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.4.2.3 Pilot action report - Dubrovnik

Work Package:	4 – Pilot actions
Activity:	1 – Destination dashboard prototype
Responsible Partner:	PP9 - Dubrovnik Development Agency DURA
Partners involved:	LP – Ca' Foscari University of Venice (IT) PP1 – CISET (IT) PP2 – Ecipa (IT) PP3 – SIPRO Ferrara (IT) PP4 – City of Bari (IT) PP5 – City of Venice (IT) PP6 – CAST-University of Bologna (IT) PP7 – Institute for Tourism PP8 – Craft College- Institution for adult education Subsidiary Rijeka PP9 – Development Agency of the City of Dubrovnik-Dura PP10 –Šibenik Tourist board

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Introduction

This document contains the four annexes filled in by PP9 DURA, that collected information on the pilot action implemented in Dubrovnik, starting from conducting some general information on the planed pilot action, an in-depth description form, pilot action monitoring form information and the final assessment of the pilot action implemented.

Pilot action in Dubrovnik

The City of Dubrovnik Development Agency DURA (PP9) organised a trade fair in Dubrovnik on September 25th and 26th, with the participation of traditional craftsmen and associations whose main activity is based on traditional crafts. It was divided into two parts: 1st part included the sale and exhibition of traditional crafts and products, and 2nd card included free workshops for visitors based on traditional crafts and the production process. In addition, a performance of folk dance and traditional klapa singing was performed. During the event, pedestrians move from the Old Town of Dubrovnik to the venue of the fair - Dubrovnik Lazareti, a medieval quarantine of high cultural and monumental value of the city. By redirecting pedestrians towards the Traditional Arts & Crafts Fair in the Lazareti complex, the promotion of traditional crafts as a "living heritage" of the city of Dubrovnik was achieved.

Annex 1 – Pilot action form

The following form contains some general information on the Dubrovnik pilot action such as the draft of the PA general title, short description, main objectives, benefits from the information displayed in the Destination Dashboard, the contribution it has to the effectiveness of Smart Destination Ecosystem and the tangible and intangible heritage to be promoted with the pilot action.

Annex 2 - Pilot action in-depth description form

The following form contains more detailed information on the Dubrovnik pilot action, such as the list of target groups to be reached and the stakeholders to be involved in the pilot action. Also, it contains the information on the interventions on which the pilot action is based (digital and analogue). The foreseen steps of implementation shall be listed by PP, as well as the specific objectives based on the main PA objective and their impact on tourist mobility, promotion of cultural heritage and craft activities. Also, there is a request for explanation about the degree of innovation, as well as the explanation of contribution the PA has to the effectiveness of Smart Destination Ecosystem. The last question includes the list of the cultural and natural (tangible/intangible) heritage to be promoted.

Annex 3 – Pilot action monitoring form

The third form to be filled in by PP9 Dubrovnik concerns the implementation of the pilot action. During the implementation, PP9 Dubrovnik performed a monitoring activity in order to produce an assessment of the first results and lead to corrective actions (in case of need). Monitoring applied to most of the points previously provided in the Annex 2 form, and that is the assessment of target groups reached and the description of possible measured taken by PP to improve the reach of target groups, the assessment of stakeholders' involvement in the pilot action implementation and the description of possible measures taken by PP to improve stakeholders' involvement, the assessment of the development of analogue and digital interventions and a description of the possible measures taken by PP to improve the implementation of analogue and digital interventions in the pilot action, the assessment of compliance with the time frame for the foreseen steps of the pilot action implementation and possible measures for redefining the time frame, the assessment of specific objectives achievement and the possible measures taken for redefining the specific objectives and also monitoring the promotion of cultural and natural heritage through the PA implementation and the inclusion of new possible heritage elements in the promotion process.

Annex 4 - Pilot action final assessment form

The last form concerns the final results of the DURA's pilot action in Dubrovnik. After the implementation, PP9 performed a check of the activity realized in order to produce a final assessment of the results achieved. The final results of the pilot action were reported in the Annex 4 form, which similarly to Annex 3, supports cities in assessing the correct implementation of the pilot action, the results obtained and the effectiveness in using the Dashboards, according to what is defined in Annex 2 during the planning phase. Annex 4 form provides an overview of the implementation of the pilot action and that includes the activities implemented during the PA implementation process, the actual contribution the PA had to the heritage promotion, possible problems, deviations and delays defined previously, the reasons and the solutions, then the description of the PA main achievements, the description of the stakeholders' involvement in the PA implementation process, the description of the target groups reached, and the final part - the evaluation of the Dashboard testing process, of its usefulness and effectiveness and the conclusions on possible ways to improve the dashboard in order to support tourism policies in future.

