S.LI.DES
Smart strategies for sustainable tourism in LIvely cultural DEStinations

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Italy - Croatia CBC Programme
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Specific objective: 3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D.5.3.3 - S.LI.DES. strategy Transferability framework

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)** **PP1 – CISET (IT)** **PP2 – Ecipa (IT)** **PP3 – SIPRO Ferrara (IT)** **PP4 – City of Bari (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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D 5.3.3 – S.LI.DES. strategy Transferability Framework - S.LI.DES. outputs: what can be transferred?

This section contains the Transferability frameworks for the relevant S.LI.DES. outputs. It provides to other EU destinations guidelines to identify the S.LI.DES. solutions most appropriate to be applied to their situation and integrated in their policy framework.

Work Package 3 - I) Smart Destination Data Hub	
A) Issues tackled & scenario (a,b,c, - if relevant)	The main issues tackled during the building of the Datahub refer to the lack of data culture at local level (this issue is common to all scenarios presented). This translates into a set of hindrances to be dealt with. In particular, low data availability and accessibility; high data dispersal among different sources and no data sharing (presence of a number of data silos), no open data. These hindrances are partly common to all cities and partly linked to the type of Scenario and the country they belong to. It also touches upon the understanding of the relevance of cultural heritage to improve the tourist offer in a sustainable way, as well as the Integration of data from different sources in the same datahub.
B) What can be transferred to other destinations?	The Datahub represents the first attempt to develop an integrated knowledge system that uses data analytics to provide a comprehensive view of the city and its performances from different perspectives, not limited to tourism. In particular, by relating the evolution of tourism with that of the urban economy, the mobility patterns, the environment and the cultural context, with a focus on craft activities. At city level, taking appropriate decisions requires first of all that city managers and other stakeholders are adequately informed about what is going on in the city. The availability of great amount of data and an easy and user-friendly access to them are crucial in order to have a comprehensive view of the situation. Gaining knowledge from data supports planning, product and promotional strategies, as well as impact assessment. The main issue is to develop a data culture, which means making each city aware of the importance to retrieve and share data among different administrative departments, as well as with regional and national sources, and to collect primary data regularly, use digital tools and technology to support this process.

C) How can this transfer be done – in particular the technical/IT characteristics?	From the technical point of view, this means to spread the importance of open data availability, i.e. data that are openly accessible, exploitable, editable and shared by anyone for any purpose. Or data available in a common suitable format, that can be easily retrieved and uploaded and also shared between the databases of municipality departments. The software should be an open source software available on request using a platform (i.e. github) for non-commercial use. However, the software installation and customization for the new destinations will probably require a supervision process by the project partners that develop the datahub and dashboard.

D) Where is possible to find the deliverables/instructions/more info?	Deliverable 3.1.1. of the project presents the general Smart Destination Ecosystem methodology and the Smart Destination Datahub, describing the Datahub framework. In particular, Section 4 introduces the concept of the S.LI.DES Smart Destination Ecosystem, in terms of general vision and main structure, while Section 5 identifies the Smart Destination Datahub framework, describes its main features and functionalities, goes into detail of the definition of the dataset and related KPIs and discusses the problems encountered by cities during the data collection. An instruction manual for installation will be available with the software. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools D.3.1.1. Data hub framework / D.3.1.2. Data hub prototype / D.3.1.3. Data hub User Manual
E) Lessons learned and criticalities	The available data collection and integration in a single datahub from different sources is still a problem. The usability of the data to get useful information on specific problems requires a non-trivial data processing. The check of data quality comparing different data sources is still problem.
F)….other important elements if relevant	The future maintenance and upgrade of the software is not guaranteed after the end of the project.

Work Package 3 - II) Smart Destination Ecosystems Methodologies	
A) Issues tackled & scenario (a,b,c, - if relevant)	The main issue addressed by the project is how to develop smart management and governance of data that support sustainable development of tourism and other urban functions in Adriatic and EU cities, with a specific focus on the promotion of local heritage representing the identity of the territory (this issue is common to all scenarios presented). To do so, the project has built an integrated knowledge system, supported by innovation technologies (i.e. the Smart Destination Ecosystem), which should help cities: identify their tourism and urban profile and assessing their tourism and non-tourism performances from different urban perspectives (economic, social, environmental, cultural, accessibility and local mobility, etc.). It is important to monitor the visitor mobility patterns within the urban environment, with a focus on pedestrian mobility, and monitor it over time and space, taking into account the location of point of interests, and the effects related to the organization of specific events; map craft activities and Creative and Cultural industries and define a sort of “ranking” of these activities according to their tourism potential, in order to promote them as driver of local sustainable development and job creation. The system is common to all cities, whatever the scenario they belong to, even if the ability to perceive its importance can be different, according to the current level of tourism development or, independently from that, to the perception of these problems by local actors.
B) What can be transferred to other destinations?	For cities who approach these issues for the first time, the first aspect is to share with them the S.LI.DES general vision and make them aware of the importance that data intelligence can have in order to take informed decisions, for example in terms of planning, product and promotional strategies and impacts assessment. Secondly, to share the methodology followed to build the structure of the Ecosystem and of their components (the Datahub, the mobility models, the dynamic map of craft activities and te Dashboard).

