

S.LI.DES

Smart strategies for sustainable tourism in Lively cultural DESTinations

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Italy - Croatia CBC Programme
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D.4.2.4 Pilot action report - Sibenik

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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 PP10 Šibenik, that collected information on the pilot action implemented in Šibenik, starting from conducting some general information on the planned pilot action, an in-depth description form, pilot action monitoring form information and the final assessment of the pilot action implemented.

Pilot action in Šibenik

PP10 Šibenik Tourist Board organised its pilot action during July and August 2021. that lasted for 8 Thursdays. The event was named Šibenik Heritage Day and included variety of activities promoting cultural heritage and handmade products from local craftsmen and artists. Every Thursday starting at 10 a.m. tourists were able to hear the story about Šibenik hat through centuries and visit the local Museum free of charge. At 11, 18 and 20 o'clock they could watch short movie about skill of making the Šibenik button in Civitas Sacra, the interpretation centre of Cathedral of St. James. From 18h - 21h the Arts and Crafts fair at Mala loža Square provided opportunity to shop local handmade products and art. A singing of traditional songs provided good entertainment for both buyers and sellers and kid's corner for kids. Guided tour at 19h each Thursday provided an insight into local gastronomic history and eating habits of Šibenik's inhabitants. All these activities combined created quite a buzz at Mala Loža square which we wanted to achieve and all different activities spread through the day attracted good level of interest among local people and tourists.

Annex 1 – Pilot action form

The following form contains some general information on the Šibenik 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 Šibenik 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 PP10 Sibenik concerns the implementation of the pilot action. During the implementation, PP10 Sibenik 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 measures 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 Sibenik pilot action. After the implementation, PP10 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

Annex 1 – PILOT ACTION FORM

1	Project partner number/name	PP10 ŠIBENIK TOURIST BOARD
2	Partner's city	Šibenik
3	Pilot Action – general title (draft)	Heritage day - promotion of heritage and support to local artisans by redirecting of tourists flows around Šibenik historical centre
4	Short description of Pilot Action	<p>4 cameras on 3 main locations in the old town will give us valuable information about number of daily visitors which Šibenik Tourist Board currently cannot register or measure (no overnight stay in destination - no track of number of daily visitors). Those information and hourly distribution of daily arrivals will be used to help our local shop owners and artisans to better plan their working hours during peak season as well as in low season. Also, tourist flow information will be valuable for future management of tourist flows in case of congestion around main attractions for better re-directing of groups and individuals towards side streets of Old Town, where most of local producers and artisans are located. Special events planned for one day per week (over 4-5 weeks) focused on heritage promotion and linking the demand and supply of arts-crafts will serve as Pilot action to test how we can drive-direct the movement of tourists to achieve goals in promoting the heritage and trade.</p>

5	Main objectives of Pilot Action	<p>3 main objectives:</p> <ul style="list-style-type: none"> - <u>Analysing daily-hourly distribution of daily visitors</u> in Šibenik historical centre (mostly coming for up to 2 hours to see the main attractions after having visited National park Krka) which usually don't stay overnight in Šibenik. - <u>Promotion of cultural heritage and tradition</u> through specific activities one day per week over 4-5 weeks period in cooperation with local producers and artisans of handmade products, possibly Museum and Civitas Sacra interpretation centre of the Cathedral of St. James – Unesco, as well. - <u>Analysing concentration of tourists</u> (daily, hourly) around St. James Cathedral – UNESCO – key attraction of the historical city centre. <p>Data collected will give us opportunity to analyse the hourly distribution of arrivals which is important for local trade but it will also show the link of event driven increase of tourist flows on days of events including Heritage day which is a PA whose aim is to keep tourists longer around Šibenik and to spend more time discovering local heritage and shopping.</p>
6	How the Pilot Action can benefit from the information displayed in the Destination Dashboard	<p>4 cameras on 3 main locations in the old town will give us valuable information about number of daily visitors. Comparison of tourist flows registered by cameras and database of tourist overnight stays (extracted from e visitor) could provide us with better insight on the number of daily visitors.</p> <p>Concentration of tourists around main attraction and its hourly distribution can help tourists better plan their time in Šibenik. Link with Trip advisor data.</p> <p>Increased opportunities for artisans and craftsman to present their products during Heritage day should result with increase in sales and their increased visibility on the market. We can test the link between our assessment of their touristic potential – established by Survey 3.3.1. and their actual potential demonstrated during Heritage day Pilot action.</p>

7	Pilot Action contribution to the effectiveness of Smart Destination Ecosystem	<p>Using cameras, we can contribute to establishing the number of daily visitors, their hourly distribution.</p> <p>With specific analysis of touristic potential of artisans-craftsmen demonstrated through PA we can update the interactive map of arts and crafts produced under activity 3.3.1.</p>
8	Tangible/Intangible Heritage to be promoted through the Pilot Action	<p>Šibenik Hat – the skill of making , Šibenik Button – the skill of making , Klapa Singing – way-type of singing – promotion through Klapske večeri – the traditional festival of a capella singing, Old doors and coats of arms promotion, –food and drinks, local vibe and atmosphere.</p>

