# 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.5.3.1 - Identification of Transferability scenarios

| Work Package: | 5 - The S.LI.DES. Strategy |
|---|---|
| Activity: | 5.3 - Transferring the S.LI.DES. strategy |
| Responsible Partner: | PP5 – City of Venice (IT) |
| Partners involved: | LP – Ca' Foscari University of Venice (IT)<br>PP1 – CISET (IT)<br>PP2 – Ecipa (IT)<br>PP3 – SIPRO Ferrara (IT)<br>PP4 – City of Bari (IT)<br>PP6 – CAST-University of Bologna (IT)<br>PP7 – Institute for Tourism<br>PP8 – Craft College- Institution for adult education Subsidiary Rijeka<br>PP9 – Development Agency of the City of Dubrovnik-Dura<br>PP10 –Šibenik Tourist board |

| Version: | Final | Date | 03/06/2022 |
|---|---|---|---|
| Type: | Report | | |
| Availability: | Public | | |
| Editors: | PP5 City of Venice, LP – Ca' Foscari University of Venice, PP1 – CISET. | | |

# A. Introduction – S.LI.DES. outputs level of transferability

A Transferability framework has been developed to promote the S.LI.DES. strategy integration into different contexts/ scenarios, and to propose specific and tailored policy recommendations to any interested EU destination. This Section of the strategy contains the transferability for the S.LI.DES. project (Work Package 5 - Activity 5.3. Deliverables 5.3.1, 5.3.2 and 5.3.3) as indicated in Figure 1.



*Figure 1 – S.LI.DES. Transferability*

The transferability of the project results is linked with the concept of outputs, outcome and impact:

| OECD Definition | SLIDES main results |
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| According to the OECD DAC (OECD 2010) – one can define the **outputs** of the project as the products/goods/services which result from a specific intervention. The outputs are based on a set of activities (Work Packages/Tasks) that benefit from several inputs (funds, capacity building and other types of resources) and they are available immediately after the end of the project | **Work Package 3 - Smart Destination Ecosystem**<br>• Smart Destination Data Hub<br>• Smart Destination Ecosystem Methodology<br><br>**Work Package 4 - Pilot actions:**<br>• Destination dashboard prototype to set the scenarios of each involved destination in which the pilot actions will be implemented<br>• Pilot actions to test and demonstrate the effectiveness of the Smart Destination Ecosystem methodology, each city please fill in the template:   Venice, Dubrovnik, Ferrara, Bari, Šibenik:<br><br>**Work Package 5 - The S.LI.DES. strategy:**<br>• Transnational Strategy<br>• Cooperation agreements<br>• Transferability framework to promote the adoption of the S.LI.DES strategy (*the current document*) |
| From the outputs one can evaluate after some time (1-2 years) the **outcomes**, namely the achieved short-term and medium-term effects of a project's outputs. | - Increased awareness of local decision-makers about the key factors driving the sustainable and competitive performance of cultural destinations and strengthen cooperation with main local stakeholder in order to boost innovative and more effective tourism management strategies and priorities in the Programme area;<br>- Enhanced and dynamic knowledge about visitors' mobility patterns and tangible and intangible heritage and craft activities, in order to implement innovative policies able to better distribute visitors |

| | flows in space and time, thus alleviating seasonality in tourism and reducing human pressure on cultural heritage; |
|---|---|
| | - Improved management of cultural destinations through the testing of innovative strategies to promote cultural heritage and valorize local productions; |
| | - Enhanced synergies between culture and tourism polices in the Programme area; |
| | - Stronger cross-border cooperation among Italian and Croatian destinations in order to improve cultural destinations management and tourism policies at EU level. |
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|---|---|
| The outcomes are basis for a wider concept: **impact.** The impact is a long-term effect that the beneficiaries of our project will bring back in their communities – it will produce its results in the long term and it goes beyond the end date of our project. Impact is challenging to measure and it is necessary a close cooperation with the project partners and relevant stakeholders to further exploit the results of the project. | - Increase awareness of local stakeholders about the importance of a data-driven approach for sustainable development of destinations<br>- Enhancement of smart knowledge on destinations sustainable performance and potential of cultural assets<br>- Promotion of the local tangible and intangible heritage to foster sustainable territorial<br>- Development of cross border transferable smart strategies to promote cultural heritage & local products |

At the time of writing, it is possible to identify precisely only the outputs, whereas the outcomes and the impact will be visible only in the coming years. In this context, an effective Transferability strategy can amplify the impact of the project in the long run by expanding the circle of the beneficiaries and stakeholders.

