

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

WP2 Communication activities

Deliverable D.2.4.1 Open Regional Workshop

Work Package:	2 - Communication activities
Activity:	4 - Public events
Responsible Partner:	PP3 – SIPRO Ferrara (IT)
Partners involved:	LP – Ca’ Foscari University of Venice (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 –Šibenik Tourist board

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LP CA' FOSCARI

Open Regional Workshop #1: 1st December 2020

Location: Online – h. 16:30 – 18:30

N. of participants: 70

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

"S.LI.DES. project, the collection of data, issues arisen" by Prof. Raffaele Pesenti and Prof. Michele Tamma, Ca' Foscari University Venice

"Open data - Open Source: a useful analogy?" by Prof. Francesco Rullani, Ca' Foscari University Venice

"Open data for real. Use cases in public procurement and cultural heritage" by Prof. Massimiliano Nuccio, Ca' Foscari University Venice and Federico Morando, Synapta

"Alternative Data to help organisations mitigate risk and make more effective decisions" by Mirko Lalli, The Data Appeal Company

"Are public (open) data really useful if you cannot understand them?" by Piergiorgio Cipriano, Dedagroup Public Services

"Osservatorio del Turismo Regionale Federato del Veneto" by Stefan Marchioro, Veneto Region

"Conclusions" by Prof. Raffaele Pesenti and Prof. Michele Tamma, Ca' Foscari University Venice

The main conclusions of the discussion were the following:

- the added value that the availability of data held by both public and private operators can provide to local business activities;
- the skills necessary to process the available data and interpret the information that can be extracted from them;
- the difficulty of acquiring data that is not formatted according to some shared scheme.

Public operators, especially local administrations, have legal obligations to make data available to them.

In light of this they should:

- 1) ensure that these obligations are fully met;
- 2) require their service providers (eg transport companies) to behave in a similar way;
- 3) to encourage / stimulate that small / medium-sized enterprises in the area coordinate to create data-sharing agreements.

Universities in collaboration with stakeholders should engage in the continuous training of capable staff to carry out data analytics actions and support data driven decision making.

