



## S.LI.DES. Project Newsletter #6

### S.LI.DES. Final Conference in Venice 26th May 2022 Istituto Veneto di Scienze, Lettere ed Arti

During the event the project results will be presented by the involvement of all the partners and external experts with the aim to exchange good practices for a more sustainable tourism. In the first part, during the morning, partners will discuss through direct presentations and a round table on the main output of the S.LI.DES. project. In the afternoon all the participants will have the possibility to test a new touristic itinerary developed in Venice within the pilot action activities.

#### AGENDA OF THE EVENT

##### Part one - S.LI.DES. EU Project: strategy, approach and tools

9.00 - 9.30

[Registration of participants](#)

9.30 - 9.40

[Welcome](#)

Simone Venturini, Deputy Mayor for Tourism (City of Venice)

09.40 - 09.55

[The role of culture and sustainable tourism in the Interreg Italy-Croatia 2021-2027](#)

Silvia Comiati, Head of IT-HR Joint Secretariat

09.55 - 10.10

[The S.LI.DES. project: strategy highlights and future opportunities](#)

Michele Tamma (Ca' Foscari University Venice - Department of Management)

10.10 - 10.25

[The S.LI.DES. main approach and tools](#)

Valeria Minghetti (CISET - International Centre of Studies on Tourism Economics) & Martina Ambrušec (Iztg - Institute for tourism)

10.25 - 10.35

[The S.LI.DES. mobility models](#)

Armando Bazzani (Centre of Advanced Studies in Tourism - University of Bologna)

10.35 - 10.45

[The S.LI.DES. dashboard](#)

Simona Aceto (Ecipa Nordest), Antonio Picerni (42 bit)

##### Part two - City experiences compared within and outside S.LI.DES.

11.00 - 11.10

[Video "Venetian craftsmanship and creativity routes"](#)

11.10 - 12.30

[Dubrovnik, Šibenik, Ferrara, Bari, Venice: Using data intelligence for new visitor experiences. Opportunities and challenges for S.LI.DES. cities](#)

- Marko Mijanić - Dubrovnik, Senior Adviser Specialist in Strategic Planning and Development Projects

- Bojana Bego - Šibenik, S.LI.DES. Project Manager at the Tourist Board

- Lisa Pietropaolo - Bari, Cultural heritage expert and S.LI.DES. cultural project manager

- Chiara Franceschini - Ferrara - Coordinator of SIPRO-Ferrara Development Agency  
- Stefania Battaglia - Venice, Director Tourism Dept (City of Venice)

12.30 - 13.00

[Experiences outside S.LI.DES.](#)

- Municipality of Tirana

Genci Kojdheli, Director General of Integration, Strategic Planning and Economic Development

- City of Florence

Alessandra Barbieri, Manager of EU and Fund-raising and NOP Metro Dept

- University of Zadar

Marko Mandić, expert - Results and plans of the project Made In Land

13.00 - 13.15

[Conclusions](#)

Michele Tamma (Ca' Foscari University Venice - Department of Management)

The streaming of the event will be available [here](#)



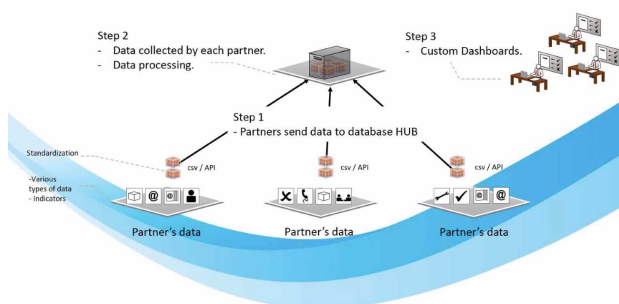
### Public event and destination tour in Dubrovnik

On March, 16th the event began in the Lazareti, a key location of the pilot action implemented in Dubrovnik last year, with the Deputy Mayor's introduction. The event was attended by project stakeholders such as representatives of the city administration, public institutions (local and regional), public and private companies and NGOs.

