

# 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

### D.2.3.6 – DESTINATION VIDEO

<b>Work Package:</b>	<b>2 – Communication Activities</b>
<b>Activity:</b>	<b>D.2.3.6 – DESTINATION VIDEO</b>
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<b>Partners involved:</b>	<p>LP - University of Cà Foscari (IT)</p> <p>PP1 - Ciset (IT)</p> <p>PP2 - Ecipa (IT)</p> <p>PP3 - SIPRO Ferrara (IT)</p> <p>PP4 - City of Bari (IT)</p> <p>PP5 - City of Venice (IT)</p> <p>PP6 - CAST-University of Bologna (IT)</p> <p>PP7 - Institut za Turizam</p> <p>PP8 - Craft College- Institution for adult education Subsidiary Rijeka</p> <p>PP9 - Development Agency of the City of Dubrovnik-Dura</p> <p>PP10 - Sibenik Tourist board</p>

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## INTRODUCTION

Overall goal of the S.LI.DES project is to foster cross-border cooperation among cultural destinations in the Programme area and the joint planning of smart strategies to support more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destinations (craft activities). The project provides local authorities with an innovative dynamic knowledge system that will enhance their decision-making process regarding the management of most popular sites, especially by exploiting the tourism potential of “minor” cultural assets, as a leverage to revitalize the urban and social environment and diversify the local economy.

The project developed a cross border Strategy to translate the S.LI.DES results into comprehensive and transferable policy recommendations to valorise cultural heritage, diversify and improve the quality of tourism offer and promote sustainable territorial development. The strategy will allow PPs and the respective territories to enhance their capacities in elaborating and testing innovative policies to protect and promote unexploited cultural assets in a long-term perspective.

Stakeholder engagement and stakeholder management are one of the most important ingredients for successful delivery of the project to secure durability and sustainability of outputs and results.

The joint elaboration of strategy will set up permanent cooperation opportunities for the countries involved and will bring the experience gained by PPS to a higher degree of transferability in order to create the conditions to inspire new local strategies.

## 1. ORGANISATIONAL INFORMATIONS REGARDING THE DESTINATION VIDEO

<b>Number of video produced</b>	1
<b>Video maker</b>	Wamo Studio Design e Comunicazione Ferrara
<b>Aim of the Destination Video</b>	<p>The promotional video was produced to promote the destination as project result using the best video creation solutions in line with project activities, and using a non-technical and easy-to-understand language, suitable for the different target groups to ensure a common understanding. It will be also used by public authorities and sectoral agencies dealing with territorial marketing to assure a wider promotion after the projects' end. The video is updated on the project's website (<a href="https://www.italy-croatia.eu/web/slides/multimedia?id=286047">https://www.italy-croatia.eu/web/slides/multimedia?id=286047</a>).</p> <p>This promotional video will be adopted also after the project's end to promote the destination. Besides it will be projected during the Final Cross-Border conference.</p>
<b>Partner responsible for creating the video</b>	Sipro Ferrara
<b>Partners to be involved</b>	Cities where pilot actions took place: Venice, Ferrara, Bari, Šibenik, Dubrovnik
<b>Duration of the video</b>	7 minutes
<b>Focus of the video</b>	<ul style="list-style-type: none"> <li>• Intro of the video</li> <li>• "Voiceover" during the whole video</li> <li>• A first part (voice and images) dedicated to the project (descriptions and goals)</li> <li>• A second part dedicated to the project dashboard</li> <li>• A third part dedicated to the pilot actions of the 5 cities</li> <li>• A final part where the main strengths and good practices learned thanks to the project are highlighted</li> <li>• The video technique proposed images with motion graphic elements inside them</li> </ul>
<b>Contents of the video</b>	<ul style="list-style-type: none"> <li>• <b>First part dedicated to the project (descriptions and goal</b></li> </ul>

“Heritage as a leverage for sustainable tourism”: this is the aim of the European project S.LI.DES., funded by the INTERREG Italy-Croatia Programme.

The project aims at fostering cross border cooperation among tourist destinations and the joint planning of smart strategies to create more sustainable and balanced territorial development through the promotion of tangible and intangible cultural heritage, in particular those excellences shaping the identity of the destinations.