Description of the participants

Local and Regional authorities: n. 1 Stefan Marchioro, Veneto Region

Local and regional development agencies: n. 0

Cultural and natural heritage management bodies: n. 0

Associations, regional innovation agencies: n. 0

Education and training organizations: n. 1 Ca' Foscari University Venice

General public: n. 70 Ives Vodanovic Lukic, Turizam – PP7

Daria Kireta, KRAFT College – PP8

Goran Svast, KRAFT College – PP8

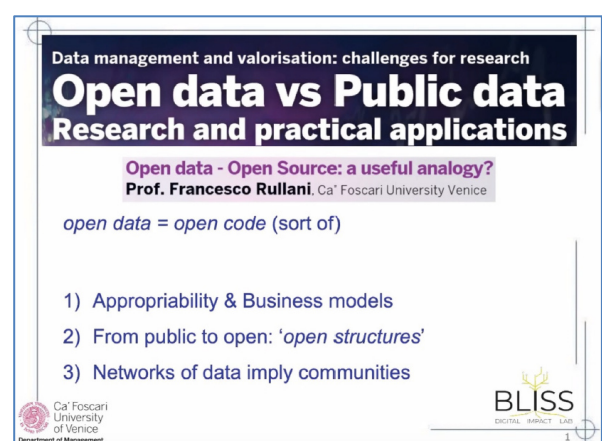
Josip Bogdanovic, DURA – PP9

Bojana Bego, Sibenik TB – PP10

Ivan Elez, Sibenik TB – PP10

Tatijana Juric, Sibenik TB – PP10

Photos and links to videos



PP3 SIPRO Ferrara

Open Regional Workshop #2: 31st March 2022

Location: CNA Ferrara, Via Caldirolo, 84 – From 9.30 am to 4.00 pm

N. of participants: 85

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

- "Slow tourism in "ferrarese" territory, strengths and synergies in Destinazione Turistica Romagna" by Chiara Astolfi (Visit Romagna Director)
- "Sustainable and experiential tourism, levers to focus on in the Ferrara area" by Dario Guidi (President of CNA Tourism and Commerce of Ferrara)
- "S.LI.DES project. Tourist data and tourist flows tracking systems: results of tests held in Ferrara" by Chiara Franceschini (Sipro coordinator)
- "Slow mobility: the network of cycle path backbones of cycle paths in the Province of Ferrara" by Antonio Fiorentini (AMI srl Administrator)
- "The development of cycle paths on the embankment tops" by Stefano Calderoni (Consorzio di Bonifica President)
- "Cycle tourism and cycle tourist, characteristics and needs" by Giuliano Giubelli (National Advoser FIAB)
- "Unique cycling events, an opportunity to promote the territory" by Simone Dovigo (Witoor Director)
- "Communication and promotion of cycle tourism" by Paolo Pinzuti (Cycling Executive Officer of Bikeconomist)
- "Sustainable intermodality, tourism and community: an inseparable relationship" by Sergio Fortini (Metropoli di Paesaggio association Adviser)
- "Leader funds for sustainable tourism services and opportunities for enterprises" by Angela Nazzaruolo (GAL Delta 2000 Coordinator)

The main conclusions of the discussion were the following:

Over the last few years planning and organising public event has been compromised by the global pandemic. However this Open Regional Workshop was organised safely, allowing participants to experience the event. In addition it has been reached a wide audience (85 participants), and several target groups participated, such as institutional representatives as local and regional authorities, regional and local development agencies, enterprises, associations, cultural and natural management bodies, education organisations and journalists. The high participation allowed an interesting and stimulating exchange of ideas and further collaboration. In addition the high involvement encouraged the transferability of project results and raised awareness about subjects discussed during the Open Regional Workshop.

Description of the participants

Local and Regional authorities: n. 13

Local and regional development agencies: n. 23

Cultural and natural heritage management bodies: n. 7

Associations, regional innovation agencies: n. 6

Education and training organizations: n. 1

General public: n. 35

Photos and links to videos



PP4 City of Bari

Open Regional Workshop #3: Bari 28th March 2022

Location: online, on zoom platform from 10.00 am to 11.15 am

N. of participants: 43

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

- "The trend of tourist flows in bari and puglia in 2021" by Livio Chiarullo (Regional tourism agency Pugliapromozione)
- "S.Li.Des. project: objectives and tools" by Valeria Minghetti (Ciset – international centre for studies on tourism economics)
- "The dashboard as a tool for managing overtourism" by Antonio Picerni (Ecipa)
- "Alternative itineraries to bari: from the atrium plus project to the S.Li.Des. project" by Giovanni Antelmi (Technical assistance of the Municipality of Bari)
- "Construction of a strategy for the promotion of sustainable tourism" by Michele Tamma (Ca' Foscari University of Venice)

The main conclusions of the discussion were the following:

The Open Regional Workshop was an opportunity for debate and exchange of views among experts, project partners and local stakeholders about the joint smart strategies, developed thanks to S.LI.DES. project, to foster both sustainable tourism and a more balanced territorial development in Puglia and, specifically, in the city of Bari, also taking into consideration the influence of COVID-19 on the tourism sector. Moreover, it was an occasion to understand which key areas need to be further improved to make the tourist offer diversified, attractive and respectful of the local communities. Specifically, the intervention of the speakers highlighted:

- The importance of collaborating to the collection, analysis, and customization of data, to develop targeted strategies to monitor visitor flows and redistribute them, valorize the tangible and intangible heritage of the area, identify the most appealing aspects of the region and decrease the anthropic pressure on the territory;

- The importance of continuing using the Smart Destination Ecosystem and the S.LI.DES. Destination Dashboard after the project end, to provide a framework on the main trends and performances of the city in terms of tourism, urban mobility and craftsmanship;

- The importance of promoting and enhancing the local tourist offer, emphasizing the history of the territory, its characteristic and traditions, and telling stories with honesty, inclusiveness and giving value to contents instead of places, as demonstrated through the pilot action "Turisti per Bari".

