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

Deliverable 3.3.1.
Tangible and intangible heritage database

Work Package:	3 - The S.LI.DES Smart Destination Ecosystem
Activity:	3 - Mapping tangible and intangible cultural heritage, handicrafts and related CCIs
Responsible Partner:	INSTITUTE FOR TOURISM
Partners involved:	LP – University of Cà Foscari (IT)
	PP1 - CISET (IT)
	PP2 - Ecipa (IT)
	PP3 - SIPRO Ferrara (IT)
	PP4 - City of Bari (IT)
	PP5 - City of Venice (IT)
	PP6 –CAST-University of Bologna (IT)
	PP7 – Institute for Tourism
	PP8- Craft College- Institution for adult education Subsidiary Rijeka
	PP9- Development Agency of the City of Dubrovnik-Dura
	PP10-Sibenik Tourist board

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INTRODUCTION

The aim of WP3.3 is to map tangible and intangible cultural heritage in each partner city – Venice, Ferrara, and Bari in Italy and Sibenik and Dubrovnik in Croatia -, focussing in particular on local handcrafts and Cultural and Creative Industries (CCIs), in order to promote these important assets of the local cultural heritage and to identify a set of possible points of interest for visitors.

As required by the project, existing craft and CCI businesses and organisations were: a) identified and included in a database providing information about them (D3.3.1); b) georeferenced in a map (D3.3.2); c) profiled/categorized according to product, typology (traditional or contemporary) and other several criteria, that are mainly about the type of the visitor experience and the ability to address visitors' interests and needs ("tourism potential") (D3.3.3).

This final report is specifically about D3.3.1 and it describes the activity implemented for mapping handcrafts and CCIs and the main characteristics of the database built in each partner city following this activity.

1. The mapping methodology design

1.1. Theoretical background

Handcrafts and CCIs – the target topics of WP3.3. of the S.LI.DES project – and their related cultural expressions mainly qualify as intangible cultural heritage. Mapping cultural heritage is not an easy task, in particular if the activity also involves just intangible cultural heritage, whose recognition and identification is particularly challenging due to its "immaterial" nature and to the need that it will be recognized by the local community. As pointed out in the definition provided by UNESCO, intangible heritage is made up of practices, representations, expressions, knowledge, and skills (including traditions, performing arts, traditional crafts, etc.) which must be firstly recognized by the community itself as an integral part of its cultural heritage. Indeed, it is the community that, collectively, creates, spreads, and transmits the intangible cultural heritage from generation to generation. To be kept alive, intangible heritage must therefore be relevant first of all for the community, which, therefore, qualifies as the best actor capable of recognizing and safeguarding the intangible heritage itself (UNESCO). The concept of safeguard is understood in this case in a broad sense: it

includes the identification, documentation, research, protection, but also the promotion, strengthening, transmission and revitalization of the several and different assets that make up intangible heritage through forms of social and economic use that guarantee their sustainability (Longley & Duxbury (2016).

The literature speaks of "cultural mapping", as a wide range of participatory techniques and activities that involve the community in identifying and documenting local intangible – and tangible - cultural assets (UNESCO; Duxbury, Garrett-Petts & MacLennan, 2015). There is a variety of mapping approaches and techniques (for example Participatory Geographic Systems (PGIS) (Crawhill, 2007; Smeets & Yoshida, 2005), which therefore make the process somewhat complex. Furthermore, these approaches often differ from the methods used for tangible cultural heritage (Longley & Duxbury, 2016).

Starting from these premises and according to the literature (see Appendix 1), a specific methodology was developed by Ca' Foscari University and the other project partners, in order to map handcrafts and CCI activities in partner cities. The methodology, clearly explained in Appendix 2, is based on the combination of quantitative and qualitative data sources, desk and field research, interviews with local authorities, craftsmen, tourist operators, opinion leaders etc.

This methodology is based on two phases:

- the identification of the targeted businesses, associations, professionals, craftsmen, and the collection of basic information about them (name, address, kind of activity, etc.), in order to build a preliminary database;
- an online survey among the targeted businesses, associations, professionals, craftsmen previously mapped in order to collect more detailed information about their activity and tourism potential, in order to implement the final database with the necessary information for building the dynamic map and the ranking.

1.2. Identification of craft activities and collection of basic information

The mapping activity (see Appendix 2), with the identification of the pertinent businesses, professionals and organisations focussed on handcrafts and CCIs, was implemented starting from the consultation of the available indirect sources, such as:

- official registers provided by official institutions such as the local Chamber Commerce, who has quite updated and reliable lists and related information;
- lists of craftsmen, artisans, etc. associated to local trade organisations and/or to associations of local products in the destination;
- craftsmen, artisans, etc. mentioned in press releases, relevant trade magazines etc.;
- lists of craft businesses and artisans involved in main events and initiatives organised in recent years in the destination by public and/or private entities for promoting handcrafts and CCIs.

