

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.4.2.5 Pilot action report - Bari

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

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Introduction

This document contains the four annexes filled in by PP4 Bari, that collected information on the pilot action implemented in Bari, 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 Bari

The pilot action in the Municipality of Bari (PP4) consists in the realization of a tourist-cultural itinerary in the city centre (Murat district and old city) including the sectors of the intangible heritage already identified (wickerwork, artistic pottery and typical food production) and of several points of interest that will be also monitored in consideration of the activities implemented within the project's WP3. Furthermore, the pilot action was coordinated with the activities still in progress (BARI Guest Card) and with those already carried out ("Lungomare di Levante" itinerary within the ATRIUM PLUS project, also financed by the INTERREG Program Italy / Croatia 2014/2020). Special events were held to promote the connection between local artisans and historical and cultural heritage of the city.

Annex 1 – Pilot action form

The following form contains some general information on the pilot action in Bari 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 pilot action in Bari, 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 PP4 Bari concerns the implementation of the pilot action. During the

implementation, PP4 Bari 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 PP4 Bari pilot action. After the implementation, PP4 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 Dashboard, 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	PP4/Municipality of Bari
2	Partner's city	Bari
3	Pilot Action – general title (draft)	BARI SLIDES: an itinerary for the enhancement of the tangible and intangible heritage of the city of BARI.
4	Short description of Pilot Action	The pilot action consists in the realization of a tourist-cultural itinerary in the city center (Murat district and old city) with the involvement of the sectors of the intangible heritage already identified (wickerwork, artistic pottery and typical food production) and of several points of interest that will be also monitored in consideration of the activities implemented within the project's WP3. Furthermore, the pilot action will be coordinated with the activities still in progress (BARI Guest Card) and with those already carried out ("Lungomare di Levante" itinerary within the ATRIUM PLUS project, also financed by the INTERREG Program Italy / Croatia 2014/2020). Special events will be held to promote the connection between local artisans and historical and cultural heritage of the city
5	Main objectives of Pilot Action	<p>The main objectives of the pilot action are the following:</p> <ul style="list-style-type: none"> • To promote the undervalued intangible heritage; • To diversify and improve the tourism offer; • To create new job opportunities; • To monitor the mobility of tourists.

6	How the Pilot Action can benefit from the information displayed in the Destination Dashboard	The pilot action will realized applying the Smart Destination Ecosystem methodology in line with what has been implemented under WP3. Moreover the pilot action will improve the quality and the number of the indicators to support the decision-making process.
7	Pilot Action contribution to the effectiveness of Smart Destination Ecosystem	The pilot action will represent the first and concrete result of the local Smart Destination Ecosystem intended as a tool to support the local artisans and to promote the historical and cultural heritage of Bari.
8	Tangible/Intangible Heritage to be promoted through the Pilot Action	Tangible heritage: points of interest located in the Murat district and in the old town; Intangible heritage: as identified in the project application form: wickerwork, artistic pottery and typical food production.

Annex 2 – PILOT ACTION IN-DEPTH DESCRIPTION FORM

1. Project partner number/name	PP4/Municipality of Bari		
2. Partner's city	Bari		
3. Pilot Action – general title	Turisti per Bari (Tourists around Bari)		
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)

<p>are mutual for all the partnership; if possible, try to specify them within <i>Category field</i>.</p>	1	<p><i>Visitors/tourist/ customers</i></p>	<p><i>Domestic/international tourists/adults/families with children</i></p>	<p><i>Target group "General public"</i> <i>About 1.000 per day (total n. 4.000)</i></p>
	2	<p><i>Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage</i></p>	<p><i>Businesses and handcrafts involved in the pilot action</i></p> <p><i>Businesses association and organizations involved in the pilot action</i></p>	<p><i>At least 60 businesses</i></p>

5. List of stakeholders relevant for your pilot action according to the intervention area selected; name their category and describe their role in 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)
	1	<i>PugliaPromozione (Regional Tourism Agency)</i>	<i>Public</i>	<p><i>The Regional Tourism Agency, known as Pugliapromozione, is a non-profit public body, a technical operational body for the Region, established by the Presidential Decree of the Apulia Regional Council No. 176 of 2011 (as provided for by Regional Law No. 1 of 2011, amended by Regional Law 18/2010). Pugliapromozione is an operating entity of the Puglia Region and implements the policies in terms of promoting the unified image of the Region as well as local tourism.</i></p> <p><i>PugliaPromozione will be involved by the Municipality of Bari in the design of the pilot action.</i></p>	1
	2	<i>Chamber of Commerce of Bari</i>	<i>Public</i>	<p><i>The Chamber of Commerce of Bari represents and supports the local enterprises and businesses (https://www.ba.camcom.it)</i></p> <p><i>They will be a key actor to support the Municipality in the direct and active involvement of the local handcrafts and eno-gastronomic businesses in the realisation of the pilot action and in general in supporting the valorisation of the Bari intangible heritage.</i></p>	1