Attachments

This document contains all the 4 Annexes attached

1	Project partner number/name	**PP9 / Dubrovnik development agency DURA**
2	Partner's city	**Dubrovnik**
3	Pilot Action – general title (draft)	Redirecting visitors towards the trade fair of local artisans and producers to the Lazareti Complex via wireless access points.
4	Short description of Pilot Action	With the help of existing and newly installed access points within the city walls, an increase in the number of visitors will be registered at the focal points in the old city centre and will be routed to the location Lazareti Complex by the wireless internet system where the local craftsmen and producers fair will be held.
5	Main objectives of Pilot Action	There are two main objectives of this pilot action: management of crowds in the city centre and promoting the cultural heritage and tradition.
6	How the Pilot Action can benefit from the information displayed in the Destination Dashboard	Destination Dashboard should display all the data relevant for planning and implementing the Pilot action in Dubrovnik. E.g., the number of tourists that enter the City Centre and the route they take by the medieval streets, would be a great indicator of the perfect timing and location for the Pilot action organisation.

7	Pilot Action contribution to the effectiveness of Smart Destination Ecosystem	Within the effectiveness of Smart Destination Ecosystem, this pilot action contributes to the distribution of visitors in time and space, reduces pressure on popular city attractions, supports the local economy and contributes to the promotion of Dubrovnik cultural heritage and tradition.
8	Tangible/Intangible Heritage to be promoted through the Pilot Action	Lazareti Complex (the medieval quarantine in Dubrovnik), Dubrovnik Middle Ages history, traditional crafts, local production and products, local gastronomy, folklore ensemble Linđo Dubrovnik, Konavle embroidery.

Annex 2 – PILOT ACTION IN-DEPTH DESCRIPTION FORM

1. Project partner number/name	PP9 - DURA			
2. Partner's city	Dubrovnik			
3. Pilot Action – general title	Redirecting pedestrians towards Traditional Arts & Crafts Fair in the Lazareti Complex Dubrovnik			
4. List of target groups to be reached through the PA. Note: the two inputs		PA Target groups (from AF)	Category/target group description	Indicator target (number of visitors/tourists /businesses/ etc. to be reached)

are mutual for all the partnership; if possible, try to specify them within *Category field*.	1	**Visitors/tourist/ customers**	*(Which groups/segments of visitors/tourists are mainly addressed by PA;* *e.g. domestic/ international tourists, adults, families with children, school groups, etc.* *Note: see the section "Key factors" in the PA methodology document for further explanation.* *Tourists arriving in post seasonal time of year and daily visitors, either domestic or international, local citizens from wider Dubrovnik area (residents from neighbouring municipalities visiting Dubrovnik for a weekend walk and relaxation) including families with small children, etc.*	___
	2	**Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage**	*(Does PA involve mainly some specific kinds of businesses/ organisations or all those related to handcrafts, cultural heritage, CCIs?* *e.g.: only the more historic businesses, the start-ups, businesses related to a specific production, etc.)* *Note: see the section "Key factors" in the PA methodology document for further explanation.* *DURA published the Call for expression of interest to gather local businesses, craftsmen and artisans who are interested in participating in the fair trade.*	*10*

	3	*Primary school children*	*With the aim to present the value of traditional crafts and local production closer to school-age children.*	*20*
	4	*Kindergarten educators*	*Certain workshops (such as making masks and dolls) would be useful and interesting for educators.*	*10*
5. List of stakeholders relevant for your pilot action according to the intervention area		Stakeholders relevant for your PA	Category (public, private, NGOs, etc.)	Describe their role in your PA. Mark if the stakeholder listed is you pilot action's final target.	Indicator target (number of specific stakeholders to be involved)

selected; name their category and describe their role in your pilot action.	1	*City of Dubrovnik (City administration)*	*Public*	*Main actor, organization of pilot actions in cooperation with the City of Dubrovnik, Administrative Department for Tourism, Administrative Department for Mayoral Affairs*	1
	2	*Dubrovnik tourist board*	*Public*	*Support by providing publicity and promotion of the event through its channels*	1
	3	*Dubrovačka baština Ltd.*	*Private, non profit*	*- company that manages some of the most valuable historical buildings in Dubrovnik region, including the Lazareti complex.*	1
	4	*Local craftsmen (businesses)*	*Private*	*- participation in fair trade as part of sales/exhibition part or the part for presentations/interactive workshops intended for visitors - cooperation in creating event programme of the fair trade days*	8
	5	*Associations with the core acitivity based on traditional crafts*	*NGO*	*- participation in fair trade as part of sales/exhibition part or the part for presentations/interactive workshops intended for visitors - cooperation in creating event programme of the fair trade days*	2