Finally, after the event, a satisfaction survey was sent to all participants in order to collect comments and suggestions. It showed that the workshop was really appreciated in terms of contents, themes and supplied materials. The stakeholders considered it very useful and evaluated positively the quality of contents and the exposure skills of the speakers.

Description of the participants

Local and Regional authorities: n. 1

Local and regional development agencies: n. 3

Cultural and natural heritage management bodies: n. 2

Associations, regional innovation agencies: n. 3

Education and training organizations: n. 4

General public: n. 21

Photos and links to videos








 Il Comune di Bari - Ripartizione Culture, Religioni, Pari Opportunità, Comunicazione, Marketing Territoriale e Sport presenta

"Il progetto europeo S.LI.DES. Strumenti e strategie per un turismo sostenibile a Bari"

Workshop online

LUNEDÌ 28 MARZO 2022
 10:00-11:15
 Online - Piattaforma Zoom

SALUTI E BENVENUTO
INES PIERUCCI (Comune di Bari - Assessore politiche culturali e turistiche)
LUCA SCANDALE (Agenzia Regionale del Turismo PugliaPromozione - Direttore)

"IL TREND DEI FLUSSI TURISTICI A BARI ED IN PUGLIA NEL 2021"
LIVIO CHIARULLO (Agenzia Regionale del Turismo PugliaPromozione)

"IL PROGETTO S.LI.DES.: OBIETTIVI E STRUMENTI"
VALERIA MINGHETTI (CISET - Centro Internazionale di Studi sull'Economia Turistica)

"LA DASHBOARD COME STRUMENTO PER LA GESTIONE DELL'OVERTOURISM"
ANTONIO PICERNI (ECIPA)

"ITINERARI ALTERNATIVI A BARI: DAL PROGETTO ATRium PLUS AL PROGETTO S.LI.DES."
GIOVANNI ANTEMI (Assistenza tecnica Comune di Bari)

"COSTRUZIONE DI UNA STRATEGIA PER LA PROMOZIONE DEL TURISMO SOSTENIBILE"
MICHELE TAMMA (Università Ca' Foscari Venezia)

PP5 – CITY OF VENICE

Open Regional Workshop #4: Venice, 24th February 2022

Location: Venice, Ca' Dolfin – from 3.00 pm to 4.20 pm

N. of participants: 46

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

- "The SLIDES project: objectives and tools", Valeria Minghetti, International Center for Studies on Tourism Economics (Ciset)
- "The dashboard as a tool for managing overtourism" – Simona Aceto, Ecipa
- "Alternative itineraries and enhancement of craftsmanship in Venice" - Stefania Battaglia, Tourism Directorate, City of Venice

The main conclusions of the discussion were the following:

- The importance of using innovative data models and smart tools to monitor and manage visitor flows and tourism mobility patterns to decrease human pressure on cultural heritage and redistribute tourism flows in space and time;
- The importance of supporting, enhancing and encouraging quality products and services through innovative pilot projects and communication campaigns as in "Routes of Venetian craftsmanship and creativity";
- The importance of developing effective communication to promote sustainability of Tourism and stimulate citizens and visitors to take responsibility in the preservation of destinations' natural and cultural assets.