In addition, the mapping activity was refined by consulting local stakeholders such as experts of the city, opinion leaders, handcrafts and CCIs and their trade associations, tourist operators, etc.

Particularly attention was paid to those businesses and organisations, whose main activity is based on the local production and intangible heritage listed in the application form (see Appendix 2).

Once organisations were identified, the following basic information was collected, in order to build the preliminary database:

- name of the company;
- address;
- kind of primary (and secondary) activity;
- NACE code;
- contact - email address and/or phone number and/or other communication channels (website, social media).

1.3. The online survey

The more detailed and qualitative information, in particular that one related to tourism potential, needed to be collected through direct tools, such as interviews and surveys. In particular, online surveys are effective, less expensive and time-consuming way for collecting such information. Therefore, an online survey among the businesses, professionals, and organisations previously mapped was developed. It was distributed and

administered through the "Google Form" platform and linked to the official e-mail account of the S.LI.DES project managed by LP – Ca' Foscari University (slides@unive.it).

The questionnaire (see Appendix 4) was based on the final list of criteria (See Appendix 3) that was defined for building the dynamic map (D3.3.2) and the ranking (D3.3.2). It includes about 30 questions (closed questions with single or multiple choice and some open questions) articulated in nine main sections:

1. First control question ("Is your organization's core activity mainly based on arts, traditional and/or artistic handcrafts, typical products (including food and beverage), and/or folk traditions?")
2. Type of activity
3. Some basic information about the organisation
4. How to keep in touch with the organisation
5. The present situation due to Covid-19
6. Activities/experiences offered to visitors and tourists
7. Facilities for people with disability
8. Little more information about the organisation
9. Complete address

Regarding the first question at the beginning of the questionnaire, the decision was taken to include it, since some partner cities decided to distribute the questionnaire with "an open call" and not only to the selected businesses, in order to be able to reach the businesses, whose e-mail addresses or other contacts were missing, or to integrate their database, by reaching those businesses that for some reason were not mapped. This first "control question" allowed to identify only those businesses that are consistent with the S.LI.DES project: the respondents answering "yes" will go on with the questionnaire, while the other ones will immediately end it.

A survey submission strategy was developed (see Appendix 5) for supporting partner cities in identifying and implementing the best channels for distributing the questionnaires according to their situation. The survey was submitted in the period November-December 2020 by each partner city via one or more channels among those described below:

- via e-mail address;
- through the official social media or other web channels of the partner city;
- by phone or in person (in this case, the questionnaire was filled in by the interviewer through the online form on behalf of the respondent).

All completed questionnaires and related answers were automatically recorded and stored in the database in the Google Forms platform that was further downloaded for data processing.

2. The implementation of the tangible and intangible heritage database

The mapping activity implemented in all partner cities through the methodology described above provided five preliminary databases, one for each city. The database is an excel file, that each partner city filled in with the basic information about the targeted businesses and organisations identified, on the base of a common template.

The following tables summarise the number and kind of businesses and organisations identified by each partner city. The core activity of all these businesses, organisations, professionals, artisans, etc. is based on local handcrafts and CCIs, starting from the specific assets of the intangible and tangible cultural heritage addressed by the project in the application form. The number differs from city to city depending on the specific context (characteristics of the tourism and productive system of the city).

	Venice	Ferrara	Bari	Sibenik	Dubrovnik
N. of businesses	519	105	205	53	140

Table 1. Number of businesses/organisations identified in the preliminary mapping activity

	Venice	Ferrara	Bari	Sibenik	Dubrovnik
Local Food and beverages	8	57	177	12	2
Jewellery	11	2	1	10	26
Textile	25	4	1	6	18
Glass	320	1	0	0	0
Leather	4	3	0	0	3

Wood production	30	4	2	3	4
Pottery	0	6	6	0	6
Print / paper works (masks, etc.)	110	0	1	6	10
Folk traditions	0	5	0	15	61
Other	11	0	0	0	8
Not available	0	23	17	1	2
Total activities	519	105	205	53	140

Table 2. Number of businesses/organisations identified in the preliminary mapping activity by kind of craft activity

After the implantation of the survey, other five databases were collected – one for each city. Every database contains the information directly provided by the businesses/organisations who filled in the questionnaire. The response rate may seem not so high, in comparison to the number of businesses preliminarily mapped. However, it can be considered satisfactory, since the survey was distributed in a period when many businesses were temporally closed since the restrictive measures adopted by national governments due to Covid-19. The survey, initially planned in April 2020, had been postponed due to lock-down in autumn 2020, hoping the situation would be better. Unfortunately, health conditions worsened again starting from October 2020. The survey was carried out anyway and project partners are planning to repeat it in the coming months in order to improve the response rate.