**The participants of the event were introduced to the project, its activities and results.** Aside the representatives from DURA and the project partners from CISET and CAST joined the event via Zoom.

**In the second part the participants were guided on a destination tour on the crafts in the Old Republic of Ragusa,** during which the participants had also the opportunity to see elements of smart systems in Dubrovnik old town, such as wireless internet sensors and visitor counters. In the end, project stakeholders were asked to contribute to the S.LI.DES. strategy through an online questionnaire.

### Data HUB – Operation workflows



### In Bari a focus on the sustainable tourism

On March, 28th Comune di Bari held the online workshop “The European project S.LI.DES. Tools and strategies for sustainable tourism in Bari”.

During the meeting, **the Dashboard and the other strategies developed thanks to S.LI.DES. project**, which are helping to improve tourism management and promote sustainability in Bari, were presented. Also, PugliaPromozione (the Regional Tourism Agency), showed data on the tourism flows recorded in Bari and Puglia in 2021.

It was a great occasion to discuss the latest regional tourism data and the new sustainable practices in the sector with the Apulian stakeholders.



## Public event in Šibenik on digital tools and big data

An open regional workshop entitled "**Smart Tourist Destination - use of digital tools and big data - experiences and potentials**" was held on March, 31st in Civitas Sacra centre by Šibenik Tourist Board.

Guest speakers from the S.LI.DES. project partner DURA - Kristina Vujanović and Stjepan Čavar provided **an excellent insight into pilot action and various use of technology and big data in managing of tourist crowds**. DURA as a partner on an additional Interreg Med project HERIT-DATA dealing with the use of smart and open data presented their experience, good practices and tools from the project.

Host partner of the project S.LI.DES., **Šibenik Tourist Board presented the Dashboard in detail to the group of key local stakeholders in Šibenik tourism industry and students from Šibenik College (VuŠ)** via link. Vivid exchange of Q and A followed demonstrating the importance and relevance of the topic to both tourism related stakeholders and public authorities.



## Tools and strategies for a sustainable tourism in Venice

The event "**The S.LI.DES. project: tools and strategies for a sustainable tourism in Venice**" was held in Venice on February, 24th, organized by Dipartimento di Management - Università Ca' Foscari Venezia with the Municipality of Venice, ECIPA Nordest and Ciset.

During the event **the results achieved by the project and specifically, the pilot action carried out in Venice were presented**: 10 thematic itineraries, "The Routes of Venetian craftsmanship and creativity", to enhance the history and uniqueness of Venetian excellence.

The itineraries will stimulate the visit of lesser-known places and routes in the city, along which it's possible to find excellences of traditional Venetian craftsmanship, such as artistic glass, lace, fabrics, mosaics, but also modern and creative products, as well as local food and gastronomy.

**During the meeting a debate among the real protagonists of Venetian tourism - artisans, companies and policy makers - took place.**



## Sustainable tourism and mobility in Ferrara

On March, 31st, SIPRO Agenzia Provinciale per lo Sviluppo held in Ferrara its Local Stakeholder Event and Open Regional Workshop. **A full day conference on sustainable tourism and the future of the cycletourism in the province of Ferrara.**

The event was an important public moment to show and demonstrate the most relevant project results, by transferring benefits outcome to a wide audience. In the morning session members of regional, local development agencies and associations gave a report of their own **experience about the same topic “sustainable mobility” and “sustainable tourism” in Ferrara, sharing a common vision which shed a light on development strategies and results of S.LI.DES. project.** SIPRO presented the project and activities, especially the outcomes of pilot action in Ferrara that demonstrated the usage of tourist flows data in tourism development strategies.

The second part of the morning programme, provided a round table with local and regional authorities in order to expand the previous results from institutional representatives' perspectives. Finally the third part involved other actors, specialised in sustainable mobility, and in particular in cycletourism, who shared their experience as entrepreneurs and cultural and natural management bodies



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