

CULT MED

Sustainable Cultural Tourism
on the Mediterranean

Training Video Transcript

Module 4 – Video 8

Project 101174435



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MODULE 4: *Implementing Sustainable Cultural Tourism in Local Communities & Rural Settings*

VIDEO 8 – Creating complementary or multidimensional sustainable cultural tourism products to reduce seasonality

Sustainable cultural tourism grows step by step. By expanding simple cultural experiences across the seasons, rural areas can attract visitors year-round and reduce dependency from a single product or peak season.

Key points

- 1. Start small:** Build from simple, authentic cultural experiences.
- 2. Spread across the year:** Offer activities in different season.
- 3. Combine experiences:** Mix crafts, food, stories, and traditions.

“Starting small: building from Authentic Heritage Resources”

- Begin with small cultural activities
- Craft demonstrations, storytelling walks, tastings, seasonal events
- Let the community try out ideas and test what works
- Using what already exist: local places, skills, stories, and landscapes

Sustainable cultural tourism does not start with big projects. It starts small.

A craft demonstration, a seasonal tasting, a storytelling walk, or a revived local ritual can be enough to begin.

These small experiences allow communities to test ideas, learn what works, and build confidence. They also help people recognise the value of what they already have—skills, stories, landscapes, and traditions.

Starting from existing resources keeps tourism authentic and closely connected to local life.

“Creating complementary and multidimensional products”

- Expand cultural experiences across season
- Combine crafts, food, storytelling, heritage sites



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- Blend tangible and intangible heritage
- Promote slow, experiential and regenerative cultural tourism
- Reduce dependence on one festival or peak season

The long-term goal is to develop a multidimensional offer that spreads across the whole year. Complementary experiences: spring herb walks, summer craft evenings, autumn harvest rituals, winter cooking workshops help reduce seasonality and attract respectful visitors over time.

Designing cultural routes and micro-experiences rooted in craft, food traditions, music, or local knowledge helps diversify cultural offers. These combinations support creative entrepreneurship and cultural continuity.

Approaches like slow tourism, experiential tourism, and regenerative tourism align well with rural values. They appeal to visitors who seek meaning, connection, and authenticity rather than consumption.

By developing complementary products, communities reduce pressure on local resources, strengthen resilience, and create stable opportunities for artisans, hosts, and cultural practitioners.

“How to reduce seasonality in practice”

- Map cultural activities across the year
- Adapt the same theme to different seasons
- Keep experiences small and repeatable

Imagine a village known for traditional bread-making.

In summer, visitors join evening baking workshops. In autumn, the focus shifts to harvest and grains. In winter, smaller indoor sessions explore stories, recipes, and community meals.

The theme stays the same, but the experience changes with the season. This spreads visitors across the year, creates stable income, and reduces pressure during peak months—without adding complexity.

“Long-term strategies”

- Being true to local culture is the most important thing



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- Small activities can have a big impact if they are meaningful
- Offering experiences throughout the year helps the village stay strong
- Visitors who want to connect and learn support the community

The long-term success of sustainable cultural tourism depends on valuing what a village already has—its people, traditions, skills, and places. When visitors see that local culture is real and cared for, trust and pride grow, and relationships with guests become stronger.

Small projects often make the biggest difference because they let the community try things step by step. For example, a village might start with a single craft workshop or a storytelling walk. These small experiences can bring people together, attract visitors, and give locals confidence to create more activities over time.

Having activities throughout the year also helps the village. For instance, spring herb walks, summer craft evenings, autumn harvest events, and winter cooking sessions spread visitors across seasons, so income is steadier and the village doesn't get overwhelmed at one time.

When visitors come to learn, share, and participate respectfully, they support the community and local businesses. This is how cultural tourism can help a village grow and feel alive again—rooted in everyday life, local traditions, and the people who live there.



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