The following table summarises the number of businesses who filled in the questionnaire in each city and, the number of that respondents who answered "YES" to the first control question, so that businesses whose core activity is mainly based on arts, traditional and/or artistic handcrafts, typical products and o/or folk traditions.

	Venice	Ferrara	Bari	Sibenik	Dubrovnik
N. of businesses answering the survey	70	12	25	24	21
N. of businesses/organisations answering that their core activity is mainly based on arts, traditional and/or artistic handcrafts, typical products and o/or folk traditions	55	10	23	23	20

Table 3. Number of businesses/organisations answering the survey

Finally, the preliminary database and the survey database of each city were analysed and integrated in order to build a final database. This database includes some basic information for every craft business/organisation (the information collected through the preliminary mapping activity) and some more detailed information for those businesses answering the survey.

Appendix 1 – Main reference list

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Appendix 2 – The methodological document to be applied in each partner city

Introduction

This document describes the methodology that every city put in place for identifying handcrafts and CCI activities in the destination and for collecting the necessary information to build the database, the dynamic map and the ranking/clustering. According to the project expected outputs, two kinds of data and information about **artisans, craft-people, CCI firms, professionals, and associations** – **from now "businesses" for short** - had to be collected:

1. a first set of basic information, that can be easily updated over time on a regular basis, and that can be provided by official sources;

2. a second set of information that help us to categorize every business in the dynamic map and to rank/cluster it, as required by the project. We refer to information such as the typology (ancient, traditional, contemporary, for example) or aspects associated to the visitor experience and then to the tourism potential (kind of activities organised by the companies in favour of visitors, etc.). This second set is usually collected through ad hoc fieldwork activities, using direct tools such as interviews, focus groups, surveys, etc. The updating depends on the opportunity/willingness to repeat them over time.

The suggested methodology was developed on the basis of previous studies, also taking into account inputs coming from the 2nd Project Meeting held in Zagreb, and from the "Seven minutes' game" in particular.

The methodology consists of two steps (A and B), the first one with three implementation levels, that, if all carried out, allow to reach a quite comprehensive and accurate picture of handcrafts and CCI activities, of their characteristics and dynamics inside the destination, also taking into account possible relationships with other economic activities (such as trade and tourism companies).

The methodology

A) Identify and map the targeted businesses and collect basic information

Below the methodology for **building the database**, by **selecting the businesses that are eligible as point of interests** - according to the goal of the project - and **by collecting the set of basic information**. At least the first level of implementation among those suggested it was recommended, in order to build the database of the activities connected to the intangible heritage targeted by SLIDES project.

The mapping process and the final database of businesses were developed with respect to **the entire city** (the municipality), so considering also businesses that are outside the region of interest identified for the mobility model.

1. First level of implementation: identify and map the intangible heritage identified by SLIDES project

SLIDES project focuses on some specific handcrafts and CCI products for each destination as the intangible cultural heritage to be targeted and promoted through project activities (see the following table). As a consequence, **artisans, businesses and other relevant point of interests connected to these productions are the first ones that have been identified, included in the database and mapped, as they are mandatory.**

Destination	Intangible cultural heritage targeted by SLIDES project
Bari	• Wickerworks • Artistic pottery • Typical food production (bread, pasta)
Dubrovnik	• Folklore ensemble Lindo • Konavle embroidery
Ferrara	• Hemp for textile production • Agrifood traditional productions (rise, pumpkin, pear, sand wine) • Artistic pottery
Sibenic	• Klapa multipart singing • Jewellery • Hat production • Restoration of old doors and windows
Venice	• Artistic masks • Typical food production (bread, cookies and desserts) • Typography, serigraphy, photo production • Gondola production

	• Artistic glass
	• Lace production

Existing artisans, craft and CCI businesses were identified through indirect sources, and in particular official registers that provide quite updated and reliable lists and related information about existing businesses (in Italy, for example, with regard to active firms, the official source is the Register of Firms of the Chamber of Commerce). **Every city made contact with the institution/s holding the registers and asked data regarding those businesses that are located in the city (head office and/or operating offices) and whose activity mainly focuses on the products mentioned above.**

In order to build a basic database, at least the following information was provided:

- name of the company;
- address and, if possible, geographic coordinates (for georefencing);
- if the activity is craft-based[1];
- kind of primary (and secondary) activity;
- contact - email address and phone number.