C) How can this transfer be done – in particular the technical/IT characteristics?	The development of the Ecosystem requires the integration of innovative technologies (e.g. different IT devices to capture visitor mobility and behavior, interactive database to collect different kind of information in different formats) with traditional data collection tools (e.g. official statistics, surveys). This implies having the skills to manage this complex structure.

D) Where is possible to find the deliverables/instructions/more info?	Deliverable 3.1.1. of the project presents the general Smart Destination Ecosystem methodology and the Smart Destination Datahub, describing the Datahub framework. In particular, Section 4 introduces the concept of the S.LI.DES Smart Destination Ecosystem, in terms of general vision and main structure. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools D.3.1.1. Data hub framework/ D.3.1.2. Data hub prototype / D.3.1.3. Data hub User Manual
E) Lessons learned and criticalities	The use of a Smart Destination Ecosystem can help improve tourism planning, product and promotional strategies and impacts assessment at city level. In particular, the pilot actions have shown how the Dashboard and the components feeding it (datahub, mobility models and dynamic map of craft activities) can support the creation of specific events or of alternative tourism routes in a sustainable way. Whether the Ecosystem can be created with a limited investment, the collaboration among local administrations, universities and other technical partners, as well as with other stakeholders, if of crucial importance in order to develop and implement the Ecosystem properly and to support sustainable strategies.
F)….other important elements if relevant	

Work Package 3 - IIa) Visitors Mobility Models – Transferability framework	
A) Issues tackled & scenario (a,b,c, - if relevant)	The Visitors Mobility Models deal with the problem of simulate the pedestrian visitor mobility flows on a routes network using the data and information collected in the datahub. The availability of real time data is important in all scenarios, since it provides short term forecast of the mobility flows. The model simulations are available using a webservice provided by the CAST partner. The models allow to produce the dynamic flows maps and the heat maps of the presences of the considered area in the dashboard.

B) What can be transferred to other destinations?	The Visitors Mobility Models are suitable for simulating the mobility in a historical center where the mobility is mainly pedestrian. The software is open source but its installation requires specific IT skills. The use of Open Street Maps cartography allows to get the road network graph of any destinations The transferability to other destinations requires the collection of the data to setup the models: statistical data on the tourist and commuter flows and the presences in the considered area and information on the location of the main tourist attractions and their relevance and accessibility. The existence of real time mobility data in the area is necessary for the forecasting mode and the integration of these data in the models requires the supervision of the CAST researchers depending on the data features. The setup of the models requires a

	supervision of the CAST researchers and an access to the CAST webservice is required to run the models if the software is not installed on a local server. The Dynamic Flow Maps and the Heat Maps are plotted in the SLIDES dashboard that should be also installed. But the use of different dashboards is also possible using the output files of the models and the OSM road network.
C) How can this transfer be done – in particular the technical/IT characteristics?	The software for the Visitors Mobility Models of the cities involved in the SLIDES project is available on the github platform with some technical information for the installation. A description of the Visitors Mobility Models is contained in the SLIDES reports that should be available and the use of the CAST webservice is also described. In the present form the Models require the collection of a datahub to build the input files and the SLIDES dashboard to send a request to the webservice and plot the simulation results. The setup and the customization of the models (to create the road network from the OSM database and the input file using the available data) still requires a supervision from CAST.
D) Where is possible to find thedeliverables/instructions/more info?	In the github platform the software source of the models and instructions for installation are available. The reports of the WP3 describe the main features of the visitors mobility models, the simulations results and the use of the webservice at CAST. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools D.3.2.1. Mobility Database/D.3.2.2. Now-casting models/D.3.2.3. Dynamic mobility maps/D3.2.4. Forecasting model of visitors' flows based on mobility demand computed from the experimental observations/ D.3.2.5. Simulation report on the results of simulations