				Also, the Chamber of Commerce of Bari provides the list of the registered craft and gastronomic businesses in Bari.	
	3	CNA Bari – Confederazione Nazionale dell'Artigianato (Regional and local crafters association)	Business association	CNA is a trade association that associates and represents local trade enterprises, artisan companies, consortia, cooperatives, SMEs, not just craftsmanship, but also a small production and commercial enterprises. (https://www.cnabari.it/) CNA will be involved by the Municipality of Bari in the design of the pilot action.	1
	4	Confartigianato Bari	Business association	Confartigianato is a trade association that represents and supports small businesses and artisans in Bari (https://www.confartigianatobari.it/).	1
				Confartigianato will be involved by the Municipality of Bari in the design of the pilot action.	

	5	<i>Federalberghi</i>	<i>Business association</i>	<p><i>Federalberghi is the main business organization in the tourism-hospitality sector in Italy. The association represents the requests and interests of hoteliers towards political, economic and trade union institutions and organizations.</i></p> <p><i>Federalberghi will be involved by the Municipality of Bari in the design of the pilot action.</i></p>	1
	6	<i>Museo Civico Bari (management)</i>	<i>Private</i>	<p><i>The Civic Museum of Bari is located in the historic city center and is housed in the Town Hall. Founded in 1913, it gathers exhibits related to the history of the city and its inhabitants.</i></p> <p><i>The Civic Museum of Bari will be involved in the project activities.</i></p>	1
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>The Municipality of Bari will define a tourist-cultural itinerary in the city centre (Murat district and old city) with the involvement of the sectors of the intangible heritage already identified (wickerwork, artistic pottery and typical food production) and of several points of interest. The aim is to give value to the intangible cultural heritage of Bari in the eyes of residents and tourists. This itinerary will be promoted through 4 days (two weekends) in November 2021. Several territorial animation activities such as guided tours, workshops, tastings, treasure hunts, figurative and historical re-enactment performances, extraordinary openings of shops and ateliers will be organized in open spaces. In terms of communication, several leaflets containing the city map with the list of activities and the detailed program, will be printed and distributed in the main places of touristic and local interest. Also, an online communication focused on the events will be carried out on social media and web through the sponsors of posts, the publication of video-reportage and photo-reportage, aimed at a social use for the realization of stories and posts on social media.</i></p>	

	<p>Please list the main “digital” interventions on which the PA is based.</p>	<p><i>The pilot area coincides with that object of the interventions under action 3.2 with which 23 sensors were positioned on the cameras already available to the Municipality of Bari: therefore, the data on pedestrian mobility during the pilot action events will be compared with the previous ones, stored in the database and visible on the Dashboard.</i></p> <p><i>Also, the communication plan of the pilot action will involve also digital and online channels through the sponsors of posts to promote the event and the publication of video-reportage and photo-reportage aimed at a social use for the realization of stories and posts on social media.</i></p>
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<p>7. List the main steps that are foreseen for the development and implementation of the PA and the expected timeframe.</p>		<p>Foreseen steps</p>	<p>Timeframe</p>
	1	<p><i>Meeting with the private and public stakeholders to share the pilot action activities and goals</i></p>	<p><i>By October 2021</i></p>
	2	<p><i>Detailed design of the pilot action activities: identification of the areas and the locations of the handcrafts and gastronomic businesses to valorise.</i></p>	<p><i>By October 2021</i></p>
	3	<p><i>Market research for the identification of suppliers</i></p>	<p><i>By October 2021</i></p>
4	<p><i>Organization of the events</i></p>	<p><i>By November 2021</i></p>	