	6	*Dubrovnik Museums (Ethnographic Museum)*	*Public*	*- Provides WiFi source and premises for WiFi sensors setting and installation*	1
	7	*Association of tourist guides Dubrovnik*	*NGO*	*- Support for the initiative with customized tours that include fair trade location and the event*	1
	8	*Lokrum Reserve*	*Public*	*- cooperation and assistance in promotion; PA flyers distributed in the premises of Lokrum Reserve*	1
	9	*Society of Friends of Dubrovnik Antiquities*	*NGO*	*- assistance in promotion; PA flyers distributed to in the premises of Society*	1
	10	*Brilliant Events ltd.*	*Private*	*- External expertise for the fair organisation*	1
	11	*External expertise for video production*	*Private*	*- producing video materials intended for PA promotion on both local and programme level*	1

	12	*Local primary schools*	*Public*	*- Bringing school children to the fair to learn about traditional crafts*	7
	13	*Local kindergartens*	*Public*	*- Bringing preschool children, and kindergarten stuff, to the fair to learn about traditional crafts and participate in the creative workshops*	15
	14				
	15				
	…				

6. Kind of interventions on which the PA is based: analogue vs digital interventions.	Please list the main "**analogue**" interventions on which the PA is based.	*e.g., new visit itineraries, a program of events (concerts, dance shows, etc.), an art exhibition, paper information panels, etc.* **Note: see the section "Key factors" in the PA methodology document for further explanation.* *PA in Dubrovnik is developed as a 2-days event in a form of a fair trade organised in two segments: the sales/exhibition part and the part for free presentations/interactive workshops intended for visitors and based on traditional crafts and the production process. Promotional material is printed and distributed (posters, one poster large dimension, flyers, brochures); media campaign is communicated with the City of Dubrovnik; opening ceremony is planed with the City mayor opening speech;*
	Please list the main "**digital**" interventions on which the PA is based.	*e.g., a mobile application to support visitors, online content and information, sensors and cameras, etc.* **Note: see the section "Key factors" if the methodological document for further explanation.* *The city free Wi-Fi network is crucial for this PA as the signals from pedestrians' mobile devices searching for Wi-Fi signal, will serve us as an overview of the pedestrian mobility. The home page of the city free internet will serve as a promotional tool to inform all the Wi-Fi users about the ongoing event showing the even programme and the directions to visit it. The data on mobility should be*

		stored in the database and visible on the Dashboard.

		Video production is arranged; the video makers will provide promotional video of the event. *Media campaign includes publishment of digital banners to local news web pages and will be connected to the same page as the "landing page" of free WiFI.*

<table>
<tr><td rowspan="8">7. List the main steps that are foreseen for the development and implementation of the PA and the expected timeframe.</td><td></td><td style="text-align:center">Foreseen steps</td><td style="text-align:center">Timeframe</td></tr>
<tr><td>1</td><td>*Please, shortly describe the 1st step to be implemented for developing the PA (e.g. steps: consult the dashboard, make contacts with organisations, develop the promotional materials, etc.)*

DURA internal meetings, brainstorming and developing the indicative plan for PA organisation.</td><td>*When the implementation of this step is expected (For example March 2021)*

March 2021.</td></tr>
<tr><td>2</td><td>*Coordination meeting with the main stakeholders aimed at reaching an agreement and obtaining permission from the City to start with the organisation.*</td><td>*April 2021.*</td></tr>
<tr><td>3</td><td>*Contacting businesses directly via email in order to gather participants of the fair trade, an advantage given to the businesses that completed the survey.*</td><td>*April/May 2021*</td></tr>
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<tr><td>6</td><td>*Public procurement published and completed; external expert elected*</td><td>*July 2021*</td></tr>
<tr><td>7</td><td>*Preliminary meetings with the external expert for the fair organisation*</td><td>*July/August 2021.*</td></tr>
</table>

8	*Artisans gathered and the final list of fair participants is defined; 4 thematic workshops are defined*	*August/September 2021.*
9	*2-days even program is finalised and confirmed by all acters*	*September 2021.*
10	*Coordination with the City of Dubrovnik in order to collaborate on the activities aimed at event promotion*	*August/September 2021.*
11	*City Wi-Fi landing page adjusted for purposes of event promotion and at the same time gathering mobility data via Wi-Fi system.*	*September 2021.*
12	*Promotional activities (poster, flyer production and distribution), Facebook event created, media news published on news web pages, local press, local radio*	*September 2021.*
	Applications for workshops by participants collected	*September 2021.*
13	*Plan B for the bad weather option – covid pass required for everyone; permits issued by the county civil protection headquarters for holding the fair indoors*	*September 2021.*
14	*Traditional Arts & Crafts Fair - PA implementation by the plan and defined program; video production realised*	*September 25th/26th , 2021.*
15	*Evaluation (questionnaire for artisans and workshop participants)*	*September/October 2021.*