D) Where is possible to find thedeliverables/instructions/more info?	In the github platform the software source of the models and instructions for installation are available. The reports of the WP3 describe the main features of the visitors mobility models, the simulations results and the use of the webservice at CAST. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools D.3.2.1. Mobility Database/D.3.2.2. Now-casting models/D.3.2.3. Dynamic mobility maps/D3.2.4. Forecasting model of visitors' flows based on mobility demand computed from the experimental observations/ D.3.2.5. Simulation report on the results of simulations
E) Lessons learned and criticalities	The use of big-data and dynamical models for the governance of tourist flows requires a collaboration among Universities, Public Administration and Stakeholders. The models are tools that help to extract relevant information from the data made available by the communication technologies, but the solutions to specific problems require a multidisciplinary approach. The use of these tools requires an effort to perform a validation procedure in the specific destinations and a setup of some parameters according to experimental observations to improve the reliability of the results. Finally, the future maintenance of such systems is not possible without a collaboration among Universities, Public Administration and Stakeholders where the different competences can work together.

F)….other important elements if relevant	The use of the webservice and a collaboration with CAST will guarantee the maintenance and the upgrade of the models in the future. The installation of the software on local servers require specific IT skills. The collaboration among Public Administrations and Universities can be a fundamental issue to create a smart mobility governance of tourist flows.

Work Package 3 - IIb) Mapping of tangible and intangible cultural assets and the visitor flows models	
A) Issues tackled & scenario (a,b,c, - if relevant)	Mapping cultural heritage means identifying and documenting the tangible and intangible resources on which the cultural heritage is based. The focus of the SLIDES project was mainly intangible heritage, in particular that one connected to traditional craftsmanship, knowhow, and folklore and to the related Cultural and Creative Industries. The recognition and identification of intangible heritage is particularly challenging due to the "immaterial" nature of this kind of assets. What are the local traditions, folklore, knowledge, skills values, handcrafts, etc. that can be defined as part of the cultural heritage of a community? And why just these assets and not other ones? Therefore, mapping cultural heritage, in particular the intangible one, is an activity that requires to investigate several sources of information and above all to implement a wide range of participatory techniques involving the local community in identifying, documenting and describing local cultural resources. Indeed, cultural heritage must be relevant and recognized first of all by the community itself.

B) What can be transferred to other destinations?	The framework developed by the SLIDES project and concretely implemented in the five partner cities can be useful to other destinations who want to identify and map their cultural heritage, in particular the intangible one, for supporting its preservation and valorisation. In particular, the framework allows firstly to identify and qualify existing local craftsmen, artists, firms, cultural associations who are still today the custodians of a specific tradition, knowhow, skills and who ensure the conservation and the regeneration of this heritage. Secondly it allows to georeference these assets in a map and to profile them according to a set of variables about their tourism potentials. Both the techniques developed for identifying and analysing craftsmen and cultural and creative professionals, and the IT tools for mapping and profiling them, can be implemented by other destinations. The opportunity offered by the SLIDES project to implement the framework in five cities with different characteristics and with a different intangible heritage allowed to test the ability of the framework to adapt to different situations. In addition, the framework has the merit of going beyond mere formal classifications, in order to ensure a more comprehensive and representative mapping of the cultural heritage. Thinking in particular of traditional handcraft, the representatives and custodians of this heritage are craftsmen and craft firms. The identification of the pertinent firms and craftsmen can be initially based on the analysis of the "NACE codes", a system, that at European level, classify all kind of economic activities. However, since the goals of the cultural mapping, the mere use of the NACE codes gives only a partial view of the phenomenon. By integrating other tools, such as interviews and direct surveys to these

	people it is possible to better describe their activity; to identify also those artisans that are not included in the NACE system (because they do not have a business activity of because other reasons); and to exclude those firms that are classified with a NACE code consistent with the craft tradition to be mapped but that produce on an industrial level and not on an artisanal one. A free version of the software developed within the project is available (see point C). Differently, the data collected are not available as it was required by their provider.

C) How can this transfer be done – in particular the technical/IT characteristics?	From the practical point of view, mapping cultural heritage and in particular intangible one, means to stimulate first of all the involvement and commitment of several local stakeholders in the activity (cultural associations, associations of craftsmen, trade organizations, experts, professionals dealing with local cultural conservation and valorization, etc.), in order to identify those assets that are really important for the local community and to increase awareness. The preliminary identification and collection of information can be based on two main steps: • a preliminary research through several sources, including official registers and archives, press releases, relevant specialised magazines, interviews with local authorities and trade organisations, experts, opinion leaders, in order to build a list of relevant actors whose activity is based on local handcrafts and traditions; • a survey among the actors preliminarily identified, in order to collect more detailed information about their core activity and the engagement in cultural conservation and valorisation, including tourism experiences for visitors. Through these activities it is possible to build a database with the list and main information of all pertinent assets. The database can be uploaded in the datahub together with the other data and information about the city. Then, a dynamic map can be created, starting from the information included in the database, such as the location (address), the kind and years of activity, the kind of tourism proposals, etc. Through the dynamic map all the assets are precisely located and displayed with a marker on the map of the city. The dynamic map can also be designed to include a set of filters (for example the kind of activity, the year of activity, etc). By filtering according to the criteria, the dynamic map displays only the assets that respond to the selected parameters. From the technical point of view, the database can be easily built through tools such as excel and/or csv file and maintained by means of the NoSQL database MongoDB. The software produced within the project is free and each project partner is allowed to download the codes and the manuals necessary to install and run their platforms on their servers. They are also free to decide the future use of their software.

