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 3.3.3.
Ranking of artisans and CCI activities

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 ranking of craft activities (D.3.3.3) is one of the deliverables expected in the S.LI.DES application form for WP3.3., together with the database of handcraft and CCI activities (D3.3.2) and the dynamic map of these activities (D3.3.2).

In particular, the ranking and the dynamic map are closely related. Indeed, the dynamic map allows users not only to georeference and visualise the craft activities according to their location inside the city, but also to filter them according to several parameters, in order to profile and categorize them, for example on the basis of the kind of activity, or on the kind of tourism experiences offered to visitors.

This final report is specifically about D3.3.3 and it describes what the ranking system consists of and how it was implemented.

1. The ranking system for categorizing craft activities

1.1. How the ranking is intended in the project

The project requires that artisans and CCI businesses are ranked according to their tourism potential. First of all, it is important to remind that it is not a ranking strictly speaking, in which handcraft and CCI businesses are assessed and ordered according to a scale of values from best to worst. For the purposes of the project, the ranking is instead intended as a sort of clustering/profiling, which categorizes businesses according to several criteria. Since the aim of the ranking is to express the tourism potential of handcrafts and CCI businesses, these criteria are mainly about the kind of activity, the type of tourism experience offered to visitors and the ability to address visitors' interests and needs.

The set of criteria is then the base for the implementation of the ranking system and then for applying the filters in the dynamic map, with which it is possible to display the craft and CCI businesses that respond to one or more of the selected parameters, according to the user's interest.

1.2. The set of criteria

The set of criteria for implementing the ranking of handcraft and CCI businesses was the result of a participatory approach among all project partners, from the one hand the "technical" partners (Ca' Foscari University, Turizam, Ecipa, Ciset, Cast, Uciliste) and on the other hand the partner cities (city of venice, city of Bari, Sipro for the the city of Ferrara, Dura for the city of Dubrovnik and the Sibenik Tourism Office). The aim was to define a set of criteria and then a raking system that were shared and common for all five partner cities.

Starting from the list preliminarily suggested in the application form (for example the product category – jewellery, glass, etc. – or the typology of production – traditional or contemporary), the parameters was firstly discussed among partners during the second project meeting in Zagreb in December 2019, where fourteen possible criteria/characteristics have been proposed:

1. location in the city (with the specification if inside or outside the area of interest identified for the mobility model);

2. product category (jewellery, food, clothes, etc.);

3. typology of products (traditional or contemporary);

4. years of activity of the business (traditional/historical business or new one);

5. opportunity to directly buy the product from the producer;

6. number and kind of activities/experiences proposed to visitors (visiting, workshop, etc.);

7. number and kind of visitor target groups addressed by the business (adults, families, students, etc.);

8. level of accessibility by people with disabilities (motor, visual, hearing, psychic disability);

9. foreign languages in which activities for visitors are proposed;

10. price of activities for visitors and of products;

11. time period in which activities for visitors are organised (opening hours during the day, day per week, month, etc.);

12. number and kind of support services (toilets, services/information for people with disabilities, reception desks, shops, etc.);

13. recognition from expert associations;

14. number and kind of communication channels (website, social media, newspapers, etc.) used by the company.

With the coordination of Ca' Foscari University, this list was later shared and analysed further by project partners in order to define the final set of criteria. In the final decision, attention was paid to the fact that the number of criteria was not greater than 10-12, so that the ranking system was not too complex, and to the fact that data and information about businesses required by the parameters were easily available. Indeed, some information is relatively easy to be collected from businesses (for example the number and kind of communication channels, the opening hours, the kind of experiences proposed to visitors, etc.), while other criteria could be more complex (for example the level of accessibility by people with disabilities, that is very difficult to be assessed, since it refers to different kind of disabilities - motor, visual, hearing, psychic disability, etc.). In addition, the criteria needed to be defined also on the basis of the characteristics of handcrafts, of the main productions, and of the local context of the five cities (for example level of tourism development, visitors' need, etc.).