	…					
8. List of PA specific objectives: starting from the		Specific objective	Does it have an impact on tourist mobility? Describe.	Does it have an impact on promotion, enhancement, innovation etc. of craft activities? Describe.	Describe its impact on the promotion of tangible and intangible heritage.	Indicator target

main general objective of the pilot action, please identify more specific and measurable objectives that you are able to monitor during and at the end of the pilot action implementation. *(e.g., If the main objective is to manage tourist crowds in the city centre, the specific objective could be the decrease of the tourist*	1	*Management of crowds.*	*Yes, it's all about the tourist mobility because we are moving the crowd towards the less visited parts of town. Managing the crowds equals management of mobility. Management of crowds in terms of decreasing the pedestrians' concentration rate in the main Old City street and around the most valuable monuments such as the Dubrovnik Cathedral, Onofrio's Fountain, etc.*	*Yes, it contributes to the promotion crafts activities through sales and presentation activities on a fair trade and workshops for visitors.*	*it contributes to the promotion of not only tangible heritage such as City Walls and the Lazareti Complex, but the intangible as well, such as Dubrovnik History and crafts/artisans' activities.*	*1*
	2	*Promoting the tangible/intangible cultural heritage – Lazareti Dubrovnik.*	*It is closely connected to tourist mobility as the PA intends to move the pedestrians to the location of fair trade. Within that mobility, the promotion is achieved.*	*Yes, the promotion of cultural heritage and tradition is closely related to the promotion of craft activities. The fair trade is organised in the location of Lazareti Complex.*	*Yes. Promoting the insufficiently valorised tangible cultural heritage – The Lazareti Complex and its intangible aspect as historical facts and stories.*	*1*
	3	*Promotion of intangible heritage – traditional crafts*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to see and learn more about traditional crafts through crafts exhibition and workhops*	*Yes. Traditional crafts will be presented and promoted at fair trade. Also, a number of workshops will be organised for the fair visitors based on traditional crafts and craft activities.*	*The intangible heritage promoted with PA relates to traditional crafts and craft activities, stories and history related to the fair trade location, the art of traditional folklore Linđo, etc.*	*1*

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concentration rate in a specific area of the city in a given moment of the day.)	4	*Support to local artisans/local economy*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to see and buy products from local artisans*	*Yes. The artisans gathered to participate at the fair are doing traditional work and creating traditional products.*	*Their work and their products are both tangible and intangible heritage in one. Their presenting and selling their products does a major impact on overall heritage promotion.*	*1*
	5	*Promotion of intangible heritage – Konavle embroidery*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to*	*Yes, it is strongly related to it.*	*Konavle embroidery IS both tangible and intangible heritage. Both presentation and the*	*1*

			experience this heritage as part of the fair or to participate in the embroidery production workshop.		*workshops realise a strong promotion of it.*	
	6	*Promotion of intangible heritage – linđo/folklore*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to experience this heritage as the entertainment part of the event.*	*Not directly; but folklore in this case serves to attract more public to the fair event, emphasizing at the same time promotion of crafts and artisans gathered at the fair.*	*Folklore is both tangible and intangible local heritage; its presentation in front of public as part of the event provides high level of promotion.*	*1*
	7	*Promotion of intangible heritage – klapa singing*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to experience this heritage as the entertainment part of the event.*	*Not directly; but klapa singing in this case serves to attract more public to the fair event, emphasizing at the same time promotion of crafts and artisans gathered at the fair.*	*Traditional klapa singing is an intangible heritage; its presentation in front of public as part of the event provides high level of promotion.*	*1*

	8	*Promotion of tangible/ intangible heritage – traditional carnival mask production*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to experience this heritage as part of the fair or to participate in the mask production workshop.*	*Yes, it is strongly related to it.*	*Mask production as a handicraft has long tradition in Dubrovnik and is both tangible and intangible heritage. Both presentation and the workshops realise a strong promotion of it.*	*1*
	9	*Promotion of tangible/ intangible heritage – traditional doll production*	*Not directly; but in some way pedestrian mobility WILL BE changed/redirected in order to experience this heritage as part of the fair or to participate in the dolls production workshop.*	*Yes, it is strongly related to it.*	*Doll production as a handicraft has long tradition in Dubrovnik and is both tangible and intangible heritage. Both presentation and the workshops realise a strong promotion of it.*	*1*
9. The degree of innovation of your PA: Were there any similar cases (actions) in your city? Note: if your PA repeats similar intervention that has already been implemented in your city, please	Please, mark the alternatives from ***a*** to ***c*** that best suit with your PA or add another one (***d***) if necessary.					
	a) The PA takes its cue from one or more initiatives/projects developed by other national or international cities	☐	*Please, list the projects and if and how the PA differs from these cases* *Add…*			
	b) The PA takes its cue from / capitalize on the results of one or more initiatives/projects developed by the city in the past	☐	*Please, list the past projects and how the PA differs from these past initiatives* *Add…*			

explain what are the innovative elements introduced and how the PA adapts to project expectations?	c) The PA is completely new for the city (no such initiative/ project has ever been developed in the city)	☐	--
	d) Other.	■	*The pilot action **does not capitalize** on the results of previous projects or initiatives in the City of Dubrovnik, but the form of the pilot action, which is the organization of the fair on the plateau of the Lazareti complex, has been done many times before as part of the traditional Festivity of St. Blaise.*

10. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (how to use indices in the dashboard for PA development; e.g. data from sensors/ cameras)	Please, for the sections of the Destination Dashboard, list the main indicators that you plan to consult the most as they are the more inherent with the implementation of the PA and add the reasons why this particular data is important for your PA.		
	Sections of the dashboard	Indicators	Reasons
	CITY AT A GLANCE		
	TOURISM	*e.g. tourist arrivals* *Number of arrivals and overnight stays in September in previous years, nationality of tourists, etc.*	*e.g. to get the information on the number of arrivals on the date and potential city crowds* *Dubrovnik PA will be organised in September. This data will serve to improve event planning and organisation.*

Note: the goal is to use the Dashboard in purpose to develop the PA; it is not necessary to consult every category in the Dashboard, but more than one category is acceptable.	CULTURE & CRAFTS		
	ENVIRONMENT		
	ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)	*Pedestrian mobility is crucial for DURA to meet the PA objective – crowd management; data gathered through Wi-Fi system.*	*1. Consulting the heat map based on Wi-Fi sensors activity to show the flow of the pedestrians and potential crowd* *2. Consulting the Flow map as an overview of the mobility model of pedestrians.*

	CITY POPULARITY AND ATTRACTIVENESS		

11. Provide a list of the cultural and natural (tangible/ intangible) heritage to be promoted and how each intervention of the PA will contribute to its promotion. Please specify which tangible and intangible heritageis declared in the AF and which one is not declared in the AF but is important for the city.		Cultural and natural (tangible and intangible) heritage to be promoted	Declared within AF (yes/no)? If not, why is it important for the city?	How will your PA contribute to the specific heritage promotion?	Indicator target
	1	Konavle Embroidery	Yes	This heritage will be exhibited at the fair trade with the possibility of sale. Also the 2nd part of the event will include workshops of crafts including the embroidery craft that will be presented to visitors.	1
	2	Linđo Folklore	Yes	This heritage will be promoted during the entertainment part of the event. Linđo folklore is very attractive to foreign tourists, very well accepted in every local event and especially fun when performers involve members of the audience.	1
	3	Klapa singing	No	This heritage will be promoted during the entertainment part of the event. A Capella (klapa) singing is very attractive to foreign tourists, very well accepted in every local event and will attract more public to come visit the fair.	1
	4	Jewellery (handicraft)	No	This heritage will be exhibited at the fair trade with the possibility of sale. Also the 2nd part of the event will include workshops of crafts including the jewellery production that will be presented to participants.	1

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	5	*Traditional doll production (handicraft)*	*No*	*This heritage will be exhibited at the fair trade with the possibility of sale. Also the 2nd part of the event will include workshops of crafts including the doll production that will be presented to participants.*	*2*

	6	*Traditional carnival mask production*	*No*	*This heritage will be exhibited at the fair trade with the possibility of sale. Also the 2nd part of the event will include workshops of crafts including the carnival doll production that will be presented to participants and the exhibition of their work.*	*1*
	7	*Traditional crafts*	*No.*	*Crafts presented on the sales/exhibition part of the fair trade and through workshops organised in the 2nd part of event.*	*10*
	8	*The Lazareti Dubrovnik as tangible heritage*	*No.*	*PA is located in the area of the Lazareti complex.*	*1*

		9	*The Lazareti Dubrovnik as intangible heritage (historical value)*	*No.*	*PA location; medieval history and symbolism of location.*	1

Annex 3 – PILOT ACTION MONITORING FORM

1. Project partner number/name				
2. Partner's city				
3. Pilot Action – general title				
4. List of target groups to be reached through PA. Note: the two inputs are mutual for all the partnership.		PA Target groups	**Assessment**: have the target groups been reached as planned? (**YES** / **NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the measures that you will implement in order to improve the target groups' reach.
	1	*Visitors/Tourists*	*Yes*	

	2	*Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage*	*Yes*

5. List of stakeholders relevant for your pilot action according to the intervention area selected. Please consider the stakeholders' list from your **Annex 2**; name the category they are in and describe their role in your pilot action.		Stakeholders relevant for your PA (Please write name and category for each stakeholder from Annex 2.)	**Assessment**: have the stakeholders been involved as planned? (**YES** / **NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the measures that you will implement in order to improve the stakeholders' involvement.
	1	*City of Dubrovnik (City administration)*	*Yes*	
	2	*Dubrovnik tourist board*	*Yes*	
	3	*Dubrovačka baština Ltd.*	*Yes*	
	4	*Association Linđo Dubrovnik*	*Yes*	