	5	<i>Collection and analysis of data</i>			<i>By November 2021</i>	
List of PA specific objectives: starting from the 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.		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
	1	<i>Promote local handcrafts and gastronomic businesses</i>	<i>Yes, the pilot action is meant to attract tourists, visitors and citizens toward the less-known areas of the city where the identified local businesses are located</i>	<i>Yes, the promotion of the itinerary and the organization of activities such as workshops, food tasting, etc. will offer local businesses the opportunity to promote their work as the truly authentic cultural intangible heritage</i>	<i>The itinerary is meant to promote handcrafts and gastronomic businesses as representatives of the City's intangible heritage</i>	<i>60 businesses involved</i>
	2	<i>Improve the tourist offer of the city with new itineraries on the city's tangible and intangible heritage</i>	<i>Yes, the new itinerary will move tourists to the discovery of tangible and intangible heritage located in the less-known areas of the city</i>	<i>Yes, the introduction of a not-mainstreamed itinerary focused on the city's tangible and intangible heritage will innovate the current cultural and touristic offer</i>	<i>The introduction of a new itinerary to the cultural and touristic offer will promote the city's tangible and intangible heritage</i>	<i>1 new itinerary</i>
	3	<i>Enhance the least considered parts of the city or commercial activities or heritage</i>	<i>Yes, the new itinerary will move tourists to the discovery of tangible and intangible</i>	<i>Yes, the itinerary will aim at the visit of less considered commercial activities; tourists will also experience real</i>	<i>The itinerary is meant to promote handcrafts and gastronomic businesses as representatives of the City's intangible heritage and</i>	<i>1</i>

			<i>heritage located in the less-known areas of the city</i>	<i>demonstrations, laboratories and food tasting</i>	<i>also the less known and visited places of the involves areas</i>	
	4	<i>Support the restart of activities related to the tourism, cultural and food sector after the pandemic</i>	<i>Yes, the new itinerary will move tourists to the discovery of tangible and intangible heritage located in the less-known areas of the city</i>	<i>Yes, the action will support the activities related to the tourism, cultural and food sector after the pandemic</i>	<i>The itinerary is meant to promote handcrafts and gastronomic businesses as representatives of the City's intangible heritage and also the less known and visited places of the involves areas</i>	1
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<p>9. The degree of innovation of your PA: Were there any similar cases (actions) in your city? Note: if your PA repeats similar</p>	<p>Please, mark the alternatives from a to c that best suit with your PA or add another one (d) if necessary.</p>	
	<p>a) The PA takes its cue from one or more initiatives/projects developed by other national or international cities</p>	<p><input type="checkbox"/> <i>Please, list the projects and if and how the PA differs from these cases</i> <i>Add...</i></p>

<p>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>	<p>b) The PA takes its cue from / capitalize on the results of one or more initiatives/projects developed by the city in the past</p>	<p>Please, list the past projects and how the PA differs from these past initiatives</p> <p><i>From a methodological point of view, the pilot action capitalizes the experience already acquired by the Municipality of Bari in the creation of new tourist itineraries with the ATRIUM PLUS “Architecture of the Totalitarian Regimes of the XX Century in Urban Management PLUS” project, financed by the INTERREG Italy - Croatia 2014/2020 Programme. Particularly, the project aimed at creating new cultural tourist itineraries on the heritage of the XX century totalitarian regimes in an informed and ethical way. The project defined a common information strategy for visitors and carried out cross-border trainings for tourist guides, as well as a cross-border programme of study visits involving schools to test the cultural tourism potential of the architectures and memories in relation to the totalitarian regimes.</i></p> <p><i>At the same time, the pilot action is integrated with similar initiatives already underway, like the Bari Guest Card. This is a unique access key to cultural heritage, tourist services and transport of the area. For the local administration, this represents a tool capable of increasing the overall level and quality of service in the area and at the same time monitor flows and establish improvement actions also based on user targets. The tourist will be able to take advantage, through the system, of a series of concrete advantages in terms of time and cost reduction, in obtaining and using tourist and cultural services and greater ease of use of the territory.</i></p>
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	c) The PA is completely new for the city (no such initiative/ project has ever been developed in the city)		--
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<p>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)</p> <p>Note: the goal is to</p>	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	<i>How many tourist in the city</i> <i>Data about tourist arrivals and overnight stays</i>	<i>To get information on the number of arrivals on the date and potential city crowds, to get knowledge about tourist trends</i>

<p>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>Mapped craftsmanship and creatives businesses</i></p>	<p><i>It is possible to identify the less-known paths to design the itinerary</i></p>
	<p>➤ ENVIRONMENT</p>	<p><i>Less Crowded paths</i></p>	<p><i>It is possible to identify the less-known paths and design the itinerary in this concern</i></p>
	<p>➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)</p>	<p><i>Pedestrian mobility</i></p>	<p><i>It is possible to monitor the improvement of pedestrian mobility during the implementation of the pilot action</i></p>
	<p>➤ CITY POPULARITY AND ATTRACTIVENESS</p>	<p><i>Data</i></p>	<p><i>It is possible to understand which ones are the cultural attractions, activities, products etc. that are considered the most attractive by the public</i></p>

