

# CULT MED

Sustainable Cultural Tourism  
on the Mediterranean

## Training Video Transcript

Module 3 – Video 6

Project 101174435



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## **MODULE 3: *Transforming cultural tourism entities like galleries and museums into green destinations***

### **VIDEO 6 – Shaping Visitor Journeys for Cultural Value and Low Environmental Impact “Tools & Strategies to Green Museums”**

“Tools for museum transformation include c, modular exhibit systems, recycled materials, and clear eco-communication...”

#### **Key points**

1. **Digitalisation & Accessibility:** Using digital tools to reduce paper use and enhance visitor experience (QR codes, apps).
2. **Sustainable Transport:** Encouraging and facilitating public, bike, or walk-in transport to the venue.
3. **Themed Exhibits:** Creating exhibits that focus explicitly on climate change, ecology, and sustainability.

#### **“Designing the sustainable visitor journey”:**

- Shape visitor choices before, during, and after the visit
- Encourage **low-impact behaviours**
- Inclusive access as default
- Local community as co-author of the offer

Sustainability in museums and galleries starts with the visitor journey. By designing the experience from the moment people plan their visit, through their time on-site, and even afterwards, institutions can increase cultural value while reducing environmental impact and social exclusion.

The core idea is simple: make low-impact behaviours obvious, ensure inclusion by default, balance flows across space and time, and involve the local community in co-creating the offer. Because these actions are highly visible, even small changes can create significant shifts in visitor perception and practice.



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### “Key actions for visitors”:

- **Low-Impact Behaviours:** Sustainable travel, refilling bottles, responsible waste sorting
- **Inclusion & Accessibility:** Step-free routes, multiple formats, clear wayfinding
- **Visitor Flow Management:** Timed entries, staggered visits, smooth circulation
- Digital tools and on-site signage

There are four main ways museums can influence visitor behaviour.

First, **low-impact behaviours**. Provide clear information on how to get here sustainably, encourage water bottle refills, reuse of guides, and responsible waste sorting.

Second, **inclusion and accessibility**. Step-free routes, seating variety, sensory and cognitive aids, and transparent pricing make visits accessible to all.

Third, **visitor flow management**. Spread visits across time and space using timed entries, shoulder-season programming, pacing prompts, and subtle on-site cues.

Fourth, Digital tools and simple on-site signage help guide visitors, and monitoring key signals—like occupancy, refill point usage, and accessibility fixes—helps track progress.

### “Community & Sustainability promise”:

- Co-create with **local community** and SMEs
- Visible fair value chains
- Bundle actions into a “**Sustainable Visit**” promise
- Align staff, signage, and KPIs

Finally, sustainable visitor experiences are rooted in the local context. Co-create elements with residents, artisans, and local businesses. Showcase local craft, source café items responsibly, and integrate walking routes or community events. Share value fairly, credit collaborators, and avoid extractive gestures.



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Bundle these actions into a clear **Sustainable Visit** promise: name three things visitors can expect, and three things they can do. Ensure staff briefings, signage, and online materials align with this promise.

Use the Green Destination Checklist and Mini Action Plan to assign responsibilities, track starter KPIs, and make these changes stick. By combining low-impact behaviours, accessibility, flow management, and community involvement, museums and galleries can create sustainable, authentic, and inclusive visitor experiences.



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