Please describe if there are measures that need to be implemented to improve the stakeholders' involvement.	5	Local craftsmen (businesses)	Yes	
	6	Associations with the core activity based on traditional crafts	Yes	
	7	Conservation Department in Dubrovnik under the Ministry of Culture and Media	Yes	
	8	Dubrovnik Museums (Ethnographic Museum)	Yes	
	9	Museum of Natural History Dubrovnik	Yes	
	10	Tourist Guides of Dubrovnik	Yes	
	11	Brilliant Events ltd.	Yes	
	12	Croatian Telecom Inc	Yes	
	13	External expertise for video production: Flare obrt	Yes	
	14	Local primary schools and local kindergartens	No	Improvements in the communication process with local primary schools and local kindergartens, improvement of the global pandemic situation, better time planning and organisation of the future initiatives.
	…	…		

6. Kind of interventions on which the PA is		List the main "**analogue**"	**Assessment**: have the main analogue	**Note**: answer to this question only if you answered **NO** to the previous one.

based: **analogue** vs **digital** interventions.		interventions on which the PA is based (from **Annex 2**).	interventions been developed as planned? (**YES / NO**)	**Measures**: Please describe the measures that you will implement in order to improve the analogue interventions implementation.
	1	*Exhibition and presentation (sales included)*	*yes*	
	2	*Interactive workshops*	*yes*	
	3	*Promo material production and distribution*	*yes*	
	4	*Opening ceremony held by plan*	*yes*	
	…			
		List the main "**digital**" interventions on which the PA is based (from **Annex 2**).	**Assessment**: Have the main digital interventions been developed as planned? (**YES / NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the measures that you will take in order to improve the analogue interventions implementation.
		Setting up a	*yes*	

	1	*promotional landing page within City WiFi system*		
	2	*Registering mobility through WiFi sensors system*	*yes*	
	3	*Digital banners published on news websites*	*yes*	

	4	*Promotional video produced*	*yes*		
7. List the main steps that are foreseen for the development and implementation of the PA and the			Foreseen steps (from **Annex 2**):	Timeframe (From **Annex 2**)	**Assessment**: Has the timeframe been respected? (**YES** / **NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the measures that you will take in order to redefine the timeframe.

expected timeframe.	1	*DURA internal meetings, brainstorming and developing the indicative plan for PA organisation.*	*March 2021.*	*Yes*	
	2	*Coordination meeting with the main stakeholders aimed at reaching an agreement and obtaining permission from the City to start with the organisation.*	*April 2021.*	*Yes*	
	3	*Contacting businesses directly via email in order to gather participants of the fair trade, an advantage given to the businesses that completed the survey.*	*April/May 2021*	*Yes*	
	4	*Preparation and publishing of the public "Call for expression of interest" to gather local businesses, craftsmen and artisans who are interested in participating in the fair trade.*	*June 2021.*	*Yes*	
	5	*Preparation for the public procurement – external expertise for PA organisation*	*May/June 2021.*	*Yes*	
	6	*Public procurement published and completed; external expert elected*	*July 2021*	*Yes*	
	7	*Preliminary meetings with the external expert for the fair organisation*	*July/August 2021.*	*Yes*	
	8	*Artisans gathered and the final list of fair participants is defined; 4 thematic workshops are defined*	*August/September 2021.*	*Yes*	
	9	*2-days even program is finalised and confirmed by all acters*	*September 2021.*	*Yes*	

	10	Coordination with the City of Dubrovnik in order to collaborate on the activities aimed at event promotion	August/September 2021.	Yes	
	11	City Wi-Fi landing page adjusted for purposes of event promotion and at the same time gathering mobility data via Wi-Fi system.	September 2021.	Yes	
	12	Promotional activities (poster, flyer production and distribution), Facebook event created, media news published on news web pages, local press, local radio	September 2021.	Yes	
	13	Applications for workshops by participants collected	September 2021.	Yes	
	14	Plan B for the bad weather option – covid pass required for everyone; permits issued by the county civil protection headquarters for holding the fair indoors	September 2021.	Yes	
	15	Traditional Arts & Crafts Fair - PA implementation by the plan and defined program; video production realised	September 25th/26th , 2021.	Yes	
	16	Evaluation (questionnaire for artisans and workshop participants)	September/October 2021.	Yes	