	The software installation and customization for new destinations may require appropriate technical skills. For this reason, the project partners that develop the datahub and dashboard remain available to provide additional paid services concerning the future development of the platforms after the end of the project. In addition, an empty version of the Dashboard is made freely downloadable as a zip file from the project web page https://www.italy-croatia.eu/web/slides/docs-and-tools . Technical and user manuals are also available together with a list of support contacts. It is understood that the service of the support contact is not free of charge.
D) Where is possible to find the deliverables/instructions/more info?	The entire framework for mapping cultural heritage, including the practical and technical instructions, is explained in the reports of the following deliverables: D.3.3.1 - Tangible and intangible heritage database, D.3.3.2 – The dynamic map of craft activities, D.3.3.3 - Ranking of artisans and CCI activities according to their tourism potential
E) Lessons learned and criticalities	The process of mapping cultural heritage, in particular intangible one, requires the involvement of local stakeholders (for example, depending on the specific intangible heritage, cultural associations, associations of craftsmen, trade organizations, experts, professionals dealing with local cultural conservation and valorization, etc.) and the implementation of mixed methods. Indeed, the consultation of official sources, such as registers, archives, etc. must be integrated with interviews, surveys, and other participatory techniques (focus groups, etc.) in order not only to identify the pertinent cultural assets but also to document them. Not only is it important to quantify how many cultural assets there are (for example how many craftsmen, artists, etc.), but also to describe them, by collecting qualitative information. Unfortunately, this takes a relatively long time and it's not always easy to get local people involved. It is therefore important to motivate them and make them understand the relevance of this activity and that it can also have positive effects for themselves (in terms for example of promotion and business). In addition, the activity of "field research" and the development of the database must be coordinated with the technicians in charge of building the dynamic map and the filter function. In such a way, the information that populate the database can be collected and structured in a way that is consistent with the tools and the procedures used for building the dynamic map.
F)….other important elements if relevant	

Work Package 4 - Destination dashboard prototype to set the scenarios of each involved destination in which the pilot actions will be implemented	
A) Issues tackled & scenario (a,b,c, - if relevant)	The Dashboard is relevant for all scenarios and answers the city managers' need to have a "one-stop-shop" of data and information about their city, related to different key areas of analysis (economy, society, tourism, culture and crafts, environment, accessibility and mobility, popularity and attractiveness). From a technical point of view, it is a Web panel, divided into six sections, that helps the City managers viewing quickly the main city trends

	and performances in a user-friendly format, with a focus on tourism, urban mobility, cultural identity and crafts.
B) What can be transferred to other destinations?	The dashboard structure and internal development code. The dashboard can be "cloned" and applied to other destinations with the technical support of an experienced IT expert
C) How can this transfer be done – in particular the technical/IT characteristics?	An IT expert is needed, he/she will have to follow the technical documents provided (project deliverables). For more technical info please consult the following deliverable: D.3.4.1. Destination dashboard format, D.4.1.1. Destination dashboard prototype, D.4.1.2. Destination Dashboard User Manual, D.4.2.1. Pilot actions methodology, D.4.3.1 Evaluation report, D.4.3.2. Destination dashboard – final considerations
D) Where is possible to find the deliverables/instructions/more info?	Parts can be found in the Drive folder of WP3; for front-end use instead, see the WP4 deliverables. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools
E) Lessons learned and criticalities	As pointed out for the Datahub, data availability and updating is crucial for the success of the Dashboard. The tool is useful for reading the state of the art of the city and planning sustainable tourism development only if cities provides a huge amount of data, retrieved from different sources, in an appropriate format. Experience gained from the pilot actions have shown that when a specific product/promotional action has been carried out, such as planning a new tourism experience (an event or a tourist route), the most useful indicators are those on tourism trends and the dynamic maps related to tourism mobility and to craft activities. But also the correlations between tourism data and among tourism and non-tourism data proved to be valuable for the scope, especially if other actions are planned (i.e. measuring the impacts of tourism). What is essential is to collect clear/clean data that are comparable in terms of format, so that the correlations make sense. From this point of view, is also important to promote the spread of an “open data approach” into local administrations and data sources and avoid “data silos”, based on different standards. Another critical issue is the need to have an IT expert to upload and set up the data that will be visible in the dashboard. This is a direct consequence of the complexity of the tool, as well as of the format of data to be provided
F)….other important elements if relevant	In the future, the dynamic map of craft activities can be shared in an app, that can be developed as a tool for tourists. It would also make sense to enable the possibility to book experiences (e.g., from artisans) or entrance to museums so that additional data can be collected directly from the tourists who generate it.