Annex 2 – PILOT ACTION IN-DEPTH DESCRIPTION FORM

1. Project partner number/name	Sibenik Tourist Board		
2. Partner's city	Sibenik		
3. Pilot Action – general title	Sibenik Heritage Day		
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 <i>Category field</i> .	1	<i>Visitors/tourist/customers</i>	<p>(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.</p> <p>Both domestic and international, however, this year due to Covid 19, domestic guests can be expected to outnumber the international.</p> <p>We target families with children, adults, young with preferences for cultural and creative tourist offer/experiences and cities featuring historical and cultural qualities. Šibenik offers number of festivals, concerts, events which are attracting daily visitors.</p> <p>We expect further 20,000 followers of FB-Instagram profile Visit Šibenik to be informed about Heritage day and each heritage item promoted</p>	4000
	2	<i>Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage</i>	<p>Trade fair Arts and Crafts will provide opportunity to 6-8 craftsmen or CCI related business (ideally) to sell directly to tourists.</p> <p>At least 10 a capella singing bands will participate at the Festival of a capella singing.</p> <p>At least 4 food and/or drinks producers will offer their products in tastings.</p> <p>Association of tourist Guides Mihovil Šibenik will be engaged in presenting the gastronomic history /traditional eating habits of Šibenik inhabitants through time.</p>	20

	3	<i>Local, regional and national public authorities</i>	City of Sibenik will be directly involved in working group and project visibility. Also a general MoU was signed between PP10 and Municipality regarding S.LI.DES project.	1
	4	<i>Cultural and natural heritage management bodies</i>	PA will involve directly two institutions in culture and heritage – City Museum and Civitas Sacra – the Interpretation centre of the Cathedral st. James	2

	5	<i>Education and training organisations as well as universities and research institutes</i>	Polytechnic of Sibenik (Vuš) implementing the RECOLOR project – will partner with S.LI.DES heritage day PA in implementation of various activities.			1
	6	<i>Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)</i>	Sibenik Knin County Tourist Board			1
5. List of stakeholders relevant for your pilot action		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)

according to the intervention area selected; name their category and describe their role in your pilot action.	1	<i>Museum of Šibenik</i>	Public	Prepares content for workshop about one heritage item to be promoted – Hat and provides location and staff (both internal and external) for implementation of the workshop	1
	2	<i>City of Sibenik</i>	Public – local authority	Provides permits for events, supports the implementation of the Heritage day and its media visibility. Previously signed MoU included the support to PA as well.	1
	3	<i>Civitas Sacra – st James Cathedral interpretation centre</i>	Private - religious – Catholic church	Provides location for video projection of the film about button making and promotes its own venue to the visiting guests as the place of high cultural importance and knowledge about UNESCO monument – St. James cathedral	1
	4	<i>Polytechnic of Šibenik</i>	Public	Jointly plans events and provides the equipment for Trade fair – through project RECOLOR – Interreg Italy – Croatia, creative painting workshops and green market are taking place at the same square where our Trade fair is taking place therefore both projects are	1

				contributing to revitalization of the same square by offering different contents at different hours.	
	5	<i>Association of tourist guides Mihovil Šibenik</i>	Public NGO	Will provide 8 guided tours about gastronomic history of Šibenik	1
	6	<i>Hoopla komunikacije</i>	Private	Will provide media coverage of all events, PR, and management of social networks during 8 weeks of PA implementation	1

	7	Sibenik- Knin County Tourist Board	Public	TB of Sibenik Knin county is currently involved in promotion of local vineries, olive oil producers and craft beer makers and they will provide their PR materials, connections and know how for identification and engagement of different companies in tasting and degustation events as part of Heritage day program.	1
	8				
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.			<p><i>e.g. new visit itineraries, a program of events (concerts, dance shows, etc.), an art exhibition, paper information panels, etc.</i></p> <p><i>*Note: see the section “Key factors” in the PA methodology document for further explanation.</i></p> <p><i>New event – Sibenik Heritage day – every Thursday – consisting of the following programmes:</i></p> <p><i>New thematic itinerary – Gastronomic history of Šibenik</i></p> <p><i>New trade fair – Arts and Crafts Fair</i></p> <p><i>New workshop – Sibenik hat historical development and demonstration of the skill of sewing</i></p> <p><i>A capella singing Festival each Thursday starting 8.7.2021</i></p> <p><i>Degustation and wine tastings</i></p> <p><i>Analogue interventions</i></p> <p><i>Colouring book for children – 500 copies – Sibenik traditions and heritage</i></p> <p><i>Posters of doors and coats of arms 500 copies – 2 sizes</i></p> <p><i>Posters advertising the A capella singing festival (Večeri klapske pjesme 2021)</i></p>	

