturbance.** Tour guides shall undertake to give explanations at a volume that does not disturb the other passengers. Furthermore, they must take into account and respect the spaces allocated for different uses on public transport (e.g., the group may not use areas reserved for people with reduced mobility, bicycles, etc.).

**9.** Tour guides shall undertake **to refrain from canvassing for tourists in public spaces** in order to ensure the recommended maximum group size and to avoid possible overcrowding in areas. The participants in the guided tours shall be given clear information – that is not misleading or ambiguous – beforehand on the concept of the guided tour and the amount to be paid.

### **HIGHLIGHTING THE PROFESSIONALISM OF PROFESSIONAL TOUR GUIDES**

**10. Knowing and complying with the by-laws for the public thoroughfare:**  
El Ayuntamiento de Bilbao realizará el trabajo necesario para que el colectivo de guías pueda estar informado sobre las nuevas actualizaciones de normativas y ordenanzas, señalización o modificaciones viales que afecten a su ejercicio.

**11. Tour guides shall have up-to-date and objective knowledge about the the tourist resources and the places to be visited, and shall not express prejudices.**  
They shall ensure they have a good level of the language in which the explanations are given. Explanations shall be given on the defining culture, identity and customs of Bilbao.

**12. Tour guides shall encourage the use of communication systems and tour logs logs that may be established between the City Council and the professionals of the guided tours:**  
log, notices, triggering alerts, information of interest , etc.



**¡Thank you for making Bilbao a wonderful destination!**

Further information:

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