As regards this last aspect, the kind of activity may be expressed and codified through the NACE fourth-digital numerical codes (Statistical classification of economic activities in the European Community; See Annex 1). However, if the NACE classification was not available, it was important that the activity carried out by the company was clearly specified, in order to easily associate each business to the different craft and CCI productions.

Additional information that could be collected through official registers and that was useful to include in the database in order to better categorize businesses, are:

- legal nature;

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1 In Italy, when a business starts the activity, by registering itself in the Register of Firms of the Chamber of Commerce, if it is recognised as a craft-based business according to the national law, it is automatically registered also in the "Albo artigiani", that is held by the Chamber of Commerce itself. The registration in the "Albo Artigiani" is an information included in the Register of firms.

- tax identification number;
- year of start of activity;
- number of employees;
- share capital;
- turnover.

This preliminary database of craft and CCI businesses derived from the official registers was refined and improved by comparing it with other lists provided by other available sources, such as:

- lists of craftsmen, artisans, etc. associated to local trade organisations and/or to associations of local products in the destination;
- craftsmen, artisans, etc. mentioned in press releases, relevant trade magazines etc.;
- lists of craft businesses and artisans involved in main events and initiatives organised in recent years in the destination by public and/or private entities for promoting handicrafts and CCIs.

In addition, the **database was refined by consulting local stakeholders as experts of the city, opinion leaders, handcrafts and CCIs and their trade associations, tourist operators, etc. to improve the match of the set of business with the aims of the project**.

The aim of merging and comparing data coming from different sources and of involving local stakeholders was to ensure that pertinent targeted businesses were identified, by excluding for example those ones whose activity was not so consistent with the products mentioned above or is not craft-based, etc.

Then, in such a way, the result was a **database including all possible pertinent businesses**.

2. Second level of implementation: identifying and mapping other craft and CCI activities

A comprehensive mapping of handcrafts and CCIs should take into account also other activities that, although are not directly mentioned in the project, are considered culturally and economically important for the city and could become significant tourist attractions to be integrated to the previous ones in order to enrich visitors' experience.

As a consequence, the database built in the first implementation level could include also other craft and CCI businesses. The method for selecting these businesses is the same described in the first level and it is: 1) to

derive a set of additional businesses for relevant craft and CCI activities from official registers; 2) to compare it with other available sources in order to refine the list and the related information.

3. Third level of implementation: **identifying and mapping relevant trade** and **tourist businesses**

Although the project refers mainly to handcrafts and CCIs, the database built in the first and second level could/should be completed with the list of other relevant economic activities, and in particular trade, restaurants, and tourism companies. Although it is not mandatory, this third implementation level is useful since it allows to connect the points of interest targeted by the project (handcraft and CCIs) with other key services, products and activities usually requested by visitors during their stay and visiting in the destination. Indeed, as known, tourism product is a complex product which not only is based on attractions, but also on services that make these attractions available, that ensure accessibility, mobility, and an enjoyable stay. As a consequence, a picture about which of these activities are available in the destination and where they are located (close to point of interests or in other areas) allow to identify possible synergies and to better develop and enhance tourism products, giving visitors a more valuable and comprehensive experience.

The third level was to identify and map those businesses whose activity is based on:

- retail trade (various shops);
- bars and restaurants;
- accommodations.

The methodology is the same described in the first level, but it is limited to data extraction from official registers and to the following information:

- name of the company;
- address and, if possible, geographic coordinates (for georefencing);
- kind of primary (and secondary) activity.

B) Collecting in-depth qualitative information about handcrafts and CCI businesses

a) The set of in-depth information

For building the **ranking/clustering** of craft and CCI companies and the **dynamic map** (as requested by the project), the information collected from official registers in the previous implementation levels is not enough. Indeed, also taking into account the inputs coming from the second meeting in Zagreb (December 2019), the ranking and the dynamic map are based on **in-depth information that are mainly about the visitor experience offered rather than about the company itself**. So, the necessary information (unless the city has already collected it in previous projects/initiatives) has to be collected through direct tools (interviews and surveys).

As regards the **ranking**, the project requires that artisans and CCI businesses are ranked according to their tourism potential. However, we do not refer to a ranking strictly speaking, in which the city "assesses companies according to a scale of values". We prefer to consider this ranking as a sort of clustering, in which, businesses are categorized according to **several criteria** about the type of the visitor experience and the ability to address visitors' interests and needs. The categorization/clustering then is the base to create a **dynamic map**, that should allow users to select and see the point of interests according to several filters built on the features/characteristic descending from the "ranking" criteria.

b) Collect the set of the in-depth information for the selected businesses

Starting from the set of criteria and from the preliminary database of pertinent businesses identified by every city in step A, **a survey among these businesses was carried out for collecting the in-depth information. The survey was directly managed and coordinated via web by Ca' Foscari University and submitted by partner cities.** The qualitative information collected through the survey was finally integrated in the database which was uploaded in the datahub.

