

# 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

### **WP5 The S.LI.DES. strategy**

### **Deliverable D.5.1.1. Local stakeholders' events**

<b>Work Package:</b>	<b>5 - The S.LI.DES. strategy</b>
<b>Activity:</b>	<b>1 - Elaborating the S.LI.DES. Strategy with the involvement of decision makers and stakeholders</b>
<b>Responsible Partner:</b>	<b>PP5 – City of Venice (IT)</b>
<b>Partners involved:</b>	<b>LP – Ca’ Foscari University of Venice (IT)</b> <b>PP1 – Ciset (IT)</b> <b>PP2 – Ecipa (IT)</b> <b>PP3 – SIPRO Ferrara (IT)</b> <b>PP4 – City of Bari (IT)</b> <b>PP5 – City of Venice (IT)</b> <b>PP6 – CAST-University of Bologna (IT)</b> <b>PP7 – Institute for Tourism</b> <b>PP8 – Craft College- Institution for adult education Subsidiary Rijeka</b> <b>PP9 – Development Agency of the City of Dubrovnik-Dura</b> <b>PP10 –Šibenik Tourist board</b>

<b>Version:</b>	<b>Final V.01</b>	<b>Date</b>	<b>07/31/2020</b>
<b>Type:</b>	<b>Report</b>		
<b>Availability:</b>	<b>Public</b>		
<b>Editors:</b>	<b>LP – Ca’ Foscari University of Venice, PP3 – SIPRO Ferrara (IT), PP5 – City of Venice (IT)</b>		

#### DISCLAIMER

This document reflects the author’s views; the Programme authorities are not liable for any use that may be made of the information contained therein.

## PP3 – Sipro Ferrara

Location: CNA Ferrara, Via Caldirolo, 84, Ferrara

Date: March, 31st 2022

N. of participants: 85

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

The Local Stakeholder Event, organised in conjunction with the Open Regional Workshop Event, was held in Ferrara on the 31st March 2022. This event has been organised working with CNA Ferrara, which had previously collaborated with Sipro on pilot action implementation.

The LSE was organized during a whole day of work during which various speakers, representatives of public and private bodies took turns, bringing to the table different experiences and opinions on the tourist development of our territory. It was also an important public event to show and demonstrate the most relevant project results, by transferring benefits outcome to a wide audience, composed of policy makers, local and regional authorities, associations, regional innovation agencies, education organisations, cultural and natural management bodies and journalists.

One of the objectives of the conference was to discuss the state of art of sustainable tourism development in Ferrara, analyze the ongoing different projects/activities and underline the needs of the territory. Thanks to this event, as a great opportunity to involve different stakeholders, it was possible to have an open discussion between different target groups and raised awareness about positive impacts of the S.LI.DES projects in Ferrara.

In addition this involvement allowed a wide participation and the event was broadcast online. In the morning session members of regional, local development agencies and associations gave a report of their own experience about the same topics "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 session focused on the exchange of ideas and experiences in order to collect input for the local strategy, thanks to the collaboration and involvement of our political representatives.

This active method, described as a Round Table discussion, allowed all participants to bring their expertise, strictly in line with S.LI.DES project, and to foster cooperation, coordination to work towards common goals. This event allowed a participation process to assure a political commitment, and to guarantee a continuing involvement in destination strategy development to prove the positive outputs of the Pilot action in Ferrara as well as their transferability to local actors and stakeholders.

The interaction among stakeholders provided a common vision on needs and objectives to achieve, looking at the destination and considering the outputs of S.LI.DES project as activities to add inside the strategy. Finally, in the third part of the conference, technical speakers, specialised in sustainable mobility and in cycle tourism, shared their experience as entrepreneurs and cultural and natural management bodies. In this final session, it has deepened highlighted strengthens and opportunities arisen by cycle tourism in Ferrara.

## RECOMMENDATIONS RESULTING FROM THE DISCUSSION

### SUSTAINABLE TOURISM DEVELOPMENT

- Tourism trends: in the 2022, according to different sector studies, holidays away from the crowds will be privileged, perhaps off the classic tourist itineraries or immersed in nature. Trips in proximity or in any case within the country, and to nearby destinations, will be preferred, those in favor of traveling by car, or tend to be slow on a bicycle or perhaps even on foot, such as walking and trekking (also because they are compatible with physical distancing and health precautions) It is believed that travelers have become more aware and more sensitive and will be restored to a new approach to the holiday that will be carefully evaluated, now more than ever, also in respect of the values of the sustainability of the community environment and local cultures.
- Action tools:

### PROMO MARKETING PROGRAM

projects, actions, communication and resources to support the tourism product, promote it and implement actions for the promotional marketing of operators (INNOVATIVE DESTINATION PROJECTS and

### PROJECTS TO SUPPORT THE PROMO MARKETING OF TRADITIONAL AND EMERGING PRODUCTS) LOCAL PROMOTION TOURIST PROGRAM

support for information and tourist accommodation in the territories, support for system projects, territorial animation projects and local promotion implemented by local partner bodies and supra-local public bodies with a tourist function

- Sustainable tourism needs excellent organization in all sectors: hospitality, inclusivity, organization, efficiency, fruition, barrier-freedom, digitalization;
- Promotion of new tourist routes that combine cultural and architectural heritage with the enhancement of the tipycal products;

