

CULT MED

Sustainable Cultural Tourism
on the Mediterranean

Training Video Transcript

Module 2 – Video 4

Project 101174435



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MODULE 2: *Applying sustainable practices at Archaeological sites*

VIDEO 4 – Designing Low-Impact Visitor Experiences at Archaeological Sites “Practical Tools for Greener and More Inclusive Visits”

Sustainable visitor experiences rely on digital interpretation, responsible mobility options, climate-sensitive services, and community-connected storytelling. Practical sustainability actions include visitor path design, solar lighting, digital guidance systems, and programs that empower local residents as guides, storytellers, and custodians.

Key points

1. **Local Employment:** Training local residents as guides, digital interpreters, or conservation assistants.
2. **Interpretation for Sustainability:** Educational tools—especially digital—reinforce responsible behaviours and highlight cultural significance.
3. **Economic Reinvestment:** Ensuring tourism revenue is reinvested into site preservation and community projects.

“Shaping Visitor Behaviour Throughout the Experience”

- Guide choices before arrival, on-site, and after the visit
- Promote environmentally and socially responsible behaviour
- Ensure inclusive access supported by digital tools
- Co-create narratives with local communities

The visitor journey offers multiple opportunities to reduce impact and to strengthen local identity. Before arrival, digital platforms can promote sustainable transport and inform visitors about respectful behaviour. On-site, signage and mobile apps guide movement, while local communities can enrich interpretation with cultural stories. After the visit, digital follow-ups maintain engagement and encourage continuous learning.

Accessibility becomes easier through audio guides, AR (Augmented Reality) tools, multilingual content, and universal design principles.

When local groups help shape narratives, heritage remains authentic and communities benefit equitably from tourism.

“Actions That Influence Visitor Choices”

- Environmentally Conscious Behaviours: refill spots, shaded areas, guided paths.
- Universal Access: tactile replicas, digital inclusion tools, multilingual content
- Flow Distribution: timed entries, online booking systems, micro-zones



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Three groups of actions strongly influence behaviour.

1. Environmentally conscious habits are encouraged by intuitive path design, refill stations, and clear digital cues that explain why certain areas must remain untouched.
2. Universal access is strengthened through tactile models, audio descriptions, AR layers, and digital translation tools—making sites inclusive without increasing physical impact.
3. Flow distribution improves with staggered entries, real-time density tracking, shaded zones, and digital nudges that help visitors spread out naturally.

“Community Partnerships & the ‘Sustainable Visit’ Commitment”

- Collaborate with local organisations, artisans, and cultural groups
- Promote local products and traditional knowledge
- Craft a simple “Sustainable Visit” commitment for visitors
- Align staff training, digital messaging, and community led-monitoring

Sustainable visitor experiences thrive when communities are central. Collaborate with local artisans, associations, and cultural leaders to co-create activities, guided tours, and educational content.

A simple “Sustainable Visit” commitment—co-designed with community members—helps clarify mutual expectations: what the site promises, and how visitors can contribute. Digital communication tools, from social media to interactive platforms, help reinforce this shared responsibility and ensure transparency.

By combining community knowledge with digital innovation and low-impact visitor solutions, archaeological sites can offer meaningful experiences that preserve identity and strengthen environmental stewardship.



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