Recap for cities: to-do list

Below a recap of the steps and operational activities that, according to the methodology, every city carried out.

1. Identify and make contact with the institutions holding official registers and ask data about businesses (step A1-2-3).

2. Build a first database of pertinent businesses and collect the related basic information from the data provided by the official registers (step A1-2-3).

3. Identify other possible available sources about existing businesses and refine and improve the set of businesses and the related basic information (step A1-2).

4. Identify key local stakeholders (local authorities, trade associations, tourist operators, other experts) to be consulted for discerning pertinent businesses (step A1-2)

5. Complete the database with all possible pertinent businesses to be uploaded in the datahub (stepA1-2-3) and submit the online survey to them (step Bb).

Appendix 3 – The list of criteria

The final list of criteria was defined starting from the preliminary list of criteria proposed in the AF and in the second meeting in Zagreb, and according to the suggestions coming from partners. These criteria were adopted for implementing the dynamic map (deliverable 3.3.2.) and the categorization of businesses (deliverable 3.3.3). As a consequence, these criteria were the base for developing the survey for collecting the necessary information from the selected businesses.

Final set of criteria
1. Location (inside or outside the area of interest identified for the mobility model)
2. Product category by NACE code, kind of activity (jewellery, food, clothes, etc.) and typology of products (traditional or contemporary)
3. Years of activity of the business (traditional/historical business or new one)
4. Kind of tourism activities/experiences proposed to visitors (visiting, workshop, etc.)
5. Seasonality of tourism experiences offered to visitors (all year round or seasonal activity only)
6. Regularity of experiences offered to visitors (only sometimes during the year, monthly, weekly, daily)
7. Kind of visitor target groups addressed by the business (adults, families, students, etc.)
8. Foreign languages in which activities for visitors are proposed
9. Kind of facilities/services offered to visitors in support to tourism experiences (toilets, service/information for people with disabilities, reception desks, shops, etc.)
10. Availability of facilities for people with disability
11. Ranking in TripAdvisor
12. Openness to tourism experience

Appendix 4 – The survey questionnaire

The following questionnaire was translated into Italian and Croatian. The Italian version was distributed among the businesses in Venice, Ferrara, and Bari, while the Croatian one among the businesses in Dubrovnik and Sibenik.

Tangible and intangible cultural heritage: a focus on Handcraft, Cultural and Creative Industries and Folk Traditions

This online survey is carried out in the field of the European project S.LI.DES (Interreg Italy-Croatia) which aims at fostering cross border cooperation among cultural destinations for supporting more sustainable territorial development through the promotion, linked to tourism, of tangible and intangible cultural heritage.

In particular, the survey aims at learning more about businesses and organisations whose activity is connected to our local arts, traditional and artistic handcrafts, Cultural and Creative Industries (CCIs), typical products (including food and beverage) and folk traditions. This information will be precious for implementing concrete actions in the city of … for the promotion of these important assets of our local tangible and intangible cultural heritage. These actions will be based, for example, on the development of new visitors' experiences in the destination or the enhancement of existing ones.

Data will be collected only for research reasons and for the purposes of the project. The privacy notice about the processing of personal data collected through this survey in the field of the above-mentioned project is available at the following link.

Link

Many thanks for your cooperation.

_____

1. Official name of the organisation

2. Is your organisation's core activity mainly based on arts, traditional and/or artistic handcrafts, typical products (including food and beverage), and/or folk traditions?

- ☐ Yes
- ☐ No (end of the questionnaire)

3. To which of the following categories does your core production/activity belong?

If more than one option is applicable, please think about the categories that best represent your production/activities. For example, if you produce leather shoes or leather clothing, you can chose both "Textile and clothing" and "Leather production". Maximum 2 answers.