		<p><i>Shopping bags – paper – printed</i></p> <p><i>Heritage day signalization – banners, meeting point signalization</i></p>
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		<p>Please list the main “digital” interventions on which the PA is based.</p>	<p><i>e.g. a mobile application to support visitors, online content and information, sensors and cameras, etc.</i></p> <p><i>*Note: see the section “Key factors” if the methodological document for further explanation.</i></p> <p><i>Media Campaign promoting heritage specified in AF (a capella singing, button, hat, doors and coats of arms) , products from local craftsman and other players in cultural and creative industries.</i></p> <p><i>Video clip about skill of making the button produced and presented in 3 projections each Thursday</i></p>
7. List the main steps that are foreseen for the development and implementation of the PA and the expected		Foreseen steps	Timeframe
	1	<p><i>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.)</i></p> <p><i>Preliminary brainstorming and presentation of the idea to the S.li.des partnership, connecting the idea with Dashboard and identifying areas to explore</i></p>	<p><i>When the implementation of this step is expected</i></p> <p><i>March 2021</i></p>

timeframe.	2	<i>Consultation with all stakeholders individually – jointly developing the ideas, defining roles and responsibilities.</i>	<i>March – April 2021...</i>
	3	<i>Joint meeting of all the stakeholders involved – presentation of the plan previously agreed with details on media coverage and PA milestones.</i>	<i>31.May 2021...</i>
	4	<i>Publishing the call for participants of the Trade fair – Arts and Crafts</i>	<i>7 June 2021</i>
	5	<i>Contracting the Media – PR agency for media campaign Contracting graphic designer for event s logo, poster and leaflet</i>	<i>7-13 June 2021</i>
	6	<i>Signing partnership contracts with selected craftsman for the participation at Trade fair</i>	<i>21-25 June 2021</i>
	7	<i>Testing the event s components – Tour, workshop, Video projection</i>	<i>1 July 2021</i>
	8	<i>Official start of Šibenik Heritage day – media launch of the PA</i>	<i>8 July 2021</i>
	9	<i>Implementation of 8 consecutive Šibenik Heritage day – every Thursday in July-August</i>	<i>8 July – 26 August 2021</i>
	10	<i>Survey+evaluation +recommendations for improvements</i>	<i>September 2021</i>
	11		
	...		

8. List of PA specific objectives: starting from the main general	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
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<p>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.</p> <p>(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 concentration rate in a specific area of</p>	1	<i>Promote heritage – Sibenik hat</i>	<i>Yes – it will lead them to City Museum It will impact visitors time and spatial distribution</i>	<i>Yes, the tourists will be informed about shops where Sibenik hat can be purchased. Sales of replica hats should increase</i>	<i>Participating in the workshop will provide tourists with historical background and demonstration of the practical skill of sewing of the hat, increasing the level of recognition of traditional and local vs. mass tourist souvenir offer.</i>	1
	2	<i>Promote heritage A capella singing</i>	<i>Yes, it draws tourists onto the specific Square, Mala loža, the focus of our effort for revitalization and influencing of tourist pedestrian flows.</i>	<i>No.</i>	<i>Tourists will be able to distinguish the traditional singing from other types of music played in their tourist destination.</i>	1
	3	<i>Promote heritage – The skill of making the button</i>	<i>Yes, it will drive tourists towards Civitas sacra premises where video will be played</i>	<i>Yes, it might inspire tourists to shop the button and –or its derived versions</i>	<i>Tourists will learn about the difference of handmade and industrially made button as well as its use on folk costumes</i>	1
	4	<i>Promote heritage – Doors and coats of arms</i>	<i>Yes, by proposing a competition to tourists in which they will take digital photos of various doors and coats of arms, they will discover less frequented areas, streets and squares, thus getting to know the city better and discovering new paths.</i>	<i>No.</i>	<i>Tourists will discover new areas, less known and less frequented and pay closer attention to variety of doors and coats of arms.</i> <i>Posters of doors will be distributed in various locations of the Heritage day participating partners.</i>	1

the city in a given moment of the day.)	5	Promote crafts and craftsmen and increase direct sales. Promote handmade, locally made creative and cultural products increase sales	Yes, it will direct tourists towards a particular square we intend to revitalize – Mala loža as Arts and Crafts fair will take place there	Yes, It will give the opportunity to 6-8 craftsmen to sell directly to tourists	Some traditional crafts will be sold on the Fair.	1
	6	Promote local and-or traditional food production	Yes, It will direct tourist to Mala loža	Some, it will test the interest of tourists for purchase of locally made food.	n-a	1
	7	Promote local and or traditional beverages	Yes, the tastings and sale will take place at Mala loža	Some, it will test the interest of tourists for tasting of locally produced beverages	n-a	1
	8	Increase activities on and around Mala loža	Yes, by increased number of different businesses around Mala loža getting involved in activities related to the Sibenik heritage day, the number of tourists discovering new areas of interest and spending time in this area will increase	No	n-a	1
	9					1
	10					1