- ***Transferability potential of S.LI.DES. outputs***

*Horizontal transferability* - The common methodologies, tools, solution and strategies developed within the project have a high transferability potential since they are tailored on five destinations representing different contexts/scenarios of cultural urban tourism development in the Programme area, thus facilitating the identification process of other EU cultural destinations.

*Vertical transferability* -  To achieve durability of project outputs and long lasting impact of results, decision-makers have been directly involved in the implementation and monitoring of project activities, (i.e. the testing of the Smart Ecosystem and its application in planning the pilot actions), as well as in the strategy definition and the cooperation process with main local actors and stakeholders. The involvement of policy makers has fostered and facilitated the

integration of the S.LI.DES. strategy within the local policy framework of the project destinations (Venice, Ferrara, Bari, Šibenik and Dubrovnik). The political commitment needed to achieve long-term sustainability will be also guaranteed by the Cooperation Agreements with main local stakeholders signed by destinations.

- *Communication activities and stakeholder's engagement during the project life*

Communication activities have been focused on the promotion of project outputs and results, especially addressed to regional and national authorities, that are in charge of defining policies and of the allocation of funding (regional, national and European) for the sustainable tourism management.

Engagement and involvement of target groups through networking and community relations (direct contacts, social media activities, marketing, newsletters approaches), and improvement of the cooperation among them through community relations and engagement (e.g. cooperation agreements and networks) have been carried out during the lifetime of the project.

These dissemination activities will guarantee the sustainability of the outputs of the project and will increase the degree of transferability of the project results to other EU territories.

- *On-going Capitalization of project results*

The S.LI.DES. results are available for knowledge transfer among communities set up by each partner. The impacts on the quality of the local tourism strategy and on the content related issues have been increased thanks to the S.LI.DES. project. This has been confirmed by the successful implementation of the pilot actions. The Final Conference has contributed to disseminating the results to the cross-border area by sharing and promoting results and experience among relevant stakeholders within Interreg Italy – Croatia (Zadar) and beyond (i.e. Tirana and Florence).

The first "beneficiaries" of the S.LI.DES. results are the partners of the consortium. With the transferability framework the results should find the widest practical application in the longest possible time perspective. The effectiveness of transferability should be the number of persons or institutions outside the project who will benefit from the implementation of these activities. To achieve this, transferability activities have been implemented, both horizontal, i.e. broad information and inclusion of individuals, groups or institutions in the preparation of results, and vertical, i.e. aimed at translating project results into system solutions.

## B. D.5.3.1 - Identification of Transferability scenarios

The PPs have analysed the main characteristics underpinning the different destination contexts in which the S.LI.DES methodology was tested, in order to identify reference scenarios for other destinations outside the project in which similar elements can be found (eg. human pressure, destinations that need to become more attractive, destinations with severe seasonality problems, cultural heritage at risk to survive and unexploited, and so on).

The S.LI.DES. destinations share similar problems related to:

- the balanced development of tourism and other urban functions;
- the diversification of the local economy and new job opportunities;
- the need to act on mobility to improve the distribution over time and space of visitor flows;
- the request to promote tangible and intangible cultural heritage as a competitive advantage, thus avoiding the risk that the local identity disappears or becomes homogenized by mass tourism.

These different aspects, when combined, can shape different types of situations/scenarios for other cities and landscape destinations. These scenarios should be used as benchmarks and their traits can be mixed in order to respond to different challenges. In this context, three reference scenarios have been identified:

A- "Destinations subject to high anthropogenic pressure and concentration of flows and that need to change course from the trend of mass tourism "

B- "Destinations that need to enhance their historic center and connections to neighborhoods, and to valorise other places in the area "

C- "Destinations that need to develop their tourist potential and overcome a strong seasonality issue"