<p>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.</p> <p>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.</p>		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>Wickerworks</i>	Yes	<i>The itinerary is meant to promote handcrafts and gastronomic businesses as representatives of the City's intangible heritage</i>	1
	2	<i>Artistic pottery</i>	Yes		1
	3	<i>Typical food production (bread and pasta)</i>	Yes		1
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Annex 3 – PILOT ACTION MONITORING FORM

1. Project partner number/name	PP4/Municipality of Bari			
2. Partner's city	Bari			
3. Pilot Action – general title	Turisti per Bari (Tourists around Bari)			
4. List of target groups to be reached through PA. Note: the two inputs are mutual for all the partnership.		PA Target groups	<p>Assessment: have the target groups been reached as planned? (YES / NO)</p>	<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 target groups' reach.</p>
	1	<i>Visitors/Tourists/customers</i>	Yes	

	2	<i>Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage</i>	Yes	
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<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;</p>		<p>Stakeholders relevant for your PA (Please write name and category for each stakeholder from Annex 2.)</p>	<p>Assessment: have the stakeholders been involved as planned? (YES / NO)</p>	<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>PugliaPromozione (Regional Tourism Agency)</i>	Yes	
	2	<i>Chamber of Commerce of Bari</i>	Yes	

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.

3	<i>CNA Bari – Confederazione Nazionale dell'Artigianato</i> <i>(Regional and local crafters association)</i>	Yes	
4	<i>Confartigianato Bari</i>	Yes	
5	<i>Federalberghi</i>	No	<i>Improve the communication process with the association, better time planning and organisation of the future initiatives.</i>
6	<i>Museo Civico Bari (management)</i>	Yes	
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6. Kind of interventions on which the PA is based: analogue vs digital		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.

<p>interventions.</p>	<p>1 <i>The Municipality of Bari will define a tourist-cultural itinerary in the city centre (Murat district and old city) with the involvement of the sectors of the intangible heritage already identified (wickerwork, artistic pottery and typical food production) and of several points of interest. The aim is to give value to the intangible cultural heritage of Bari in the eyes of residents and tourists. This itinerary will be promoted through 4 days (two weekends) in November 2021. Several territorial animation activities such as guided tours, workshops, tastings, treasure hunts, figurative and historical re-enactment performances, extraordinary openings of shops and ateliers will be organized in open spaces. In terms of communication, several leaflets containing the city map with the list of activities and the detailed program, will be printed and</i></p>	<p>Yes</p>	
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		<p><i>distributed in the main places of touristic and local interest. Also, an online communication focused on the events will be</i></p>		
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		<i>carried out on social media and web through the sponsors of posts, the publication of video-reportage and photo-reportage, aimed at a social use for the realization of stories and posts on social media.</i>		
		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.
	1	<i>The pilot area coincides with that object of the interventions under action 3.2 with which 23 sensors were positioned on the cameras already available to the Municipality of Bari: therefore, the data on pedestrian mobility during the pilot action events will be compared with the previous</i>	<i>In progress</i>	<i>This activity is still in progress</i>

		<i>ones, stored in the database and visible on the Dashboard.</i>		
	2	<i>Also, the communication plan of the pilot action will involve also digital and online channels through the sponsors of posts to promote the event and the publication of video-reportage and photo-reportage aimed at a social use for the realization of stories and posts on social media.</i>	Yes	

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)	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.
	1	<i>Meeting with the private and public stakeholders to share the pilot action activities and goals</i>	<i>By October 2021</i>	Yes	
	2		<i>By October 2021</i>	Yes	

		<i>Detailed design of the pilot action activities: identification of the areas and the locations of the handcrafts and gastronomic businesses to valorise.</i>			
	3	<i>Market research for the identification of suppliers</i>	<i>By October 2021</i>	<i>Yes</i>	
	4	<i>Organization of the events</i>	<i>By November 2021</i>	<i>Yes</i>	
	5	<i>Collection and analysis of data</i>	<i>By November 2021</i>	<i>No</i>	<i>The collection and analysis of data is still in progress and will be completed by December 2021</i>
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	<i>Promote local handcrafts and gastronomic businesses</i>	<i>Yes</i>		