	...					1
<p>9. The degree of innovation of your PA: Were there any similar cases (actions) in your city?</p> <p>Note: if your PA repeats similar intervention that has already been implemented in your city, please explain what are the innovative elements introduced and how the PA adapts to project expectations?</p>	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	<input type="checkbox"/>	Please, list the projects and if and how the PA differs from these cases			
	b) The PA takes its cue from / capitalize on the results of one or more initiatives/projects developed by the city in the past	<input type="checkbox"/>	Please, list the past projects and how the PA differs from these past initiatives <i>The PA takes cue from an Interreg project - RECOLOR whose aim was to return the green market into the square of Mala loža and revitalize the area by creating other interesting offer related to culture. However, our PA only takes partial inspiration and builds on the mentioned project, using some of their experiences and equipment to implement one part of the PA s overall activities.</i>			
	c) The PA is completely new for the city (no such initiative/ project has ever been developed in the city)	<input type="checkbox"/>	--			

	d) Other.		<input type="checkbox"/>	
	<i>Add...</i>			
10. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (<u>how to use indices in the dashboard</u> 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			

<p>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.</p>	<p>➤ CULTURE & CRAFTS</p>	<p><i>Increased offer vs. sales of arts and crafts</i></p> <p><i>Increased ticket sales for Museum and Civitas sacra</i></p>	<p><i>Trade fair will offer opportunity for direct selling for businesses which have no selling point in the city centre. We would like to be able to assess how much this can contribute to income generation.</i></p> <p><i>We would like to assess how much the creation of new contents can draw tourists inside the venues which are not so frequently visited by tourists</i></p> <p><i>Museum has very interesting exhibits but is not prepared for hosting tourists therefore by offering a new workshop we hope to attract and increase number of visitors during the PA implementation time.</i></p> <p><i>Similar issue is faced by Civitas Sacra – the interpretation centre of St. James Cathedral– Unesco, being 300 m away from actual location of the Cathedral not sufficient number of tourists actually venture to Civitas sacra and by offering the movie projection inside the venue, we hope to increase the number of</i></p>
			<p><i>visitors of the centre itself.</i></p>

	➤ ENVIRONMENT				
	➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)		<i>Tourist flows – number of tourists registered by camera counters and software.</i>	<i>Allowing for analysis of tourist arrivals per day, per hour, event related to better plan resources, working hours, distribution of events.</i>	
	➤ 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.		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	<i>A cappella singing - intangible</i>	<i>Yes</i>	<i>Festival of a capella singing will take place 8 Thursdays from 21h at Mala loža providing opportunity for tourists to observe and enjoy the singing. The aim is to familiarize the tourists with this type of singing to be able to recognize this traditional sound and distinguish it from other music.</i>	<i>1</i>

Please specify which tangible and intangible heritage is declared in the AF and which one is not declared in the AF but is important for the city.	2	<i>Sibenik hat</i>	Yes	<i>A workshop with demonstration of sawing of the hat in collaboration with Museum of Sibenik will offer both historical background and concrete sewing skill demonstration to tourist. Following the workshop, tourist will be potentially inspired to buy this traditional object as the souvenir from the shop or from individual vendors.</i>	1
	3	<i>Sibenik button – the skill of making</i>	Yes	<i>3 daily projections of movie featuring local jewellery maker explaining all steps of the process will provide insights into delicate skill of making and mark the difference between handmade and industrial button, possibly contributing to the increase of sales of button at local jewellery makers /</i>	1
	4	<i>Doors and coats of arms</i>	yes	<i>500 posters distributed during programmes of the Heritage day combined with digital game of spotting and taking photo of such doors for tourists will make the topic more visible.</i>	1
	5	<i>Local gastronomy – past and present – traditions related to eating habits of local population</i>	no	<i>The envisioned guided tour into Gastronomic history of Sibenik will provide insight into local customs regarding food and drinks and will promote local venues still preparing the food in traditional way.</i>	1

	6				1
	7				1
	8				1

Annex 3 – PILOT ACTION MONITORING FORM

1. Project partner number/name	PP 10 Sibenik Tourist Board			
2. Partner's city	Sibenik			
3. Pilot Action – general title	Sibenik s heritage day			
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	
			YES	

	2	<i>Businesses and organisations related to handcrafts, CClIs, intangible cultural heritage</i>		
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	3	<i>Local, regional and national public authorities</i>	Yes	
	4	<i>Cultural and natural heritage management bodies</i>	Yes	

	5	Education and training organisations as well as universities and research institutes	Yes	
	6	Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)	No	<p>We had participation of two non profit making cultural and creative entities – local painting artist and local NGO with crafts from workshops held with their beneficiaries.</p> <p>It would be necessary to reach out to the artist s ateliers and craft workshops and engage them into creation of interactive contents which could draw the attention of tourists. They did not respond to the public call on this occasion.</p> <p>We have tried to reach several LAGs (Local action groups) to solicit their help in reaching their members – entrepreneurs and CCI but with no success. It would be good to establish better contacts with them for future</p>
				<p>actions.</p> <p>Several entrepreneurs expressed the desire for longer participation, one single day per week was not a commitment that could guarantee a considerable increase in their sales figures.</p>