- ☐ Agrifood (including growing, farming, fishing; production and processing of
- ☐ food/beverage; cooking and restaurants)
- ☐ Jewellery (manufacture and/or sale of jewellery and related articles)
- ☐ Textile and clothing (manufacture and/or sale of textile articles and/or clothes and
- ☐ shoes, including traditional clothes, embroideries and laces)
- ☐ Boats (production, processing, restoration)
- ☐ Glass (manufacture and/or processing and/or sale of glass products)
- ☐ Leather (manufacture and/or processing and/or sale of leather products)
- ☐ Wood production (manufacture and/or processing and/or restoration and/or sale of
- ☐ wood products)
- ☐ Metal products (manufacture and/or processing and/or restoration and/or sale of metal
- ☐ products)
- ☐ Pottery (manufacture and/or processing and/or restoration and/or sale of ceramic
- ☐ products)
- ☐ Prints /Paper works (production and/or sale, including products made in paper such as
- ☐ masks, etc.)
- ☐ Performing arts (dance, theatre, music, etc.)
- ☐ Visual arts (painting, sculpture, plastic art, photography, etc.)
- ☐ Folk traditions

4. Thinking about the activity of your organisation, which of the following two categories can best describe it?

- ☐ Traditional craft / Folk customs and arts
- ☐ Contemporary craft / Contemporary folk arts (combination between tradition and innovative technologies, materials or arts)

Some basic information about your organisation

5. Your organisation is:

- ☐ A profit organisation (company, firm, professional, crafts-man, etc.)
- ☐ A non-profit organisation/association

6. Year your organisation was founded _____

7. How to keep in touch with your organisation. Please, think about the communication channels used by your organisation and provide us the link to those channels where it is easier to contact your organization and find updated information

- ☐ Please, enter a valid email address of your organisation (or, if not available, a
- ☐ personal one) _____
- ☐ Official website address of your organisation _____
- ☐ Only if the website is active and regularly updated _____
- ☐ Link to the official Facebook page of your organisation _____
- ☐ Link to the official Instagram page of your organisation _____
- ☐ Link to the official page of your organisation on other e-commerce platforms, blogs, other online channels, used by your organisation _____

The impact of Covid-19 on your organisation and the near future actions for Recovery

In this section we would like to know your feeling and impressions about the Covid-19 crisis and the future strategies and actions to relaunch your organisation

8. In this period, how much is your organisation investing/working (or it will shortly) on the following actions for recovery?

	Not at all	A little	Rather	Very much
Digitalization (investments in digital and web technologies)				
Rethinking/Development of new communication campaigns				
Adaptation to the necessary safety protocols				
Adapting/Changing the target audience				
Changing the suppliers/intermediaries				
Renegotiating the conditions with suppliers/intermediaries				
Request for deferral of payments, repayments of loans, etc.				
Reorganisation of the staff (remote work, rethinking of tasks, etc.)				
Staff training				
Partnerships, networks, cooperation with other subjects				
Changing and/or revising the products/services offered				
Request for additional funding				

	Not at all	Not very important	Moderately important	Important	Very important
Logistical and reorganizational rearrangement					

9. Besides measures at national level, which ones at regional and/or local level can be more important/effective for supporting your organisation?

	Not at all	Not very important	Moderately important	Important	Very important
Promotional activities on the national/international market					
Encouraging networks among organisations					
Training courses about the necessary safety measures					
Training courses about digitalization, innovation, new organizational solutions					
Supporting the development of digital tools (e-commerce platforms, etc.)					
Sharing of good practices					
Financial support					
Fiscal measures					
Suspension of tax deadlines and other payments					
Guarantees for access to credit					

The situation before Covid-19

In the following sections, we would like to know something about the services your organization provided before the Covid-19 crisis.

10. Before Covid-19, did your organisation offer activities/experiences to visitors/tourists?

☐   Yes

☐   No (go to 26)

Activities/experiences offered to visitors and tourists in the pre Covid-19 period

Please, answer the following questions thinking about the activities/experiences usually offered by your organisation

before the Covid-19.

15. Which of the following activities/experiences did your organisation offer to visitors/tourists?

☐   Guided visits of the headquarters/units or parts of them (some departments, spaces, etc.)

☐   Educational activities

☐   Demonstrations of the manufacturing techniques

☐   Performances

☐   Practical workshops to learn a certain technique/tradition/art

☐   Seminars, conferences and other disseminative events

☐   Cultural events (exhibitions, festivals, shows, etc.)

☐   Thematic itineraries/tours involving multiple points of interest in the city

☐   Other _____

16. Were these activities organised all year round or were they seasonal activities?

☐   All year round

☐   Seasonal activities

17. How regularly were these activities organized?

☐   Only once or twice a year

☐   Once or twice a month

- ☐ Weekly
- ☐ Daily

18. Thinking about those activities that were most frequently offered by your organisation, on which days are they mainly organised?
- ☐ Mainly on weekdays
- ☐ Mainly on weekends
- ☐ Both on weekdays and on weekends
- ☐ On request only

19. Were days and times of the activities/experiences your organisation offers published on the website or on other official communication channels?
- ☐ Yes
- ☐ No

20. Which were the three main categories clients/visitors/tourists who participate to these activities?
- ☐ Families
- ☐ Couples
- ☐ Single adults
- ☐ Schools groups
- ☐ Adult groups
- ☐ Kids

21. In which languages these activities/experiences were mainly offered?
- ☐ Italian
- ☐ Croatian
- ☐ English
- ☐ French

□ Spanish

□ German

□ Russian

□ Chinese

22. Which of the following facilities were mainly offered in support of the activities/experiences organised for clients/visitors?