8. List of PA specific objectives: Please Consider the list of PA specific objectives from Annex 2.		Pilot action specific objectives (from **Annex 2**)	**Assessment**: Have the specific objectives been respected? (**YES / NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the measures that you will take in order to redefine the specific objective.
	1	*Management of crowds.*	*Yes*	
	2	*Promoting the tangible/intangible cultural heritage – Lazareti Dubrovnik.*	*Yes*	
	3	*Promotion of intangible heritage – traditional crafts*	*Yes*	
	4	*Support to local artisans/local economy*	*Yes*	

	5	*Promotion of intangible heritage – Konavle embroidery*	*Yes*	
	6	*Promotion of intangible heritage – linđo/folklore*	*Yes*	

	7	*Promotion of intangible heritage – klapa singing*	*Yes*	
	8	*Promotion of tangible/ intangible heritage – traditional carnival mask production*	*Yes*	
	9	*Promotion of tangible/ intangible heritage – traditional doll production*	*Yes*	
	10	*…*		

9. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (how to use indices in the dashboard for PA development; e.g. data from sensors/ cameras)	Considering **Annex 2**, please list the indicators that you have planned to consult the most as they were more inherent with the PA implementation. Please note if the particular indicator was foreseen in the Annex 2 or it was included during the implementation process. Explain the reason why the particular data was important for your PA.			
	Sections of the dashboard	Indicators consulted	Was the particular indicator foreseen in Annex 2 or is it a new indicator that you included during the implementation process? Answer with: **FORESEEN / NEW**	Reasons (Why the particular data was important for your PA?)
	➢ CITY AT A GLANCE			

Note: the goal is to use the Dashboard in purpose to develop the PA; it is not necessary to consult every	➢ TOURISM	*Number of arrivals and overnight stays in September in previous non-covid years (2017., 2018., 2019.)*	Foreseen	*To get the information on the number of arrivals on the date and potential city crowds. This data is of great importance for us as Dubrovnik in the non-covid years has large number of visitors during summer season. September is the perfect month to implement actions of this kind since there is still a great number of visitors in town and yet the city is not congested in the level*

category in the Dashboard, but more than one category is acceptable.				*that would interrupt the organisation and then it wouldn't be able to measure the mobility due to general and comprehensive crowds (e.g. in July).*
	➢ CULTURE & CRAFTS			
	➢ ENVIRONMENT			
		Monitoring mobility data collected via specific WiFi sensors.	Foreseen	*As we were planning to attract visitors to visit the fair happening in the Lazareti Dubrovnik, it is important to measure the number of pedestrians (their mobile phones) moving towards the*

	➢ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)			*Lazareti Complex. It is important to have in mind all the events and people gathering in the same location at different time (outside of PA agenda), e.g. on working days (Monday-Friday) the average number of pedestrians in Lazareti area is larger than on weekends; one day before PA (24th September) there were 2 events in Lazareti complex for specific target groups. Having in mind all the facts and assessments about the area, events and daily pedestrian mobility, the conclusion is that the PA managed to attract pedestrians to the Lazareti area by promoting intangible cultural heritage.*
	➢ CITY POPULARITY AND ATTRACTIVENESS			
10. Provide the list of the cultural and natural (tangible/ intangible) heritage to be promoted (see **Annex 2**). Please note if the heritage list has been respected and		List of cultural and natural (tangible and intangible) heritage to be promoted.	**Assessment**: Has the list of cultural and natural heritage been respected? (**YES** / **NO**)	**Note**: answer to this question only if you answered **NO** to the previous one. **Measures**: Please describe the cultural and natural heritage added and/or deleted during the PA implementation.
	1	*Konavle Embroidery*	Yes	

describe which heritage you had to delete or add during the pilot action implementation.	2	*Linđo Folklore*	*Yes*	
	3	*Klapa singing*	*Yes*	
	4	*Jewellery (handicraft)*	*Yes*	
	5	*Traditional doll production (handicraft)*	*Yes*	
	6	*Traditional carnival mask production*	*Yes*	
	7	*Traditional crafts*	*Yes*	
	8	*The Lazareti Dubrovnik as tangible heritage*	*Yes*	
	9	*The Lazareti Dubrovnik as intangible heritage (historical value)*	*Yes*	
	…			

Annex 4 – Pilot action final assessment form

1. Project partner number/name: PP9 DURA

2. Partner's city: Dubrovnik

3. Pilot Action – general title: Redirecting pedestrians towards Traditional Arts & Crafts Fair
in the Lazareti Complex Dubrovnik

4. What did the pilot action consist of and what activities were actually implemented? How did the pilot action actually contribute to the promotion of the targeted tangible and intangible heritage? Were there any problems, deviations, delays from the actions defined in the planning phase (see Annex 1 and 2)? If so, could you explain the reasons and the solutions found?