<p>5. List of stakeholders relevant for your pilot action according to the intervention area selected.</p> <p>Please consider the stakeholders' list from your Annex 2; name the category they are in and describe their role in your pilot action. Please describe if there are measures that need to be implemented to improve the stakeholders' involvement.</p>		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)	<p>Note: answer to this question only if you answered NO to the previous one.</p> <p>Measures: Please describe the measures that you will implement in order to improve the stakeholders' involvement.</p>
	1	<i>Museum of Šibenik</i>	YES	
	2	<i>City of Šibenik</i>	YES	
	3	<i>Civitas Sacra – st James Cathedral interpretation centre</i>	YES	
	4	<i>Polytechnic of Šibenik</i>	YES	
	5	<i>Association of tourist guides Mihovil Šibenik</i>	YES	
	6	<i>Hoopla komunikacije</i>	YES	
	7	<i>Šibenik- Knin County Tourist Board</i>	YES	<i>Their involvement was limited due to internal organizational issues, sick leaves and annual leaves of personnel.</i>
	8			
...	...			

6. Kind of interventions on which the PA is based: analogue vs digital interventions.		List the main “analogue” interventions on which the PA is based (from Annex 2).	Assessment: have the main analogue 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 implement in order to improve the analogue interventions implementation.
	1	<i>Colouring book for children – Sibenik traditions and heritage – 500 copies – developing of the</i>	YES	

		<i>concept, print and dissemination</i>		
	2	<i>Dissemination of Posters of doors and coats of arms 500 copies – 2 sizes – 50x70 cm and 40x50 cm</i>	YES	

	3	<i>Posters advertising the A capella singing festival (Večeri klapske pjesme 2021) and activities within the Heritage day programme 5 types of posters + main programme poster – Design, print and use of posters</i>	Yes	
	4	<i>Heritage day signalization – banners, meeting point signalization</i>	Yes	
	5	<i>Shopping bags – paper – printed – 250 pcs – printed and disseminated to Arts and Crafts Fair s participants</i>	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.
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	1	<i>Short video – Sibenik Button –Not an ordinary button</i>	<i>Yes</i>	
	2	<i>Media Campaign promoting heritage specified in AF (a capella singing, button, hat, doors and coats of arms) , products from local craftsman and other players in cultural and creative industries on FB and Instagram, local web portals</i>	<i>Yes</i>	
	3	<i>LED advertising of Pilot action- Heritage day programme on the main city square</i>	<i>yes</i>	

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

	1	<i>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.)</i> <i>Preliminary brainstorming and presentation of the idea to the S.li.des partnership, connecting the idea with Dashboard and identifying areas to explore</i>	<i>When the implementation of this step is expected</i> <i>March 2021</i>	<i>YES</i>	
	2	<i>Consultation with all stakeholders individually – jointly developing the ideas, defining roles and responsibilities.</i>	<i>March – April 2021...</i>	<i>yes</i>	
	3	<i>Joint meeting of all the stakeholders involved – presentation of the plan previously agreed with details on media coverage and PA milestones.</i>	<i>31.May 2021...</i>	<i>Yes</i>	
	4	<i>Publishing the call for participants of the Trade fair – Arts and Crafts</i>	<i>7 June 2021</i>	<i>Yes</i>	
	5	<i>Contracting the Media – PR agency for media campaign</i> <i>Contracting graphic designer for event s logo, poster and leaflet</i>	<i>7-13 June 2021</i>	<i>Yes</i>	
	6	<i>Signing partnership contracts with selected craftsman for the participation at Trade fair</i>	<i>21-25 June 2021</i>	<i>Yes</i>	
	7	<i>Testing the event s components – Tour, workshop, Video projection</i>	<i>1 July 2021</i>	<i>yes</i>	

8	Official start of Šibenik Heritage day – media launch of the PA	8 July 2021	Yes	
9	Implementation of 8 consecutive Šibenik Heritage day – every Thursday in July-August	8 July – 26 August 2021	Yes	
10	Survey+evaluation +recommendations for improvements	September 2021	NO	Currently preparing the evaluation of Pilot action – expected to be finished by mid October
..				

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	Promote heritage – Šibenik hat	Yes	
	2	Promote heritage A capella singing	Yes partially	Due to Covid 19 measures the events with more than 50 participants were cancelled so after the 3 events held, the A cappella evenings were cancelled but we contracted a singer who performed the traditional Dalmatian music on the Square where Arts and Crafts Fair was held which attracted tourists but not in large groups and spread over 3 hours for 5 Thursdays until the end of Pilot Action

	3	<i>Promote heritage – The skill of making the button</i>	<i>yes</i>	
	4	<i>Promote heritage – Doors and coats of arms</i>	<i>Yes</i>	
	5	<i>Promote crafts and craftsmen and increase direct sales. Promote handmade, locally made creative and cultural products increase sales</i>	<i>Yes</i>	
	6	<i>Promote local and-or traditional food production</i>	<i>No</i>	<i>We did not have any sellers interested to sell only once a week. However, the guided tour we organized on 8 Thursdays was related to the topic of local food and drinks allowing to tourists to get to know the gastronomic heritage and eating habits of Šibenik inhabitants through time. Approximately 300 people participated in 8+1 guided tour.</i>
	7	<i>Promote local and or traditional beverages</i>	<i>No</i>	<i>We did not manage to coordinate the promotion of beverages due to the fact that local bars and restaurants around our location were not in favour of additional offer interfering with their standard offer. We only managed to disseminate the leaflet about all existing wineries and breweries in our region provided by Sibenik Knin county Tourist board</i>
	8	<i>Increase activities on and around Mala loža</i>	<i>YES</i>	
9. PA contribution to the effectiveness of Smart	<p>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.</p>			

Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (<u>how to use indices in the dashboard</u> for PA development; e.g. data from sensors/cameras) <i>Note: the goal is to use the Dashboard in purpose to develop the PA; it is</i>	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			
	➤ TOURISM	<i>e.g. tourist arrivals</i>		<i>e.g. to get the information on the number of arrivals on the date and potential city crowds</i>

<p>not necessary to consult every category in the Dashboard, but more than one category is acceptable.</p>	<p>➤ CULTURE & CRAFTS</p>	<p><i>Increased offer vs. sales of arts and crafts</i></p> <p><i>Increased ticket sales for Museum and Civitas sacra</i></p>	<p><i>Forseen</i></p> <p><i>Forseen</i></p>	<p><i>Trade fair offered opportunity for direct selling for businesses which have no selling point in the city centre. It has contributed to an increase in variety of products sold, generated income and higher visibility of brands and artists involved</i></p> <p><i>The reasons lies in the fact that both providers have attractive content which is not sufficiently known to tourists reflecting in low number of tickets sold. By adding additional content –workshop at Museum and video projection 24 times over 8 Thursdays we aimed at increase in attention of general public and tourists and more tickets sold.</i></p>
	<p>➤ ENVIRONMENT</p>			
	<p>➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)</p>	<p><i>Tourist flows – number of tourists registered by camera counters and software.</i></p>	<p><i>Forseen</i></p>	<p><i>Allowing for analysis of tourist arrivals per day, per hour, event related to better plan resources, working hours, distribution of events.</i></p>

	➤ 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 describe which heritage you had to delete or add during the pilot action implementation.		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	A capella singing –intangible	Yes		
	2	Sibenik button – the skill of making	Yes		
	3	Šibenik hat – the skill of making	Yes		
	4	Doors and coats of arms	Yes		
	5	Local gastronomy – past and present – traditions related to eating habits of local population	Yes		

Annex 4 – Pilot action final assessment form

1. 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

Pilot action goal was to promote local heritage – intangible (a capella singing, making of šibenik button, skill of making of šibenik hat) and tangible (doors and windows, coat of arms). Pilot action was designed as a sequence of different activities all taking place on Thursday (8 Thursdays in July and August) which provided opportunities for tourists to join any or every one of them.

Concretely, tourists could watch the short documentary movie about the skill of making the Šibenik button

(Not an ordinary button) in the premises of Civitas Sacra, each Thursday on 11, 18 and 20h.

Each Thursday at 10h they could join the workshop - Story about Šibenik Hat held in the Museum in Šibenik where the hat maker was explaining the history and changes over time in the visual identity of Šibenik hat and demonstrating the sewing technique applied.

Every Thursday, tourists and locals could shop at Arts and Crafts Fair held from 17h – 21h at Mala loža square. Arts and crafts fair was an additional attraction which was supposed to increase the offer of locally handmade products and to provide an opportunity to tourists to shop and to local craftsmen to sell.

Join guided tour Story from Šibenik kitchen at 19h. Finally, they could attend a cappella singing event from 21h.

Pilot action included a comprehensive media campaign promoting heritage, arts and crafts fair and events linked to it. It also included the development of colouring book for children with motives from Šibenik heritage and dissemination of the poster with doors and coats of arms.

One of the aims of pilot action was to draw people to join events and to extend the time slot in which they

are usually present on Šibenik streets, exploring and shopping

To actually establish the impact of Pilot actions on the increase of tourist flow we used the Slides Dashboard to record with cameras the flow of tourists and local inhabitants in particular hour slot, on particular day (Thursday) in comparison to any other day when there were no organized events in Šibenik old town.

The problems we encountered were as follows:

Due to Covid 19 measures the events with more than 50 participants were cancelled so after the 3 events held, the A cappella evenings were cancelled by local authorities and measures from the national level. To overcome this problem, we contracted a local singer who performed the traditional Dalmatian music on the Square where Arts and Crafts Fair was held which attracted tourists but not in large groups and spread over 3 hours for 5 Thursdays until the end of Pilot Action. This could not in full replace the atmosphere of A cappella evenings but it has helped to overcome the problem.

As regards the idea to promote the local and-or traditional food production, we did not have any sellers interested to sell only once a week. However, the guided tour we organized on 8 Thursdays was related to the topic of local food and drinks allowing to tourists to get to know the gastronomic heritage and eating habits of Šibenik inhabitants through time. Approximately 300 people participated in 8+1 guided tour. We did not manage to coordinate the promotion of beverages due to the fact that local bars and restaurants around our location were not in favour of additional offer interfering with their standard offer. We only managed to disseminate the leaflet about all existing wineries and breweries in our region provided by Šibenik Knin county Tourist board. Thus this activity was partially successful.

