



S.LI.DES. Project Newsletter #2



3rd Project Meeting

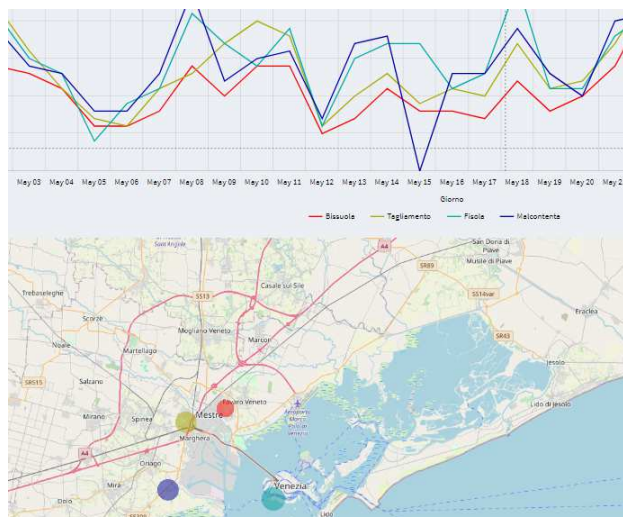
On 5th June 2020 the SLIDES 3rd meeting took place online, because of the Covid emergency.

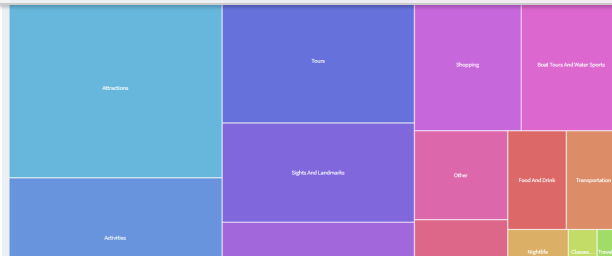
After a short description about the **project management** and the coordination of activities by Ca' Foscari, SIPRO explained the **communication activities in the last months**. PPs discussed particularly about the second project newsletter's contents, the need to boost and increase contacts on social networks and the proposals about the destination videos' realization.

Then the focus was about the **WP3 progresses**: the visitors' mobility model (CAST), the mapping tangible & intangible heritage/handicrafts/CCIs (Ca' Foscari), the Destination data hub (CISSET) and the designing the destination dashboard (ECIPA).

Finally DURA presented the news and the **progresses about pilot actions**, even if the COVID emergency caused many changes and some of these have been modify their parameters.

WP3 Progresses





Regarding the WP3, the data collection process to populate the SLIDES datahub was closed at the end of March, and the data uploaded into the common repository. Then a data analytics process started, in order to develop a first set of KPIs and other measurement tools to be displayed into the **SLIDES dashboard**, which will help city managers to assess and monitor their performances and support their decisions. The dashboard contains the data provided by the cities themselves, the data collected by social media, TripAdvisor and Google relating to city visits, the ranking of monuments and tourist points of interest, the list and maps of traditional handicrafts shops and experiences, a dynamic maps of the five cities that show in real time the flows of people present in the various areas covered by cameras and sensors.

All these data can be easily selected and displayed through graphs and maps and the result will be a simple-to-use tool for managing tourist flows, in which each city will have its own personalised access. This tool will allow to have a more in-depth and accurate view of the flows of people present in the urban area and to manage the tourism in a more sustainable and organised way.

As for the mobility models the general framework of the mobility patterns in each partner city has been defined and the data inputted into the datahub. The COVID outbreak stopped the installation of the sensors and/or the start of the collection of real time data on visitors' pedestrian mobility, which has been postponed after the end of all restrictions to movements.

With this emergency in mind, **the technologies and models of simulation proposed for experimentation, initially focused only on the study of visitors-tourists, will also be used to provide a measurement of citizens' mobility and the recovery of social activity.** So the aim is to build an innovative tool that would allow policy makers and stakeholders to know the demand for mobility in the historic center, when the resumption of socio-economic activities will create the problem of safety in the management of tourist visitor flows

Regarding **the mapping of tangible and intangible heritage**, and in particular of craft activities and CCIs, a list of the most "pertinent" craftsmen and businesses have been identified and preliminary information about the typology of craft activity and their location have been collected, so as to build a first "profile" of every business and to geolocalize them on the map. An online survey among the selected businesses has been planned, in order to collect more specific information about these businesses and "assess" their tourism potential - i.e. their "willingness" to offer possible activities and experiences to tourists. This activity has been rescheduled after the start of the lockdown, since all artisans were closed and there is not a precise date yet when they will reopen their activities.

Touristic reboot in Croatia



The crisis caused by the COVID-19 epidemic strongly influenced Croatian tourism, and a significant decline in the number of tourist arrivals was recorded. **Since the beginning of June, the situation in tourism has started to improve**, however, number tourist arrivals is still much lower than in previous years.

The Croatian government has made strong efforts to promote Croatia as a safe destination. Additionally, diplomatic efforts have been made to open borders to foreign tourists. **This season, Croatia expects the most tourists from**

by car. At this moment, it is still unclear whether Germany will lift the warning to its citizens to travel to other EU countries. Regardless of the current liberalization of travel opportunities, the decline in the number of guests is quite certain, and according to some estimates, a decline of 70% compared to last year is expected.

Touristic reboot in Italy.



The touristic reboot in Italy will not be easy and the forecast on summer holidays does not seem too comforting. Several accommodation facilities can't reopen and the season can hardly be extended because schools have to reopen and Italian tourism is very familiar.

The opening of the factories in August would also be important for the recovery of the economic system but many Italians spent their paid leave during the lockdown and so can't the opportunity to go on vacation. **A positive sign arrives from the German incoming:** the first reservations from Germany and Austria, countries from which more than 30% of the neighbouring international tourism arrives, are registered. **From 1st July, the gradual and partial reopening with the extra Shengen areas will allow new flows** but can't be present thousands of tourists from the United States, China, Japan and more generally from the Far East.