PA in Dubrovnik is designed as a 2-days event in a form of a trade fair organised in two segments: the part including sales/exhibition and the part for free interactive workshops intended for visitors and based on traditional crafts and the production process. Promotional material is printed and distributed (posters, one poster large dimension, flyers, brochures). The opening ceremony included the speech of the Deputy Mayor of the City of Dubrovnik and an entertainment program, also thematically planed and promoting the heritage of Dubrovnik, was staged during the event. Each exhibitor (traditional crafts and associations) presented their traditional work, art and handicraft. The workshops were as well based on handicrafts, mostly traditional as the Konavle Embroidery workshop where participants learned some of the basis of making the original embroidery of the Dubrovnik area. The entertaining part of program included traditional folklore dancing and traditional a-Capella singing, both performed by local performers. The whole event taking place in this medieval quarantine gives a whole new dimension to heritage promotion, because the Lazareti Dubrovnik are not only the tangible heritage od Dubrovnik, but with its historical importance, it most certainly is a great intangible cultural heritage of Dubrovnik.

5. What were the main results achieved through the pilot action? Were all the specific objectives defined in Annex 2 successfully achieved? Please, provide evidence of the main achievements and explain the reasons for any possible deviations from the expected results.

The increasing number of people visiting the Lazareti complex in Dubrovnik represent the contribution to the promotion of cultural heritage – tangible and intangible. Among heritage promoted through this pilot action there is the complex (material) of Lazareti Dubrovnik, but as well the historical stories and its importance from the medieval times. Also, the traditional Konavle embroidery was promoted through various elements:

product at the fair presentation, free workshop, folklore dancing uniforms, a-Capella band uniforms. Traditional folklore dancing was staged during both days of the event, and traditional a-Capella band had concert first day in the afternoon. Traditional carnival mask production was well presented at the opening ceremony and as well at the fair exhibition. Free workshop based on mask production was organised on the 2nd day. Also, doll production was incorporated in the program as the part of the fair exhibition as also as the free workshop where participants got to hand-make their own miniature dwarfs and elves. Generally speaking, this event contributed to the local economy promoting the work and product of local artisans to the larger public, but also promoting the traditional crafts as part of local identity.

6. How was each stakeholder category actually involved in the pilot action? Please, provide evidence of the involvement and explain the reasons for any possible deviations from what was planned.

The City of Dubrovnik was one of the main actors and organisers aside DURA. The Deputy Mayor, Mr. Jelka Tepšić held a speech at the opening ceremony. Dubrovnik Tourist Board provided their official channels to promote the fair, and they offered to distribute flyers and brochures in their premises. Dubrovačka baština
d.d. is the company owned by the City od Dubrovnik, that manages some of the most valuable historical buildings in Dubrovnik area, including the Lazareti complex; they provided their premises in the Lazareti for the PA organisation. Local craftsmen and associations based on traditional craft activities were involved in the PA as the exhibitors or workshop providers. Ethnographic Museum as one of stakeholders provided us permission for sensors installation in their premises. Association of tourist guides was contacted in order to bring their daily groups of visitors to the fair. Local primary schools, as well as the kindergarten institutions, were informed by the City of Dubrovnik about the event and especially the workshops. Lokrum Reserve and Friends of Dubrovnik Antiquities Society helped with flyer distribution. Two external experts were involved in the event (event organisation and video production). Evidence: photos.

7. How was the Dashboard tested? Was the Dashboard useful and effective for implementing the pilot action? Why? In the light of your experience and of the results of the pilot action, how could the Dashboard be further improved for being an effective tool for supporting tourism policies?

Mr. Bazzani provided to DURA the data extracted from the Dashboard, consulting the tourism and the mobility category. The tourism category is important because it gave us the information on the number of arrivals in September for the past couple of years. Since Dubrovnik in the non-covid years has large number of visitors during summer season, September is the perfect month to implement actions of this kind as there is still a great number of visitors in town and yet the city is not congested with general and comprehensive crowds that would interrupt the organisation of PA in the first place, and as well the measurement of the

mobility.

As the intention was to attract visitors to visit the fair happening in the Lazareti Dubrovnik, it was crucial to measure the number of pedestrians (their mobile phones) moving towards the Lazareti complex. It is important to have in mind all the events and people gathering in the same location at different time (outside of PA agenda), e.g. on working days (Monday-Friday) the average number of pedestrians in Lazareti area is larger than on weekends; one day before PA (24th September) there were 2 events in Lazareti complex for specific target groups. Having in mind all the facts and assessments about the area, events and daily pedestrian mobility, the conclusion is that the PA managed to attract pedestrians to the Lazareti area by promoting intangible cultural heritage such as traditional crafts and handiwork.

In conclusion, the Dashboard could provide valuable information for the future actions. More detailed data surely provide more possibilities, so the future improvements should be based on enabling the display of more details of a particular data.