The following table shows the changes/integrations that were made to the preliminary list after this second consultation step, with the specification of those criteria that were approved by partners and included in the final set of criteria.

Criteria from the preliminary list	Status
1. Location (inside or outside the area of interest identified for the mobility model)	Accepted
2. Product category (jewellery, food, clothes, etc.)	Accepted
3. Typology of products (traditional or contemporary)	Accepted

4.	Years of activity of the business (traditional/historical business or new one)	Accepted
5.	Opportunity to directly buy the product from the producer	Deleted because integrated in criterion 12
6.	Number and kind of activities/experiences proposed to visitors (visiting, workshop, etc.)	Modified: kind of activities/experiences proposed to visitors (visiting, workshop, etc.).
7.	Number and kind of visitor target groups addressed by the business (adults, families, students, etc.)	Modified: kind of visitor target groups addressed by the business (adults, families, students, etc.)
8.	Level of accessibility by people with disabilities (motor, visual, hearing, psychic disability	Deleted from the list (because difficult to be assessed) but integrated in criterion 12.
9.	Foreign languages in which activities for visitors are proposed	Accepted
10.	Price of activities for visitors and of product	Deleted from the list because not relevant for the ranking, difficult to be assessed if several products/activities are offered by the business and because of the different currency between Italy and Croatia
11.	Time period in which activities for visitors are organised (opening hours during the day, day per week, month, etc.)	Accepted and specified in seasonality (all year round or seasonal activity only) and regularity (only sometimes during the year, monthly, weekly, daily)
12.	Number and kind of support services (toilets, service/information for people with disabilities, reception desks, shops, etc.	Modified: kind of support facilities/services (toilets, service/information for people with disabilities, reception desks, shop, etc.)
13.	Recognition from expert association	Deleted because this information is difficult to collect using common criteria/standards of references
14.	Number and kind of communication channels (website, social media, newspapers, etc.) used by the company	Modified: kind of communication channels (website, social media, newspapers, etc.) used by the business. *Only for informative purpose and not for ranking.*
Suggestions for new criteria		**Comment**
Seasonal activity vs. full year activity		This criterion was integrated in criterion 11 about opening hours, days and months.
Use of local raw materials		It can be assessed by asking businesses how much (%) their production is based on local raw materials. However, the risk is that businesses overestimated it for "making a good impression" (social desirability bias).
Relevance to the traditions and history of the area		Since WP3.3 is about mapping handcrafts and CCIs activities related to the local tangible and intangible cultural heritage, all selected businesses (or most of them) should be relevant to the traditions and history of the area.

In addition to criteria accepted by partners, other two parameters were included. The first one refers to the position of craft and CCIs businesses in the TripAdvisor ranking (Top10, Top20, etc.) derived from TripAdvisor data, that were collected in the project activity 3.1 for building the Destination Datahub. This is a very

significant information since the TripAdvisor ranking is the result of the reviews made by visitors according to the experience they had, by consuming and experiencing the products proposed by tourism operators. In such a way, it is possible to integrate information from the supply point of view with information that expresses the visitors' perception. However, it is useful to remind that the information about the TripAdvisor ranking is available only for those craft businesses that have been reviewed by TripAdvisor users.

The other criteria included in the set refers to the "openness to tourism experiences", i.e. a sort of synthetic indicator about the ability of the business to answer visitors' needs and interests. This indicator was built as a combination of the criteria on the number, seasonality and regularity of experiences offered to visitors, the number of foreign languages spoken, the kind of facilities/services offered in support to visitor experience, and the kind of facilities for people with disability. Therefore, this indicator allows users to understand which businesses/organizations are currently more organized to welcome visitors with a structured offer.

The final set of criteria is shown in the following table. These criteria are used for ranking, i.e., for profiling the handcrafts and CCI businesses in each partner city and therefore for applying the filters in the dynamic map. The information about businesses required by each parameter was collected through the preliminary mapping activity and the online survey described in D3.3.1 which allows to build the tangible and intangible heritage database.

Criterion
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