	2	<i>Improve the tourist offer of the city with new itineraries on the city's tangible and intangible heritage</i>	Yes	
	3	<i>Enhance the least considered parts of the city or commercial activities or heritage</i>	Yes	
	4	<i>Support the restart of activities related to the tourism, cultural and food sector after the pandemic</i>	Yes	
9. 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)	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			

<p><i>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.</i></p>	<p>➤ TOURISM</p>	<p><i>How many tourist in the city</i></p> <p><i>Data about tourist arrivals and overnight stays</i></p>	<p><i>FORESEEN</i></p>	<p><i>To get information on the number of arrivals on the date and potential city crowds, to get knowledge about tourist trends</i></p>
	<p>➤ CULTURE & CRAFTS</p>	<p><i>Mapped craftsmanship and creatives businesses</i></p>	<p><i>FORESEEN</i></p>	<p><i>To identify the less-known paths to design the itinerary</i></p>

	<p>➤ ENVIRONMENT</p>	<p><i>Less Crowded paths</i></p>	<p><i>FORESEEN</i></p>	<p><i>To identify the less-known paths and design the itinerary in this concern</i></p>

	➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)	<i>Pedestrian mobility</i>	<i>FORESEEN</i>	<i>To monitor the improvement of pedestrian mobility during the implementation of the pilot action</i>
	➤ CITY POPULARITY AND ATTRACTIVENESS	<i>Data</i>	<i>FORESEEN</i>	<i>To understand which ones are the cultural attractions, activities, products etc. that are considered the most attractive by the public</i>
<p>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.</p>		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)	<p>Note: answer to this question only if you answered NO to the previous one.</p> <p>Measures: Please describe the cultural and natural heritage added and/or deleted during the PA implementation.</p>
	1	<i>Wickerworks</i>	<i>YES</i>	
	2	<i>Artistic pottery</i>	<i>YES</i>	
	3	<i>Typical food production (bread and pasta)</i>	<i>YES</i>	

Annex 4 – Pilot action final assessment form

1. Project partner number/name: Municipality of Bari
2. Partner's city: Bari
3. Pilot Action – general title: Turisti per Bari/ Tourists around Bari

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?

“Turisti per Bari” was dedicated to the discovery and valorization of the historical center of Bari and the Murat district through a series of activities and events linked to the history as well as the tangible and intangible heritage of the territory. The initiative was held on two consecutive weekends, on 12-13 and 19-20 November 2021. Most of the initiatives took place in open spaces to create territorial animation and best combine the project aims with the tourist reality. The main themes addressed were history, food, entertainment, and crafts. The result was the creation of an interactive story for residents and visitors, who had the opportunity to enjoy different experiences linked by "multi-sensorial" connections: itinerant tastings of food and wine excellences, treasure hunts in the alleys of the old city, juggling performances, live music, extraordinary openings of artisan shops, guided tours, exhibitions of ceramics and practical laboratory activities with master craftsmen and pasta makers. Specifically:

- Guided tours aimed at making residents and tourists aware of the wealth of the city's gastronomic and craftsmanship heritage as well as the value of people and operators working in this frame (8 appointments)
- Labs devoted to orecchiette making with the local pasta makers (4 appointments), labs of ceramics to realize manufactures with the typical mortar di Geris (2 appointments), labs of wicker devoted to the art of wicker basket makers (4 appointments), labs devoted to the realization of manufactures, sculpture and nativity scenes of the ancient tradition of Bari (4 appointments), and labs destined to children to make them reflect on the topic of “city” (2 appointments)
- Street animation with popular and live music, juggling performances and traditional characters (2 appointments)
- Handicraft demonstrations involving local workshops (4 appointments)
- Itinerant food and wine tastings to the re-discovery of local traditions and flavors (4 appointments)
- Bike-rickshaw tours, also for people having specific needs (4 appointments)

- Treasure hunts with hints and QR codes positioned in the alleys and the strategic points of the old city (2 appointments).

A great network of local tourist guides, entertainment and craft associations, artists, pasta makers, artisans, food operators and music bands were involved in the activities, with the opportunity to show and transmit some of the most ancient traditions of Bari's tangible and intangible culture. A great number of people among locals and tourists participated with great satisfaction in the initiatives. Several communication activities were carried out (press conference, boosted posts on Facebook, artistic photo reportage, promo video, flyers, posters, etc.) to promote Turisti per Bari. In addition, a final video reportage has been realized, available on the You Tube page of the partner: <https://www.youtube.com/watch?v=aUiVvo6V6CE>. No deviations or delays compared to the actions defined in the planning phase have been detected.

