THE S.LI.DES. STRATEGY

a cross-border strategy to foster sustainable tourism in European destinations through the promotion of cultural heritage and the smart management of visitors' flows

Background

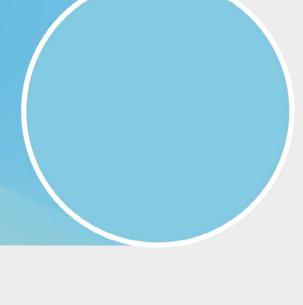
The S.LI.DES. project aims at developing a cross-border smart methodology and strategy to preserve and valorise unexploited tangible and intangible cultural heritage and to promote sustainable territorial development, focusing on 'living heritage', craft activities and creative industries.

Through a set of innovative tools and methods, S.LI.DES. has developed the "Smart Destination Ecosystem", a smart and dynamic decision support system to guide policy makers in the management of visitors flows and in the definition and promotion of tourism policies to valorise cultural assets in a sustainable way.

Ecosystem is possible to dynamically analyse different aspects of the cultural heritage destinations project, monitor visitors' mobility patterns and identify the potential of valuable skills and "know-how" to enhance visitors experience The innovativeness of the approach lays in

Through the S.LI.DES. Smart Destination

combining a wide range of smart technologies and methods to integrate destination data and analytics thus supporting decision-makers in adopting a new sustainable perspective to valorise cultural heritage, preserve local identity, promote territorial development and then make their destinations livelier and more liveable for visitors and the local community.



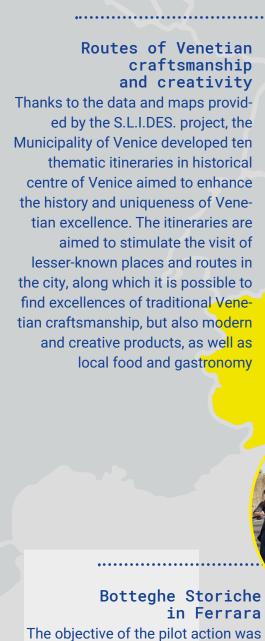


The S.LI.DES. strategy

Main results

Between the months of July and August, it was organized a weekly event to promote local cultural heritage and crafts and facilitate the mobility of visitors in less frequented areas of the historic center. A rich program of events involved residents and tourists, combining workshops, movie projections and arts and crafts fair. Several private and public actors were involved and sensors along the streets helped the monitoring of visitors' movements and the presence of overcrowded areas.

Sibenik Heritage day



order to confirm the image of the city and its territory as a place of artisan and agri-food excellence. Several actions were combined: two educational tours; four training sessions on local knowledge; a temporary showroom of handcrafted products; a paper brochure on the shops recognized with the brand in Ferrara. The tangible and intangible heritage in the province of Ferrara was promoted as an integrated system.

to develop a marketing campaign, in



Venezia

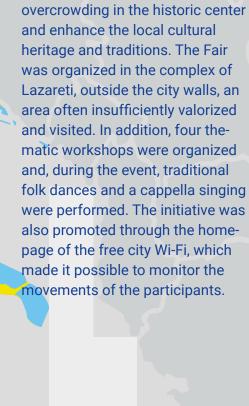
Ferrara





Šibenik Dubrovnik Bari

Turisti per Bari

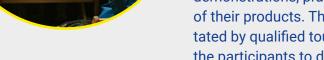


The pilot action aimed to reduce



Italy - Croatia

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demonstrations, practical workshops and tastings of their products. The mobility of visitors was facilitated by qualified tourist guides, who accompanied the participants to discover Bari Vecchia and the Borgo Murat, animated for the occasion by musicians and street artists.

Four evenings events dedicated to the discovery and valorization of the historical center through a series of activities, events and exhibitions linked to the history of the territory. The operators organized

Recommendations to EU cities

The S.LI.DES.



Improve the collection and accessibility of tourism data

- Promote the use of smart tools that automate the collection of visitor data while ensuring data protection Provide IT tools for data collection that support stakeholder engagement, in particular small businesses and visitors, and stimulate operators to fully enter the world of digital communication and data enhancement to
- better target demand, dialogue with customers, improve the specificity of Take advantage of data sharing: by pooling data from different types of operators (hospitality, transportation, catering, crafts, museums, etc.)

each can benefit from the information collected by the others

- Promote lasting commitment to improve the data collection, possibly in an open format, as well as the signing of agreements for formal data provision and information exchange
- and networking strategies Foster synergies among local actors responsible for heritage promotion and preservation and promote collaboration between artisans and the tourism industry

synergies among stakeholders

Foster coordination and

- Share mutual commitments and promote their integration with the programming of the relevant bodies at the regional level
- Develop guidelines to encourage the sharing of common goals and the definition of mutual roles by local public and private actors and ensure that various actions in the territory integrate with each other in a systemic Build trust and effective collaboration among tourism stakeholders by
- involving them in the decision-making process and ensure their commitment through cooperation agreements





order to better target marketing campaigns and promote a more differentiated, site-friendly and time-conscious tourism offering Diversify the places that can host events and initiatives to stimulate visits to lesser-known and lesser-visited places in and around the city

Use a more interactive approach that involves visitors in the production

Collect and analyze data on visitor profiles and behaviors to understand

how they travel, what destination they come from and where they go in

process (workshops, local concept stores, pop-up stores, etc.)



education and workshops for small and medium-sized enterprises to overcome the lack of IT and technical skills Develop effective communication to stimulate citizens and visitors to

Invest on training

& education

Share and disseminate sustainable good practices related to tourism planning and management to facilitate transferability and replication at

take responsibility in the preservation of destinations' natural and cultural



Italy - Croatia

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experiences, to develop and implement pilot

action products and services, to support

investments, to test the feasibility of new policies. www.italy-croatia.eu/ www.italy-croatia.eu/web/slides www.facebook.com/ProgettoSlides



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