Work Package 4 - Pilot Actions

The pilot actions represent the starting point to analyse strengths and weaknesses of the application of the S.LI.DES strategy to different context/scenarios. Pilot actions, to test and demonstrate the effectiveness of the Smart Destination Ecosystem methodology, have been implemented in Dubrovnik, Venice, Sibenik, Bari and Ferrara	
Pilot Action - Dubrovnik	
A) Issues tackled & scenario (a,b,c, - if relevant)	Issues: • over-tourism; a large number of tourists in the same time in the same (limited) area (i.e. city center); • the need for stronger valorization of local cultural heritage, with a focus on that representing the cultural identity of the destination Scenario A**:** harnessing mass tourism - destination subject to high human pressure The Pilot Action in Dubrovnik was aimed to manage the tourist flows in the old monumental City center by redirecting the pedestrians to the other location outside the city walls. Equally important aim was to increase the valorization of the Dubrovnik region intangible heritage with an emphasis on traditional crafts and arts as the identity of the Dubrovnik region.
B) What can be transferred to other destinations?	Knowledge, experiences gathered and methodology tested in Dubrovnik and innovative SMART solutions implemented, could be transferred to other destination with similar issues/scenario. (e.g. redirecting the pedestrians in high tourist season to other less visited/crowded locations in the city; using craft fairs as the main attraction and engaging local craftsmen and artists to promote their work at one place with the help of promotion realized by the city institutions/administration)
C) How can this transfer be done – in particular the technical/IT characteristics?	By providing the possibility for other destinations to use the Dashboard by customizing it previously with their own data.
D) Where is possible to find the deliverables/instructions/more info?	On S.LI.DES. project webpage and project partners' web pages. ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools See the section regarding Dubrovnik: D.4.3.1 Evaluation report /D.4.3.2. Destination dashboard – final considerations and D.5.1.3 SLIDES Strategy
E) Lessons learned and criticalities	Criticality could be the finance: in order to implement a valuable mobility system with predictions, the destination should provide smart equipment that would be used to measure pedestrian mobility. Also, each destination that wants to use the Destination Dashboard should be able to enter new destination data independently.
F)….other important elements if relevant	

Pilot Action – Venice	
A) Issues tackled & scenario (a,b,c, - if relevant)	'Routes of Venetian craftsmanship and creativity'. The pilot action included 10 thematic itineraries in the historical centre of Venice aimed at the valorization of the history and uniqueness of Venetian excellence. The itineraries are designed to encourage visits to lesser-known places and itineraries.

	The pilot aims at reducing mass tourism in the city center and preventing the risk that local identity disappears or become homogenised by over tourism (cfr. Scenario A) .
B) What can be transferred to other destinations?	The pilot actions have been developed according to a shared cross border methodology, but capitalising on the different characteristics of each destination and on the initiatives they have already implemented to enhance the economic role of cultural assets and to reduce seasonality. Consequently, both WP outputs can be used as "good practices" and easily transferred to other destinations sharing the same problems, within and outside the eligible area.
C) How can this transfer be done – in particular the technical/IT characteristics?	The City of Venice has constructed a Smart Control Room thanks to the National operational Programme "Metropolitan cities 2014/2020". The SCR allows the daily monitoring of tourists flow in Venice. More details at this link: https://www.venis.it/it/node/1048
D) Where is possible to find the deliverables/instructions/more info?	➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools https://www.veneziaunica.it/it/node/2310/ - Venice Project Facebook page: https://www.facebook.com/ProgettoSlides See the section regarding Venice: D.4.3.1 Evaluation report /D.4.3.2. Destination dashboard – final considerations and D.5.1.3 SLIDES Strategy
E) Lessons learned and criticalities	- Data collection, in particular essential to collect clear/clean - Strike the right balance between quantity and quality in tourism management
F)….other important elements if relevant	