Pilot action was very visible in local media and thus with accommodation owners and all other tourist related industries, we engaged volunteers from local high school to provide information and draw attention to the venues of Pilot action. Music contributed to creation of good atmosphere and vibe necessary to draw people towards the place (square) we wanted to revitalize and increase its liveliness.

Use of Dashboard was not fully successful as explained below under point 4.

1. 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

of any possible deviations from the expected results.

Objective	Means used	Results	Achievements or deviations – evidence
<p><i>Promote heritage – Šibenik's hat</i> <i>Participating in the workshop will provide tourists with historical background and demonstration of the practical skill of sewing of the hat, increasing the level of recognition of traditional and local vs. mass tourist souvenir offer</i></p> <p>Additional objective – not in AF</p> <p><i>Increase number of visitors to City museum</i></p>	<p><i>Workshop held every Thursday at the City museum with story and demonstration of sewing skill necessary for making and adorning of the Hat</i></p> <p><i>Duration</i></p> <p><i>45' minutes activity</i></p> <p><i>Free entry into Museum permanent exhibition was offered to all tourists participating in Hat workshop</i></p>	<p><i>Around 60 people participated in the workshop over 8 Thursdays.</i> <i>The image of the hat and hat making skill was intensively promoted during the pilot action duration.</i></p> <p><i>Small number of tourists used this opportunity - 20, proving the fact that Šibenik centre is on tourists agenda only for brief and superficial visit to key locations – reason for PA to tackle this problem.</i></p>	<p><i>The concept of the workshop as combination of the story about historical development of hat and demonstration of sewing and adorning of the hat proved to be interesting and promising. However, we expected more people to join this activity but the schedule at 10 am did not prove as optimal.</i></p> <p><i>Based on our observation and probably due to Covid, tourists preferred activities on open air, so after the first 2 workshops we moved from inside to the outside and held the workshop in front of the Museum. Evidence; photos, screenshots of hat related posts, short video recording from one of the workshops</i></p>
<p><i>Promote heritage</i> <i>A capella singing</i> <i>Tourists will be able to distinguish the traditional singing from other types of music played in their tourist destination</i></p>	<p><i>A capella singing event</i> <i>Originally 8</i> <i>Replacement for a capella singing – local musician performance during Arts and Crafts Fair</i></p>	<p><i>3/8 a capella evenings events held – around 300 people attended</i> <i>5 substitute performances held</i> <i>Approximately 400-450 people (estimate) attended</i></p>	<p><i>Program printed and disseminated</i> <i>Photos – evidence</i> <i>Media coverage</i></p>
<p><i>Promote heritage – The skill of making the button</i> <i>Tourists will learn about the difference of handmade and industrially made button as well</i></p>	<p><i>Short educational and promotional video (8 minutes) explaining the process of making the button was prepared</i></p>	<p><i>Good quality video produced for future use in promotion of heritage</i></p> <p><i>Approximately 200 people</i></p>	<p><i>Tourists were reluctant to enter the closed spaces as masks were required, thus the total number of viewers was less than we expected</i></p>

<p>as its use on folk costumes</p> <p>Additional objective not in AF</p> <p>Increase number of visitors of Civitas Sacra</p>	<p>and aired 3 x per day every Thursday at participating partner s premises – Civitas Sacra</p> <p>Providing free entry to all participants of film viewing</p>	<p>viewed the video in 3*8 occasions</p> <p>Approximately 60 tourists used the opportunity to visit free of charge the Civitas Sacra exhibition.</p>	<p>Log of visitors held by Civitas Sacra staff</p>
<p>Promote heritage – Doors and coats of arms</p> <p>Posters of doors will be distributed in various locations of the Heritage day participating partners.</p>	<p>Dissemination of posters – two sizes 40x50 cm 50x700</p>	<p>250 posters disseminated</p>	<p>Dissemination of posters during PA was the follow up to previous several occasions in which we already promoted and distributed them. Tourists found them interesting and we disseminated around 250 during PA</p>
<p>Promote crafts and craftsmen and increase direct sales. Promote handmade, locally made creative and cultural products, increase sales, direct tourist towards a particular location –Mala loža we intended to revitalize.</p>	<p>Arts and crafts Fair held 8 times – every Thursday from 17h-21h -</p>	<p>6 permanent exhibitors participated in 8 Thursdays of Arts and Crafts Fair selling their art, handmade products and crafts</p> <p>Approximately 600 tourists visited the Fair</p>	<p>Participants vendors increased their sales and recognition of their brands</p> <p>The location – Mala loža we tested, has proven to be good for this type of activity We managed to increase its popularity and to draw attention of tourists and passer- by to this new attractive location filled with content and activities.</p> <p>Thursdays from 17h have become very lively on this square due to PA.</p> <p>Proofs; Call for participation Applications from Vendors Decision, agreement of collaboration, photos, social networks posts</p>
<p>Added objectives – not in original AF</p>			

