

S.LI.DES

Smart strategies for sustainable tourism in Lively cultural DESTinations

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Priority Axis: Environment and cultural heritage
Specific objective: 3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D.2.2.1 – PUBLICATIONS ON RELEVANT EU PAPER MAGAZINES

Work Package:	2 – Communication activities
Activity:	4 – Public events
Responsible Partner:	Sipro Development Agency
Partners involved:	<p>LP – University of Cà Foscari (IT)</p> <p>PP1 - CISET (IT)</p> <p>PP2 - Ecipa (IT)</p> <p>PP3 - SIPRO Ferrara (IT)</p> <p>PP4 - City of Bari (IT)</p> <p>PP5 - City of Venice (IT)</p> <p>PP6 –CAST-University of Bologna (IT)</p> <p>PP7 – Institut za Turizam</p> <p>PP8- Craft College- Institution for adult education Subsidiary Rijeka</p> <p>PP9- Development Agency of the City of Dubrovnik-Dura</p> <p>PP10-Sibenik Tourist board</p>

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project review

Interreg project Italy – Croatia S.LI.DES.



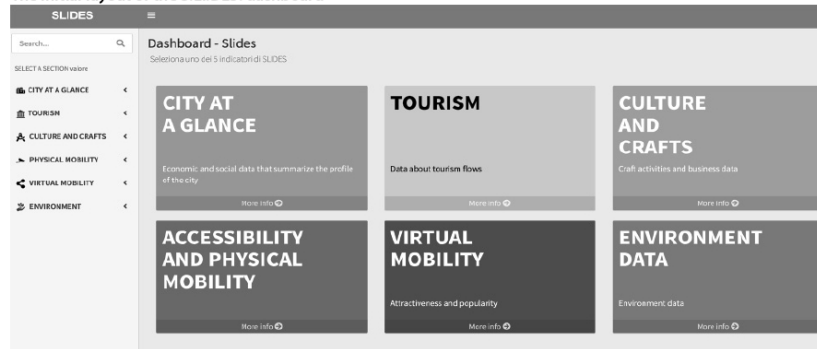
“Heritage as a leverage for sustainable tourism”: this is the slogan of the European project Smart strategies for sustainable tourism in Lively cultural DESTinations (S.LI.DES.), funded by the INTERREG Italy-Croatia Programme and started in January 2019 involving 11 partners: University of Ca’ Foscari, lead partner, CISET, Ecipa, SIPRO Ferrara, City of Bari, City of Venice, CAST-University of Bologna, Institute for Tourism, Craft College - Institution for adult education Subsidiary Rijeka, Development Agency of the City of Dubrovnik - Dura and Sibenik Tourist board.

The project aims at fostering cross border cooperation among cultural destinations in the program area and the joint planning of smart strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destinations.

The project will provide local authorities – but potentially also other stakeholders - with an innovative dynamic knowledge system that will enhance their decision-making process regarding the management of most popular sites. Especially by exploiting the tourism potential of “minor” cultural assets, as a leverage to revitalize the urban and social environment and diversify the local economy. So, through the set of innovative tools and methods, S.LI.DES will develop a Smart Destination Ecosystem to dynamically analyze different aspects of the project cultural destinations’ heritage, monitor visitors’ mobility patterns and identify the potential of valuable skills and “know-how” to enhance visitors’ experience. All data will concur to assess the competitive and sustainable performance of the destinations, to support the development of actions aimed at diversifying tourism offer through targeted investments in cultural heritage and to design a cross border smart strategy transferable at EU level.

The first phase of the project was largely dedicated to a data hub creation. For this purpose, a set of indicators has been defined using the relevant scientific literature. The set of identified indicators consists of five groups: smart economy, smart environment, smart accessibility and mobility, smart society, smart living. After identifying the indicators, partner cities (Venice, Bari, Ferrara, Sibenik, Dubrovnik) started with a data collection process that proved to be extremely demanding for several reasons. One of the major challenges was the difficulty of obtaining the requested data at local level (sometimes not available at all), followed by the inappropriate format and insufficient time series. Heterogeneity of data and differences in the way of measuring the same indicators between five cities (for example green areas) was also noticed. Ultimately, the partner cities manage to collect a satisfactory amount of data that were enriched with the data retrieved from Google Trend and TripAdvisor. The next step in data hub creation is to add a real-time data on tourist flows, which is why procurement and installation of appropriate equipment (sensors and cameras) are underway in five partner cities. All data collected will be processed and a city specific KPIs will be created and displayed on a dashboard whose initial layout is shown in Figure 1.