A) Issues tackled & scenario (a,b,c, - if relevant)	The Pilot Action "Turisti per Bari" was dedicated to the discovery and valorisation of the historical centre of Bari and the Murat district through a series of activities, events and exhibitions related to the history of the territory, held on two consecutive weekends, 12-13 and 19-20 November 2021. This initiative, in line with the project objectives, aimed to tackle the following issues (cfr. Scenario C): - the need of a better distribution in time and space of visitor flows to alleviate tourism seasonality and reduce human pressure on the territorial natural and cultural heritage; - the risk that local identity may disappear or become homogenized by mass tourism; - the need to promote local identity as a leverage to revitalize the urban environment – making it more liveable – and diversify local economy The results provided by the S.LI.DES. Destination Dashboard returned significant data in real time in the four days organized specifically in a low season period, which revealed, compared to the previous weekends, an increase in the number of citizens and tourists who took part in the routes, crowding the streets and squares of the historical centre of the city. This, together with the positive feedback received by the dense network of

	operators involved in the pilot action as well as by participants, proved the success in tackling the above issues.
B) What can be transferred to other destinations?	The S.LI.DES. model is characterized by replicability and flexibility and is naturally extendable to other cities as well. In the first place, the contents of the Destination Dashboard can be easily adapted to other local contexts. The prototype developed can be transferred to other destinations, especially those lacking dynamic and specific knowledge on visitor flows with the objective to guide decision makers in designing and implementing innovative strategies for increasing the sustainability and the quality of the tourism offer. Secondly, the pilot actions developed by project partners can inspire other destinations in the creation of sustainable itineraries valorising their own unexploited tangible and intangible cultural heritage, focusing in particular on the 'living heritage', such as craft activities and creative industries.
C) How can this transfer be done – in particular the technical/IT characteristics?	Concerning the Destination Dashboard, the prototype can be directly studied on the related platform while the technical know-how can be transferred through direct contacts with the project partners responsible for its creation. As for the pilot actions, several useful materials are available on the project website, on Facebook and on other communication channels. Also in this case, partners can be directly contacted in order to share their experiences and the lessons learned with the S.LI.DES. project.
D) Where is possible to find thedeliverables/instructions/more info?	➢ Project Facebook page: https://www.facebook.com/ProgettoSlides ➢ Video Reportage "Turisti per Bari": https://www.youtube.com/watch?v=aUiVvo6V6CE See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools See the section regarding Bari: D.4.3.1 Evaluation report /D.4.3.2. Destination dashboard – final considerations and D.5.1.3 SLIDES Strategy
E) Lessons learned and criticalities	Based on the project results and data provided by the Dashboard, the main lesson learned concerns the fact that tourism seasonality can be alleviated through a well-thought experiential itinerary, which promotes both the less known destinations and the local identity. As for the criticalities, for the Municipality of Bari it is important to ensure that the Dashboard can continue its activities once the project is concluded, making it sustainable and above all adapting it to its local context. To make it sustainable, the partner shall simplify it by slightly modifying its structure to focus on the information of

	greater importance for the governance of tourism in Puglia, managed by different stakeholders whose interaction is not always immediate and effective. The idea is to guarantee a constantly up-to-date and sustainable information sharing system thanks to the cooperation with those institutional subjects able to provide the data of greater relevance and impact in terms of tourist flows.
F)….other important elements if relevant	

Pilot Action - Šibenik	
A) Issues tackled & scenario (a,b,c, - if relevant)	Šibenik as a tourist destination belongs under Scenario C with high seasonality and the need to manage tourist flows during the peak months to avoid congestion around key attractions. In addition, the disappearance of certain skills and crafts is a concern which we tried to address with Pilot Action – Sibenik Heritage day, held every Thursday for 8 weeks in July-August 2021. As the result of creation of the Interactive map of arts and crafts (part of the Dashboard) we established that many craftsmen shops have moved out of the old city center making way to apartments, souvenir shops and fast-food bars. This has changed the landscape of the old city and is contributing to the loss of local identity. The revitalization of the square we choose for our Pilot Action, started with the project RECOLOR (also Interreg Italy-Croatia funded project) and their green market returning to its previous historical location. Our pilot action built on their effort by adding the Arts and Crafts Market every Thursday and offering to the craftsmen the opportunity to sell directly to tourists even though they have no shops in the old city center. Our efforts to promote the heritage (button, hat, a cappella singing) were spread on 3 different locations in the perimeter of 500 m which did not prove so successful as the analysis of camera recordings in terms of counting (Dashboard feature) did not show considerable difference between the day with programs and the usual day so as the result of consultations with our stakeholders, we are continuing with the pilot activity also after the project's end, by concentrating all our efforts to one location and promoting it as an alternative to more crowded routes. All the content of all activities now will be focused on one square.
B) What can be transferred to other destinations?	Šibenik s Pilot Action as well as other actions implemented by project partners can be a source of inspiration for other destinations. We could learn from each other during the period of preparation but our Case studies can be disseminated beyond the project duration and area of intervention. Methods used, public relations, filming, interactive workshops – all can be inspirational for other destinations. Use of technology linked with Dashboard options can also serve as guide for other destination to invest in necessary equipment and know-how to direct tourist flows more successfully towards locations of interest and away from crowd and to alleviate the human pressure on natural and cultural heritage. It is of interest to all destinations to facilitate the stay of tourists and prevent frustration which is inevitable in the situation when due to crowd, high temperatures and other pressuring issues, tourists no longer enjoy despite the fact that they are on vacation.
C) How can this transfer be done – in particular the technical/IT characteristics?	S.LI.DES Dashboard prototype has to remain available for viewing by other destinations, possibly on request and with passwords as it is necessary to be seen in its full potential. The dummy version without data will not give the exact same impression of its full potential.