□ Dedicated contacts to ask about the activities proposed (dedicated e-mail address, phone number, info-point, etc.)

□ Staff dedicated to welcoming visitors (receptionist, etc.)

□ Staff dedicated to the explanation and storytelling (guides, cultural mediators, etc.)

□ Support information materials about the organisation, its history, techniques, etc.

□ Internal shop

□ Toilet

23. Does your organisation offer any facility for people with disabilities?

□ Yes

□ No

24. Which of the following facilities are mainly offered in support of people with disabilities?

□ Accessible toilet for people with motor disability

□ Information available on the communication channels of the organisation about the accessibility for people with disability

□ Website accessible for blind people according to international standards

□ Information materials in braille / Tactile maps for blind people

□ Sign language translation for deaf people

□ Digital applications for blind and/or deaf people (for example audio-video guides)

□ Accessible entrance (no steps or availability of ramps, etc.)

☐ Accessible common spaces (no steps or availability of ramps, elevators, etc.)

The post Covid-19 (the new normal)

25. Please, give us an idea about the activities/experiences your organisation is now thinking about to offer when there will be a return close to "normal" conditions (post Covid-19)

	Not likely at all	Slightly likely	Very likely	Extremely likely
Guided visits of the headquarters/units or parts of them (some departments, spaces, etc.)				
Educational activities				
Demonstrations of the manufacturing techniques				
Performances				
Practical workshops to learn a certain technique/tradition/art				
Seminars, conferences and other disseminative events				
Cultural events (exhibitions, festivals, shows, etc.)				
Thematic itineraries/tours involving multiple points of interest in the city				
Other				

Little more information about your organisation

26. How much does your organisation use and/or sell local raw materials or local

products?

- ☐ Much less than a half
- ☐ Around half
- ☐ Much more than a half

27. What is the NACE code of your organisation? _____

28. How many employees has your organisation

- ☐ No employee
- ☐ Self-employed
- ☐ 1 - 9 employees
- ☐ 10 - 19 employees
- ☐ 20 - 49 employees
- ☐ 50 - 99 employees
- ☐ More than 100 employees

29. What is the turnover class of your organisation

- ☐ Up to 5.000 € (38.152 kn)
- ☐ 5.000-20.000 € (38.152-152.608 kn)
- ☐ 20.000-50.000 € (152.608-381.520 kn)
- ☐ 50.000-100.000 € (381.520-763.039 kn)
- ☐ 100.000-500.000 € (763.039-3.815.196 kn)
- ☐ More than 500.000 €
- ☐ Not applicable

30. What is the share of turnover from the foreign market / clients (including both overseas sales and on-site sales to foreign customers)?

- ☐ Up to 25%

- ☐ 25 - 50%
- ☐ 51 - 75%
- ☐ 76 - 100%
- ☐ Not applicable

31. Complete address of your organisation

To conclude, please, write the address of your organisation, by filling in the following fields. If the organisation has more than one headquarters/units, please, provide the address of the main operational headquarter in the city of ...., or of that one that is open to the public (for example the sales point) or where activities for visitors are offered.

Street (for example Via Garibaldi) _____

Street number (for example 9) _____

Postal code (for example 35010) _____

Locality/City (for example Venezia) _____

Administrative area (for example VE) _____

Country _____

Please, could you give us a phone number _____

Fiscal code _____

Many thanks for your cooperation

Appendix 5 – The survey distribution strategy

Introduction: the online survey

The survey was online and administered by Ca' Foscari University through the "Google Forms" tool in the official e-mail account of the S.LI.DES project managed by LP – Ca' Foscari University (slides@unive.it).

The survey was planned to be submitted in each partner city between November and December 2020 among the handcraft and CCI businesses and organisations, starting from those which have been identified in the preliminary mapping activity.

Once the final release of questionnaire was ready and translated into Croatian and Italian, one copy of the questionnaire was produced for each partner city, in order to separately collect answers, and the related link of the questionnaire was sent to partner cities (each city will receive its own link). Then each city was in charge of distributing the link (with the support of Ca' Foscari University in Italy and of Turizam and Uciliste in Croatia), by contacting and inviting businesses/organisations to fill in the online questionnaire.