<p>Promote local and-or traditional food production, it will test the interest of tourists for purchase of locally made food</p> <p>Through participation on guided tour Story from Šibenik s kitchen tourists will learn about types of food and local gastronomic traditions.</p>	<p>n.a</p> <p>Dissemination of the map with all key wineries, breweries and olive oil producers in the region</p> <p>Guided tour about gastronomy</p>	<p>We did not organize any tastings or sale of food and beverages</p> <p>150 leaflets of wineries, olive oil producers and beer producers were distributed.</p> <p>Guided tour – Story from Šibenik s kitchen through 8 Thursdays had approximately 280 participants.</p>	<p>Due to some internal issues at PA partner – Tourist Board of Šibensko kninska county we did not organize any tastings.</p> <p>Guided tour in Croatian and English was very popular and included some tasting of local traditional drinks and sweets. Photos, posts from partners and social networks.</p>
<p>Promote local and or traditional beverages it will test the interest of tourists for tasting of locally produced</p>	<p>N a</p>	<p>n.a</p>	<p>n-a</p>

<p>beverages</p>			
<p>Increase activities on and around Mala loža</p>	<p>Kids corner</p> <p>Colouring book creation and dissemination</p> <p>Volunteer involvement</p>	<p>500 colouring books disseminated to kids aged 3-9 years</p> <p>Volunteers provided information on activities to tourists and helped with logistics of events.</p>	<p>Colouring book was very well received and we intend to use it further on as a resource for children</p> <p>The presence of young and active volunteers contributed to the good atmosphere during activities of PA.</p>

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

1	Museum of Šibenik	Public	Expert from Ethnology department has prepared the content of the workshop in collaboration with two associates selected to participate in the activity. Organized logistics and location for the activity.
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2	City of Šibenik	Public – local authority	Provided all necessary permits for events, supported the implementation of the Heritage day and its media visibility. Previously signed MoU included the support to PA as well.
3	Civitas Sacra – st James Cathedral interpretation centre	Private - religious – Catholic church	Provided location for video projection of the film about button making and promoted its own venue to the visiting guests as the place of high cultural importance and knowledge about UNESCO monument – St. James cathedral
4	Polytechnic of Šibenik	Public	Provided the use of equipment necessary for Trade fair – obtained through project RECOLOR – Interreg Italy – Croatia and held creative painting workshop based on the thematic from Slides project – i.e. heritage we promote – Doors, windows and coats of arms.
5	Association of tourist guides Mihovil Šibenik	Public NGO	Provided 8 guided tours about gastronomic history of Šibenik – based on story telling approach and costumed. Some tasting of local drinks and sweets offered during tour.
6	Hoopla komunikacije	Private	Provided media coverage of all events, PR, and management of social networks during 8 weeks of PA implementation
7	Šibenik-Knin County Tourist Board	Public	Tourist Board of Šibenik Knin provided leaflets for dissemination with map of all local wineries, breweries and olive oil making locations. Originally, the plan was to support the organization of some events including tasting but due to their internal issues it was not possible to be organized.

2. 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?

The initial plan was to use the dashboard to track tourist flows on a certain day (day of PA), their hourly distribution and by each camera's location to be able to establish the impact of organized programmes, additional activities brought by Pilot action to duration of stay of tourists, their interests and distribution between locations. 4 cameras were purchased and positioned strategically at key entry points to old city centre. Our initial request towards UNIBO was:

Follow up - 8 weeks starting 8.7. focus on Thursdays from 5 pm - 9 pm vs. any other day from 5- 9 pm to see if the activities we are offering through Heritage day would attract tourists to come and stay longer in the city centre i.e. to come earlier as the usual hour they come to the center is after 8pm.

.....for us it was important to see around which hour, provided that we offer something for them todo, they are ready to come to the centre and take part in an activity.

Especially important is the camera at Square Cathedral as well as the one on the Public library - square Poljana - coming from direction of Poljana and entering the old city area.

...we are interested in hourly distribution to be able to assess which hour is the peak and if it is linked to events, dining time, shopping or whatever else.

According to the message from UNIBO at the end of Pilot period that analysis was carried out for are as follows:

*The analysis was carried out on a weekly basis from 5 pm to 9 pm **for the camera in Prolaz and the one in Poljana** on Tuesday and on Friday.*

..... cameras did not send the data due to communication problems on week 29 (19/07 - 25/07) and week 32 (09/08 - 15/08).

The data sampling has been done in two ways: at 900 seconds (15 minutes) and at 300 seconds (5 minutes).

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?

1. The selection of cameras was not according to our requirement.
2. The fact that cameras did not send data in two peak weeks and we were not able to notice that ourselves and were not warned to check and react is an issue that needs addressing.
3. Understanding data received for us is very difficult, we would like to have data in more user

friendly format, excel – numeric, to be able to compare, draw conclusions, etc. More training for final user (us) is needed.