



S.LI.DES. Project Newsletter #5

This newsletter focused on the **pilot actions realized in the five cities of Venice, Ferrara, Bari, Šibenik and Dubrovnik.**

In all the cities initiatives and events have been realized to enhance the local heritage, to test and demonstrate the effectiveness of the Smart Destination Ecosystem methodology, and to involve strategic local stakeholders in the promotion of the tangible and intangible cultural heritage and handicrafts.

The involvement of the local strategic actors was important also to share the main results and to define the main areas of local experiences to be exploited in the project strategy looking to smart and sustainable tourism destinations.



ph.settimo cannatella-racontare Venezia srls

The Routes of Venetian craftsmanship and creativity

The City of Venice will create and promote **thematic itineraries addressed to discover the excellence of Venetian traditional craftsmanship.** The thematic itineraries are meant to valorise and **safeguard Venice heritage and cultural identity and promote an original and more sustainable way to get to know the territory**, in line with the growing trend of the slow and the so-called "experiential" tourism, which aims at promoting the uniqueness of a destination by focusing on values such as respect for local culture and tradition, authenticity, sustainability and support to local activities.

The pilot action should offer a **new perspective on local excellences** which will benefit not only tourists but also citizens.



@Assunta Simone Photography

In Bari an interactive story for residents and visitors

"Turisti per Bari": this is the title of the pilot action organized by Municipality of Bari. The initiative was dedicated to the discovery and valorization of the historical center of Bari and the Murat district through a

An interactive story for residents and visitors, who enjoyed peculiar experiences of the city with the aim to add and create value. All the appointments were designed to establish "multi-sensorial" connections: itinerant tastings of food and wine excellences, treasure hunts in the alleys of the old city, juggling performances, live music, extraordinary openings of artisan shops, guided tours, exhibitions of ceramics and practical laboratory activities with master craftsmen and pasta makers to tell the ancient history of Bari in a suggestive way.

The initiative wanted to promote also the idea of sustainable holiday to educate the public about alternative and responsible travel formulas. The realization of this event was also possible thanks to the involvement of a dense network of local operators who still today make their products in compliance with the most ancient traditions and make this modus operandi the heart of their business, representing a pride for the whole local community.



Knowledge of the territory and its products at the basis of Ferrara's pilot action

A pilot action divided into three parts! This was the initiative of Sipro Ferrara who organized ist action among the months of September and December. The first action was the organization of **an educational tour in different areas of the province of Ferrara from an internal area to the Adriatic Coast Area through Ferrara City**. Two days which involved journalists, bloggers, local authorities and tourism operators / associations. **An occasion to discover new tourism routes in the region also through visits and laboratories with local artisans.**

The second part of the pilot action was the initiative "**Lessons of the Territory**", aimed to know and understand the territory in order to better promote it to tourists. The initiative provided an alternation of classroom lessons, to deepen some issues related to the tourism sector, and itineraries and guided tours in the area to enhance the knowledge of the artistic, cultural and naturalistic emergencies and create networking activities between tourism operators. **An initiative for touristic operators in the local area aimed at identifying the best tools for the enhancement of the resources of the province of Ferrara.**

The third part of the pilot action provided a **temporary showroom** located in the centre of Ferrara, opened until the end of December, **focused on the excellences products and artisanal local enterprises**. A space for craft businesses (SMEs) and locals artisans of Ferrara to show their products to new consumers, tourists and locals. During this period will be also organized 3 specific events / workshops related to the topic.

Furthermore, by the end of the year, a specific brochure will also be produced on the historic shops of Ferrara. They are a living testimony of the history, culture and traditions of the territory.



Šibenik Heritage Day

Šibenik Tourist Board's pilot action represented an innovation. This summer for 8 Thursdays in July and August, **Šibenik locals and guests had a chance to participate in variety of activities promoting cultural heritage and handmade products from local craftsmen and artists.** As part of Šibenik Heritage day program, every Thursday starting at 10 am tourists were able to hear the story about Šibenik hat through centuries and visit the local Museum free of charge. They also could watch short movie about skill of making the Šibenik button in CivitasSacra, the interpretation centre of Cathedral of St. James. Besides, the Arts and Crafts fair at Mala loža Square provided opportunity to shop local handmade products and art. The singing of traditional songs provided good entertainment for both buyers and sellers and kids' corner for kids. Guided tour provided an insight into local gastronomic history and eating habits of Šibenik's inhabitants through centuries.

This pilot action aimed to enhance local tourism offer, to revitalize social and economic development in historical center and to transform cultural assets in valuable resources through smart tourist and visitors flow management. Data collected will contribute to better strategic planning and for evaluation of liveliness of historical town centre by assessing hourly distribution of visitors and citizens on specific locations.



Dubrovnik and the focus on the complex of Lazareti

On the weekend of September, 25th and 26th DURA / Dubrovnik Development Agency conducted its pilot action in Dubrovnik organizing a **traditional crafts & arts fair in The Lazareti Dubrovnik.** Often insufficiently valorised and visited, the complex of Lazareti Dubrovnik in this weekend was the centre of **events for locals and tourists**, thanks to the beautiful weather, diverse offer of fair-exhibitors and entertainment program featuring the Folklore Ensemble Linđo and Klapa Kaše.

Aside the exhibition of traditional products and handicrafts, four thematic workshops were prepared and traditional folk dances as well as acapella singing are staged during the event.

In the last period, the **S.LI.DES. project** was presented during three important international events.

PP7 Institute for Tourism presented the project at the **3rd International Congress Age of New Economy and New Jobs – Blue Economy and Blue Innovation.** The congress was held in Split, Croatia from October 11th – 12th. It was organized by Interreg project ECOMAP and it gathered scientists and experts from all over Europe. The goal of Congress was to create a platform for sharing experiences and gaining new information on the economy of sustainability and job management.

subnational levels and then its relevant use by public and private stakeholders for decision making towards smart, competitive, sustainable and inclusive destination and tourism businesses. On November 23rd, Valeria Minghetti & Federica Montaguti discussed in streaming on "Building a Smart Destination Datahub for tourism cities: opportunities and challenges. Evidences from the Interreg S.LI.DES. project".

Finally, the third event, on November, 25th, was during BTO in Florence, the most important Italian event on the connections between tourism, innovation and technology. The panel "Frictionless data in the public sector: the state of the art" was opened by a presentation of the S.LI.DES. project held by Valeria Minghetti, which was focused on data availability and the challenges met by partner cities concerning the use of public data and the lack of open data.



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