Although it was preferable to send the link via e-mail, different communication channels (social media, phone, in person) were used to reach the target audience, in particular if the e-mail addresses were not available. Each city could choose the submission mode (also a combination of them) that as most effective according to its situation.

The answers were collected only by filling in the online questionnaire (no paper questionnaires). In this way the answers were automatically recorded and stored in the database in the Google Forms platform that was further downloaded for data processing.

Some guidelines regarding the possible submission modes were provided to partner cities and summarised in the following sections.

It is useful to remind, that, regardless of the channel, the survey was not only important to collect the information required in WP3.3. but also it allowed the city to collect a list of contacts (e-mail address, phone number, etc.) that, if the respondent gave his consent, can be used also for other activities inside and outside the project, such as involving local stakeholders in promotion initiatives, etc.

As regard the use of data collected through the survey, respondents were asked for an explicit consent through the privacy notice sent with the invitation and/or in a specific session at the end of the questionnaire.

Submitting the survey via e-mail

If the e-mail addresses of the targeted businesses/organisations were available, an official e-mail was sent to them by the partner city or by other institutions and official organisations involved in the project – for example the local Chamber of Commerce - with the invitation to participate in the survey. The e-mail included the link to the questionnaire and a message referring to the S.LI.DES project, explaining the reasons of the survey and motivating the respondents to answer. An example of a message is provided in the last section.

Submitting the survey through the official social media or other web channels of the partner city

If the e-mail addresses (or other contacts) were not available or if the city wanted like to address other possible businesses/organisations (in addition to those already been identified), the survey was promoted through the official social media accounts (fabebook, instragram, twitter, etc.) and/or the website of the partner city. The post referred to the S.LI.DES. project, explained the reasons and the target audience of the survey and invited businesses/organisations to participate. Please, see the last section with an example of message.

Submitting the survey by phone or in person

If the phone number or the address are available (but not the e-mail address), the city can make contacts with the selected businesses/organisations by phone or by going to their offices and fill in the questionnaire through a tablet, smartphone, etc. together with them. In this case, you should: open the link of the questionnaire; read each question and the options to the respondents and fill in the questionnaire on their behalf with the answer they will provide.

An example of survey invitation message

Here is an example of message (to be modified, integrated, shortened) included in the e-mail or in the post on the social media or in other communication channels for inviting businesses/organisations to participate

in the survey. This message shortly describes the S.LI.DES project; explains the reasons of the survey and the main target audience and highlights that the activity that we are implementing within the project (including the survey) will contribute to the promotion and development of handcrafts and CCIs, also in this difficult period due to covid-19.

Dear …,

*within the European project "S.LI.DES" (Interreg Italy-Croatia), of which the city of …. is partner, we are implementing actions for the promotion, through tourism initiatives, **of our arts, traditional and artistic handcrafts, Cultural and Creative Industries (CCIs), typical products (including food and beverage) and folk traditions,** as important assets of our local tangible and intangible cultural heritage. Since we would like to directly involve artisans, craft-people, producers, cultural professionals and local stakeholders in these initiates, we are "mapping" all the possible businesses and organisations (also individual craftsmen and professionals), whose activity focuses on these important assets.*

We kindly ask you to participate in our online survey. We are aware that this period is not so good, because of the COVID-19 emergency, but your contribution will be very precious, in particular in this hard moment, since we believe that our project can support the promotion and relaunch of the economic sectors, in particular tourism, handcraft and CCIs and so your activity.

Data will be collected for research reasons and for the purposes of the project and, possibly, for promoting initiatives by the city municipality. In case of contacts by the municipality for reasons other than those of the project, you will be asked for a new consent. The privacy notice is available at the following link and you can give your formal consent at the end of the questionnaire

Link to Privacy notice

***For participating in the online survey**, click on the following link and fill in the online questionnaire.*

Link to the questionnaire

For first, you will be asked the name of your organisation and to check if your core activity belong to the fields we are investigating on.

If it is so, please, answer "Yes" in the first question and then complete the questionnaire to the end.

*If you consider that **your core activity doesn't belong to the fields we are investigating on***, *please, answer **"No" in the first question and then click the submit bottom to conclude the survey***.

Thanks for your attention and cooperation.

The European project S.LI.DES (Interreg Italy-Croatia) aims at fostering cross border cooperation among cultural destinations for supporting more sustainable territorial development through the promotion, linked to tourism, of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destination. The actions that we are planning to implement are based on the development of new visitors' experiences or the enhancement of existing ones, focussing in particular on the promotion of artistic handcrafts, Cultural and Creative Industries (CCIs) and folk traditions."