Figure 1
The initial layout of the S.LI.DES dashboard



Also, the dashboard will be enriched with the data on existing handicrafts and CCI businesses in each partner city. Considerable amount of information about the consistency of tangible and intangible cultural heritage, handicrafts and related CCIs will be collected to understand their tourism potential. A heritage database will contain basic information such as the company name, address, primary activity, website, product category, turnover of the last available year etc. In addition to the basic information, database will provide dynamic map and the ranking/clustering of the businesses. Additional information will be collected through an online survey among the selected businesses. One of the aims of the survey is to collect information valuable for analyzing the impact of Covid-19 emergency and its recovery. Covid-related questions were added subsequently, as the pandemic seriously affected the tourism sector. Given that a pandemic of this magnitude cannot be ignored; adapting and rescheduling of the activities of the SLIDES project will continue together with modifications, which will consist the emerging needs of enterprises and public bodies.

Certainly, there is a need, for the near future and longer, to help associations and entrepreneurs to manage the difficult times and take the necessary actions for recovery and revitalization of businesses connected with tourism economy. SLIDES can support destinations to manage tourism in a sustainable way, by considering how the following elements have been affected: patterns of mobility in relation to current health concerns, city users behaviors, ways to experience the destination, business requirements. Visitors' mobility models can help to know better how local and non-local city users share public spaces, obtaining access to services and attractions (see Figure 2), supporting governance policies and innovation within tourism destinations. Mapping cultural heritage can help businesses to innovate and improve the offer of visitors' experiences (also becoming more sustainable).

S.LI.DES. project combines 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 valorize cultural heritage, preserve local identity, promote territorial development and make their destinations more lively and livable for visitors and the local community. The main project outputs (Smart Destination Ecosystem methodology, Destination dashboard and S.LI.DES strategy) will benefit decision-makers and public authorities, local craftsmen, cultural associations and SMEs, tourism industries visitors and citizens.

Figure 2
Real-time heat map of the crowd effect



Due to many different activities and complexity of the project, it is important to continuously monitor progress, exchange ideas and opinions. For these reasons, project meetings are held regularly. The last in person meeting was held in Zagreb (see Figure 3), while the third project meeting was held online due to the Covid-19 emergency.

The project will end in June 2021.

Figure 3
The second Project Meeting held in Zagreb



M. Ambrušec

PUBLICATION ON “TRAVEL DAILY NEWS” WEBSITE (MARCH 2022)

28/03/22, 10:16

S.LI.DES. project aims at fostering cross border cooperation among cultural destinations | TravelDailyNews International

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Sustainable tourism

S.LI.DES. project aims at fostering cross border cooperation among cultural destinations

Vicky Karantzavelou (/profile/u/vicky.karantzavelou) / 14 Mar 2022 08:24 1347

The project involved eleven partners: five tourism cities (the Cities of Venice and Bari and SIPRO Ferrara in Italy, DURA in Dubrovnik and the Tourist Board in Sibenik) and six technical partners: Ca' Foscari University Venice–Dept of Management as Lead Partner; three international tourism and mobility research centres (CISSET and CAST in Italy and Turizam in Croatia) and two training bodies with an expertise in craftsmanship and handicrafts (Ecipa in Italy and the Craft college of Rijeka in Croatia).

S.LI.DES. project (Smart strategies for sustainable tourism in Lively cultural DESTinations), an Interreg Italy-Croatia project which aims at fostering cross border cooperation among cultural destinations in the Programme area and the joint planning of smart strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destinations.

“Data analytics as a tool to promote cultural heritage in tourism cities and support sustainable development”. This was the main goal of the EU project S.LI.DES. (Smart strategies for sustainable tourism in Lively cultural DESTinations), funded by the the INTERREG Italy-Croatia Programme.