The project will provide local authorities with an innovative and dynamic knowledge system that will enhance their decision-making process regarding the management of most popular sites, especially by exploiting the tourism potential of “minor” cultural assets, as a leverage to revitalize the urban and social environment and diversify the local economy.

- **Second part dedicated to the dashboard**

Data analysis is the key to deepening our understanding of the five destinations and to adopt the right strategies for sustainable tourism.

The dashboard is a system that can upload, process, and analyze data and transform them into systematic and clean information, useful for sustainable strategies of the destination and its tourist turnout.

The S.LI.DES Destination Dashboard shows tourism trends and city performance, real-time pedestrian mobility with heat maps, and city cultural identity through a dynamic map of the destination's artisans and cultural and creative industries.

Local representatives could use the dashboard as a fundamental tool to manage tourist mobility flows and their impact, control overcrowding and monitor destination changes.

The city's partners tested the dashboard as a planning tool to design and manage pilot actions and improve the added value of their destination's assets. their own destination.

- **Pilot actions**

**Šibenik**

From July 8th, every Thursday, during July and August, Sibenik organized a weekly Heritage day to promote local cultural heritage and crafts and facilitate the mobility of visitors in less frequented areas of the historic center. A rich program of events involved residents and tourists, combining workshops movie projections and arts and crafts fair. Sensors along the streets helped the monitoring of visitors’ movements and the presence of overcrowded areas.

**Venice**

Thanks to the data and maps provided by the Dashboard, the Municipality of Venice developed “The Routes of Venetian craftsmanship and creativity”, 10 thematic itineraries to enhance the history and uniqueness of Venetian excellence. The itineraries are intended to stimulate the visit of lesser-known places and routes in the city, along which it’s possible 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.

#### **Ferrara**

Ferrara developed several initiatives to enhance the excellence of the urban area and its province. About thirty operators were involved in the organization of two educational tours for journalists, bloggers, local authorities and tourism operators / associations. Four "Lessons of the Territory" dedicated to tour operators were also developed, aimed at helping them to know the territory and to promote it better among tourists. The data provided by the dashboard on tourist flows and mobility helped to create a marketing campaign to attract new visitors through the testing of a new temporary Showroom located in the city centre of Ferrara.

#### **Dubrovnik**

An arts and crafts fair was the pilot action developed by Dubrovnik to reduce crowding in the historic center and enhance the local cultural heritage and traditions. The Fair was organized in the complex of Lazareti, outside the city walls, an area often insufficiently valorised and visited. Aside the exhibition of traditional products and handicrafts, four thematic workshops were organized and traditional folk dances as well as acapella singing are staged during the event. The initiative was also promoted through the homepage of the free city WiFi, in order to inform participants about the various scheduled events. The use of WiFi also made it possible to monitor their movements and enrich the dashboard and the database connected to it with real-time information.

#### **Bari**

The city of Bari organized “Turisti per Bari”, four evenings of events dedicated to the discovery and valorization of the historical center of Bari and the Murat district through a series of activities, events and exhibitions linked to the history of the territory. The pilot action involved about sixty selected exhibitors, among the food and wine sector (bakeries, delicatessens, street food , restaurateurs) and artistic craftsmanship (shops, ateliers, art masters, shops, design

	<p>stores). The operators organized demonstrations, practical workshops and tastings of their products. The mobility of visitors was facilitated by the presence of qualified tourist guides and cultural animators, who accompanied the participants to discover the beauties of Bari Vecchia and Borgo Murattiano, animated for the occasion by musicians and street artists. The Dashboard helped the selection of the artisans to be involved and in the monitoring of visitor mobility.</p> <ul style="list-style-type: none"> <li>• <b>Final part</b></li> </ul> <p>The Smart Destination Ecosystem proposed by the S.LI.DES. project helps the city to strengthen its ability to make decisions and to test innovative management and development strategies, to protect and promote local cultural identity in a long-term perspective.</p> <p>The involvement of public decision makers and all stakeholders is essential to ensure the success of the project and the duration and sustainability of the results obtained</p> <p>The elaboration of a joint strategy by Italian and Croatian partner cities will create the opportunity for permanent cooperation between the two countries and will help to share the experience gained with other European tourist destinations, which face the same problems.</p>
<p><b>Screenshots of the video</b></p>	