Description of the participants

Local and Regional authorities: n. 1

Local and regional development agencies: n. 1

Cultural and natural heritage management bodies: n. 2

Associations, regional innovation agencies: n. 3
Education and training organizations: n. 2
General public: n. 16

Photos and links to videos



PP9 – DURA

Open Regional Workshop #5: Dubrovnik, 16th March 2022

Location: The Lazareti Dubrovnik

N. of participants: 28

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

- Ms. Kristina N. Vujanović (S.Li.DES. project manager on behalf of PP9 DURA) – Project S.Li.DES. presentation – general information, main activities and results, S.Li.DES. strategy
- Mr. Stjepan Čavar (from DURA, PP9; engaged on the project S.Li.DES. as an internal technical support) – Presentation on smart solutions in the City of Dubrovnik implemented through project S.Li.DES. and symbiosis with other projects' results (e.g., smart systems as the visitors' counter system, free Wi-Fi system and the smart multidimensional application in Rectors' Palace in Dubrovnik)
- Ms. Valeria Minghetti (CISSET PP1) – Zoom presentation on the S.Li.DES. project general approach, tools and challenges, with the focus on the Smart Destination Ecosystem and the development of the Destination Dashboard
- Mr. Armando Bazzani (CAST, PP6) – Zoom presentation on the SLIDES project strategy for tourist flows: from real time data to predictive models

The main conclusions of the discussion were the following:

The focus of the ORW event was on the following points:

- The importance of data availability held by different operators - the fragmentation and decentralization of various data and the skills necessary to process the available data and interpret the information that can be extracted from them;
- The importance of using innovative data models and smart tools to monitor and manage visitor flows and tourism mobility patterns to decrease human pressure on cultural heritage and redistribute tourism flows in space and time;

- The importance of supporting, enhancing and encouraging local traditional craftsmen, artisans, and their quality products and services through innovative pilot projects and communication campaigns as in the S.LI.DES. pilot action implemented in Dubrovnik – Traditional Arts and Crafts Fair.

Description of the participants

Local and Regional authorities: n. 9

Local and regional development agencies: n. 5

Cultural and natural heritage management bodies: n. 4

Associations, regional innovation agencies: n. 4

Education and training organizations: n. 1

General public: n. 5

Photos and links to videos



PP10 – ŠIBENIK TOURIST BOARD

Open Regional Workshop #6: Šibenik, 31stth March 2022
Location: Šibenik, Civitas Sacra, big meeting hall, 10h-12.30h
N. of participants: 17

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The meeting foreseen the following presentations:

- Presentation of the S.LI.DES project and the results of the pilot action (Šibenik Heritage Day Bojana Bego, project manager, TZ of the city of Šibenik)
- Presentation of the SMART Destination Dashboard prototype for the city of Šibenik (Ivan Elez - expert associate of the Tz of the city of Šibenik)
- S. Li. DES. pilot action in Dubrovnik - promotion of "living" heritage and management of tourist flows (Kristina N. Vujanović, Senior Associate for Local Development and EU Funds in DURA's)
- Presentation of the results of the HERIT-DATA project (Dubrovnik) (Stjepan Čavar, Senior expert associate for local development and EU funds at DURA)
- Integral quality management of the tourist destination (Đurđica Šimičić, Feel IQM d.o.o. – online participation)
- Smart destination management (Smart destination management by Bojan Bego, TZ of the city of Šibenik)

The main conclusions of the discussion were the following:

- Gathering good quality and relevant data should be the obligation of all the players in tourism and local decision makers. Efforts should be made to establish an appropriate Dashboard which will compile all the various data gathered. Once analyzed, data should serve for better decision making, strategic planning and better use of resources.

- To prevent damage to cultural heritage and further worsening of the quality of life of local population, it is of utmost importance to manage visitor flows and redirect tourists towards less known areas which need to provide certain content and program to be able to serve this purpose;
- More targeted support should be given to guardians of traditions, craftsmen with skills in danger of extinction or associations trying to keep the intangible heritage alive. More links with tourism should be created to keep the traditions alive and skills in use (even if just for tourist and educational purposes).

Description of the participants

Local and Regional authorities: n. 2

Local and regional development agencies: n. 2

Cultural and natural heritage management bodies: n. 10

Associations, regional innovation agencies: n. 0

Education and training organizations: n. 0

General public: n. 5

Photos and links to videos