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 pilot action succeeded in giving value to the tangible (points of interest located in the Murat district and in the old town) and intangible (wickerwork, artistic pottery, and typical food production) heritage of Bari through activities, events and territorial animation. All the specific objectives defined in Annex 2 were successfully achieved. First, the promotion of local handcrafts and gastronomic businesses was addressed through extraordinary openings of artisan shops, exhibitions of ceramics, food tastings and practical laboratory activities with master craftsmen and pasta makers. Many operators and associations have been involved, reaching the expected target. Secondly, the improvement of the tourist offer of the city with new itineraries as well as the enhancement of the least considered parts of the city or commercial activities were achieved through the creation of a new itinerary able to move visitors to the discovery of tangible and intangible heritage located in the less-known areas of the city. More than 2.000 flyers containing the map with the itinerary were distributed. The itinerary included not only less considered places, for an enhancement of the local cultural and touristic offer, but also experiences (labs, exhibitions, food tastings, etc.) with handcrafts and gastronomic representatives. This also allowed to achieve the fourth specific objective, namely the support for the restart of activities related to the tourism, cultural and food sector after the pandemic. As a matter of fact, a great network of local tourist guides, entertainment and craft associations, artists, pasta makers, artisans, food operators and music bands had the opportunity to promote their work and transmit at the same time some of the most interesting traditions of Bari's tangible and

intangible culture.

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 Chamber of Commerce of Bari (represents and supports the local enterprises and businesses) was a key actor in the implementation of the pilot action. First, it provided the list of the registered craft and gastronomic businesses in Bari. Secondly, it supported the Municipality in the direct and active involvement of the local handcrafts and gastronomic businesses in the realization of the pilot action. PugliaPromozione (the Regional Tourism Agency), Confartigianato Bari (trade association that represents and supports small businesses and artisans in Bari) and CNA Bari – Confederazione Nazionale dell’Artigianato (regional and local crafters association) were involved by the Municipality of Bari in the design of the pilot action through emails and internal meetings. They gave suggestions on the construction of the itinerary as well as on the local businesses to involve and the activities to organize. The Museo Civico Bari (located in the historic city center and gathering exhibits related to the history of the city and its inhabitants) was involved in the project activities. Particularly, this was included in the itinerary of Turisti per Bari (as indicated in the map) and opened its premises at extra times. Also, the Museo Civico offered its premises to hold one of the laboratories organized. Finally, the Municipality of Bari did not manage to involve Federalberghi in the design of pilot action. PP4 will try to improve the communication process with the association and the time planning for the organization of future initiatives.

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?

The Dashboard was tested during the implementation of the pilot action. Particularly, a mobility data analysis (Appendix 1) was carried out by the partner University of Bologna to estimate the change in the expected tourist flows in Bari during the weekend 12-13 and 19-20 November 2021. The study was based on the videocamera system installed by Municipality of Bari to detect the visitor flows along Via Sparano, which connects the train station to the historical center. Particularly, the video cameras installed at the entrance of the historical center were used to measure the incoming visitor flows, since Turisti per Bari activities took place in this area. In the first place, compared to October 2021, the daily presences detected the whole month of November 2021 have shown a general increase, especially on Sundays and during the weekend of 20-21 November. In the second place, the study shows a general increase of the presences during the afternoons of Friday and Saturday 12-13 November and 19-20 November (that could be correlated with

the events of interest), compared to the average presences measured the same day during the previous five weekends. The presences during 12 November afternoon are almost doubled whereas no conclusion is possible to draw on 13 November due to the lack of measures (this effect could depend on bad weather conditions). A small increase of presences is observed during the 19 November afternoon whereas a remarkable increment is detected during 20 November afternoon. Therefore, the initial peak of presences near the historical center during 12 and 20 is related to an activity in this area of interest. To sum it up, the dashboard data show that the pilot action managed to attract pedestrians to the area of interest thanks to the organization of activities aimed at promoting the tangible and intangible cultural heritage of Bari. In general, the Dashboard could provide valuable information for the future actions. To be an effective tool for supporting tourism policies, this instrument could be further improved by adapting its contents to the specific needs/context of each city (fewer contents but more strategic). This would make the dashboard sustainable after the project end date, since would let each city to update it with data already at disposal/easy to find.