	Thus, it is necessary that at least some of the cities involved keep their version online and available for showing even beyond the project's end. Also, the list of companies which can assist with potential maintenance and update of this system and very good technical manuals are needed in order not to lose the value of this software. Potentially, some other destination could use the Dashboard as basis for new project proposals and continue perfecting it.
D) Where is possible to find the deliverables/instructions/more info?	Each partner involved has received the Manual from ECIPA and could provide answers to any interested party in regards to content of the Dashboard and its performance. During our Open Regional Workshop we have presented the Dashboard as a prototype to considerable number of stakeholders. An additional number of participants of the Final conference was able to hear details about Dashboard creation, potential and ways of use. General info with contacts of each partner can be found on the project website See Pilot Action Report of Venice (LIBRARY section of the SLIDES website ➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools See the section regarding Šibenik: D.4.3.1 Evaluation report /D.4.3.2. Destination dashboard – final considerations and D.5.1.3 SLIDES Strategy
E) Lessons learned and criticalities	Data gathering for populating of the Dashboard has been extremely demanding and unfortunately not resolved for the future, i.e. we have not managed to establish any protocols with stakeholders who own data on how to regularly update the sections of Dashboard. Especially this is critical for Croatia as we had a Census in 2021 and many new data series have been created which would affect the previously provided data considerably, in terms of population, education, economy, effects of Covid 19 etc. Additional problem, for small entities such as Sibenik Tourist Board that have no permanent IT support, is actual transfer and update of the Dashboard.
F)….other important elements if relevant	

Pilot Action - Ferrara	
A) Issues tackled & scenario (a,b,c, - if relevant)	The aim of the pilot action in Ferrara was to develop a marketing campaign, in order to confirm the image of the city and its territory as a place of artisanal and agri-food excellence, thus attracting new consumers and tourists especially in a period characterized by an unprecedented health and economic emergency for the tourism sector. The tangible and intangible cultural and natural heritage that was promoted included pottery, hemp and agri-food (cfr. Scenarios B and C). The starting point to define the pilot action was to coordinate it with other ongoing initiatives in the territory developed with other European projects – Adrion5Senses (Interreg Adriatic Ionian) and AirBreak (UIA) – as, for example, the realization of 2 virtual tours with the involvement of 13 local artisans in collaboration with the business associations and in particular with CNA Ferrara and the collection and analysis of tourism data from mobile phones.