The project involved eleven partners: five tourism cities (the Cities of Venice and Bari and SIPRO Ferrara in Italy, DURA in Dubrovnik and the Tourist Board in Sibenik) and six technical partners: Ca' Foscari University Venice–Dept of Management as Lead Partner; three international tourism and mobility research centres (CISSET and CAST in Italy and Turizam in Croatia) and two training bodies with an expertise in craftsmanship and handicrafts (Ecipa in Italy and the Craft college of Rijeka in Croatia).

S.LI.DES. was aimed at fostering cross border cooperation among tourist destinations and the joint planning of smart strategies to create more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those excellences shaping the identity of the destinations.

<https://www.traveldailynews.com/post/slides-project-aims-at-fostering-cross-border-cooperation-among-cultural-destinations>

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The project provided local authorities with an innovative and dynamic knowledge system that enhanced their decision-making process regarding the management of most popular sites, especially by exploiting the tourism potential of “minor” cultural assets, so as to revitalize the urban and social environment and diversify the local economy. Data analysis was the key to deepening the understanding of the five destinations and to adopt the right strategies for sustainable tourism. Core of the system is a multi-dimensional Destination Datahub, which stores and manages a huge set of data on each partner city retrieved from different internal and external sources, from the analysis of mobility patterns and the live monitoring of mobility flows and the mapping of craft activities.

The data are processed, analyzed and transformed into systematic information, easily accessible through a user-friendly Web panel, the S.LI.DES Dashboard, which displays tourism trends and city performances using tabular and visual reports, and real-time pedestrian mobility as well as the distributions of artisans and of CCI through a set of dynamic maps. Local stakeholders can use the dashboard as a powerful tool to manage tourist mobility flows and their impacts, but also to enhance the destination attractiveness and the visitors’ experience.

The partner cities (Venice, Ferrara, Bari, Sibenik and Dubrovnik) tested the dashboard as a planning tool to design and manage pilot actions and improve the added value of their destination’s assets. Pilot actions were realized among Summer and Winter 2022.

During July and August 2021, Sibenik organized a weekly Heritage day 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.

Ferrara developed several initiatives to enhance the excellence of the urban area and its province. About thirty operators were involved in the organization of two educational tours for journalists, bloggers, local authorities and tourism operators / associations. Four “Lessons of the Territory” dedicated to tour operators were also developed, aimed at helping them to know the territory and to promote it better among tourists. The data provided by the dashboard on tourist flows and mobility helped to create a marketing campaign to attract new visitors through the testing of a new temporary Showroom located in the city centre of Ferrara.

An arts and crafts fair was the pilot action developed by Dubrovnik to reduce crowding in the historic center and enhance the local cultural heritage and traditions. The Fair was organized in the complex of Lazareti, outside the city walls, an area often insufficiently valorised and visited. Aside the exhibition of traditional products and handicrafts, four thematic workshops were organized and traditional folk dances as well as acapella singing are staged during the event.

The city of Bari organized “Turisti per Bari”, four evenings of events dedicated to the discovery and valorization of the historical center of Bari and the Murat district through a series of activities, events and exhibitions linked to the history of the territory. The pilot action involved about sixty selected exhibitors which organized demonstrations, practical workshops and tastings of their products. The mobility of visitors was facilitated by the presence of qualified tourist guides and cultural animators.

Finally, “The Routes of Venetian craftsmanship and creativity”, 10 thematic itineraries to enhance the history and uniqueness of Venetian excellence, was the pilot action developed by the Municipality of Venice. The itineraries are intended to stimulate the visit to lesser-known places in the city and, at the same time, to guide visitors to discover the excellences of traditional Venetian craftsmanship, such as artistic glass, lace, fabrics, mosaics, but also modern and creative products, as well as local food and gastronomy.

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The Smart Destination Ecosystem proposed by the S.LI.DES. project helped the city to strengthen its ability to make decisions and to test innovative management and development strategies, to protect and promote local cultural identity in a long-term perspective. The involvement of public decision makers and all stakeholders, in fact, is essential to ensure the success of the project and the duration and sustainability of the results obtained. The elaboration of a final joint strategy by Italian and Croatian partner cities has the scope to create the opportunity for permanent cooperation between the two countries and help to share the experience gained with other European tourist destinations, which face the same problems.