	Sipro Ferrara in collaboration with the local stakeholders defined a pilot activity composed by 4 main actions: - 2 Eductours realized on 30th September and 1st October 2021 During the Eductours participants were “accompanied” through different places in an area with particular historical, artistic and natural value paying attention to the typical productions of the territory, artisan productions and food and wine, which narrate the traditions of this area and its history. - 4 training sessions - “Lessons of the Territory” realized between November 2021 and January 2022; The second part of the pilot action was the initiative "Lessons of the Territory", aimed at knowing and understanding the territory to better promote it to tourists. The training events took place on 24th and 30th November 2021, 25th and 31st January 2022. - 1 temporary showroom of handcrafted products in November and December 2021; The third part of the pilot action was realized by establishing a temporary showroom located in the centre of Ferrara focused on the best products and artisanal local enterprises. The initiative was called “Artigiani a Palazzo” and involved handcrafters from four sectors - fashion, art crafts, food, and cosmetics. The main aim was to enhance a transit area little used by residents and tourists albeit in the historic centre. - 1 printed brochure about the shops recognized with the brand “Botteghe Storiche” of Ferrara. A specific brochure was printed about the historic shops of Ferrara. The main aim of the pilot action was to directly involve local stakeholders, authorities, tourist operators and handcrafters in specific actions to better promote our territory through a different point of view. So, the tangible and intangible heritage in the province of Ferrara area was promoted as an integrated system of cultural and natural sites with artisans and handcrafters which represent the added value in the tourist offer. The marketing campaign was developed on the basis of the data processed by the dashboard, integrated with data collected from mobile phones and from the six sensors (able to recognize the presence of a mobile device connected to Wi-Fi in a specific area) installed in the city centre from the month of July 2020. In Ferrara, data collection by sensors was extended till the end of the 2021 in order to analyse data after the emergency period due to Covid-19 restrictions.
B) What can be transferred to other destinations?	The data provided by the dashboard on tourist flows and mobility helped to attract new visitors through the testing of a new temporary Showroom located in the city centre of Ferrara. Thanks to these results, the Dashboard could be further improved to become an effective tool for supporting tourism policies, in order to define new tourist city routes and facilitate the mobility of visitors in less frequented areas of the historic centre. The S.LI.DES. model is characterized by replicability and is extendable to other cities as well. The content of the Destination Dashboard can be adapted to other locations. The protype developed can be transferred to other destinations, especially those lacking dynamic and specific knowledge on visitor flows with the objective to guide decision makers in designing

	and implementing innovative strategies for increasing the sustainability and the quality of the tourism offer.
C) How can this transfer be done – in particular the technical/IT characteristics?	Concerning the Destination Dashboard, the prototype could be directly studied on the related platform while the technical know-how could be transferred through direct contacts with the project partners responsible for its creation.
D) Where is possible to find the deliverables/instructions/more info?	➢ See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools See the section regarding Ferrara: D.4.3.1 Evaluation report /D.4.3.2. Destination dashboard – final considerations and D.5.1.3 SLIDES Strategy Project Facebook page: https://www.facebook.com/ProgettoSlides Pilot action in Ferrara: https://artigianiapalazzo.com/ https://www.ferraraterraeacqua.it/it/botteghe-storiche-1/botteghe-storiche-ferrara
E) Lessons learned and criticalities	The defined and promoted itineraries, implemented during the pilot action activities, helped not only to discover the city centre but also to move the tourist flows towards the least considered parts of the city, also giving the possibility to taste typical dishes and enjoy wine experiences. Besides, the pilot action also encouraged tourists to find out about the historical identities that characterize the city, in view of enhancing the tourist offer. Finally, the phases of the pilot action supported the restart of several activities related to the tourism sector, despite the health and economic crisis due to the pandemic. As a further result achieved, particularly thanks to the "Lessons of the territory", the participating tour operators were able to develop network synergies and, in some cases, planted the seeds for future collaborations
F)….other important elements if relevant	

Work Package 5 - Strategy and Cooperation agreements	
A) Issues tackled & scenario (a,b,c, - if relevant)	The **S.LI.DES strategy** has focused on a smart and dynamic decision support system to guide policy makers in the definition and promotion of innovative tourism policies to valorise tangible and intangible cultural assets in a sustainable way. The relation with local stakeholders can be strengthened through official **cooperation agreements** to be signed at the end of the activity in order to secure durability and sustainability of the policy implemented

B) What can be transferred to other destinations?	
C) How can this transfer be done – in particular the technical/IT characteristics?	The issues tackled by the S.LI.DES project are crucial for the sustainable territorial economic development of other EU destinations. The dissemination of the S.LI.DES strategy at local, national and EU level will be therefore promoted through all the available means of communication (final conference, project website and social media, public events etc.) and the S.LI.DES innovative methodology and tools will be made available for replication in any other interested destination. The strategy will be elaborated tacking into account different territorial needs in order to develop solutions and policy recommendations that could be adapted to various contexts. The Transferability framework will assess the possibility of integrating the strategy within different contexts and will provide EU destinations with guidelines to identify the S.LI.DES solutions most appropriate to be applied to their situation and integrated in their policy framework. The political commitment needed to achieve long-term sustainability could be guaranteed by the Cooperation Agreements with main local stakeholders signed by destinations.
D) Where is possible to find thedeliverables/instructions/more info?	➢ Strategy Deliverables 5.1.3 - See LIBRARY section of the SLIDES Project: https://www.italy-croatia.eu/web/slides/docs-and-tools
E) Lessons learned and criticalities	The importance to include the relevant stakeholders in all the steps of the policy development process Ex ante and ex post evaluation of the action/policy Strike the right balance between efficiency&efficacy and the need to have a wide citizen participation
F)….other important elements if relevant	