- Importance of infrastructures quality and maintenance;
- A concrete sustainable tourism could be develop by enhancing al these aspect:
  - o Attract and promote locations and events with a strong marketing campaign with the aim to reach different target groups firstly in the proximity area;
  - o The territory needs to be “ready” in terms of hospitality, accesses, digitalization and synergies between differnt tourism attractions;
  - o There must be coordination and synergy between the various tourist proposals and the offers of the territory;
  - o All information, maps and itineraries must be available, accessible and easy to consult;
  - o Special events, it is known, attract a large number of tourists. The analysis of data on past events is essential to organize the next ones in a more sustainable way
  - o Facilitate and promote a progressive "demotorization" for the tourist use of the places by favoring itineraries that involve walking, cycling and through the waterways;
  - o Integrate in an increasingly consistent way the typical local productions and the artisans of the territory and in new itineraries to discover the traditions together with the artistic and natural heritage.

#### SYNERGIES AND NETWORKING BETWEEN LOCAL STAKEHOLDERS

One of the main results of the local stakeholder event was the possibility to have an open discussion between different local stakeholders – public and private - on the tuorism sector development in the Ferrara territory. This dialogue is fundamental to share the various ongoing project, to analyze critical issues and points of view and to find possible solutions. The local and regional political representatives proved to be open to discussion and shared the themes proposed, and also addressed during the Slides project, declaring them absolutely in line with the strategic political vision on the Ferrara area at regional level.

The most evident outcome of the conference was the request by the local stakeholders to continue to work in a coordinated and synergistic way on these issues in order to avoid dispersing what had been started up to now, in particular with the pilot activities of Slides.

Following the event, Sipro therefore continued the coordination activities between the various bodies involved and starting from what emerged during the conference it was decided to investigate the following aspects:

- Guidelines for local tourism development - Starting from the results of the tests carried within the Slides pilot actions a "guidelines" document will be define on a provincial scale to ensure that the various actions tested become a continuous and permanent tourist offer of the territory, in an integrated way with each other in a systemic approach. In example the handcrafters showroom tested in November and December in the centre of Ferrara will be replicated in the same location with special events during all the 2022 year.
- Direct involvement of local stakeholders - Organization of a series of meetings for the presentation of strategic guidelines and involvement of both public and private local actors (bodies, associations, tour operators, artisans ...) to share common objectives and define mutual roles in the implementation of the territorial strategy.

- Sharing of the defined commitments and integration with the planning of the bodies in charge at the regional level (Destination Romagna-Emilia Romagna Region) - Sharing and inclusion in the regional tourism development strategies of the guidelines defined at the provincial level.

#### IMPORTANCE OF DATA ANALYSIS

- Importance on analysis realized in Ferrara on the dynamics of tourist flows. They give a clear interpretation of: Presence in the city: analysis of presences by day of the week with the division between Italians and foreigners; Vacation: analysis of provenance (Italians and foreigners); average stay; co-visit areas.
- From the collection and analysis of tourist data it is possible to obtain excellent information on the impacts on the city of individual events in order to better organize subsequent ones;
- It is very important to understand how tourists travel: from which destination they arrive and where they go to better target marketing campaigns and propose joint itineraries
- The analysis of origins makes it possible to identify the best solutions to qualify the reception and plan in a more sustainable way the mobility and accesses to the points of interest.

#### AGENDA:

- “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)

## 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 (universities, research centre...): n. 1
- General public: n. 35

## Photos and links to videos





## PP4 – City of Bari

Location: on line meeting

Date: March, 28th 2022

N. of participants: 43

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

The Local Stakeholders Event was organised online in conjunction with the Open Regional Workshop Event.



The representatives of the Municipality of Bari and Puglia Promozione (Regional Tourism Agency), welcomed participants and briefly introduced S.LI.DES project. The trend of tourist flows recorded by PugliaPromozione in Bari and in Puglia during 2021, was presented to the public for the first time. The impact of Covid-19 was analyzed together with the attractiveness of the tourist offer. Thereafter, the S.LI.DES project was presented with the contribution of project partners ECIPA and Ciset: first, the S.LI.DES project general approach, tools and challenges; secondly, the Smart Destination Ecosystem and the development of the Destination Dashboard as well as the challenges of data collection process. Then, the Municipality of Bari presented the results of S.LI.DES and ATRIUM PLUS projects, both funded by Interreg Italy-Croatia 2014/2020 Programme and both creating alternative sustainable itineraries in Bari. Particularly, the main focus was the S.LI.DES pilot action “Turisti per Bari”. Finally, the event ended with the closure speech of the lead partner University of Venice on the strategies for the promotion of sustainable tourism, which was followed by an open discussion among stakeholders.

## SUSTAINABLE TOURISM

- Sustainable tourism means hospitality, inclusivity, organization, efficiency, fruition, barrier, freedom, digitalization;
- There is a general willingness to further develop the cultural vocation of the city by giving value to the local excellences (tangible and non-tangible);
- Tourism represents a key element of territorial development, but still needs to be innovated to be more efficient;
- Visit experience shall be diversified and rely on efficient information system and booking instruments;
- Sustainability shall be intended also in terms of the story of the territory: this should be a new story told with honesty, inclusiveness, giving value not only to places but especially to contents;
- Sustainability means integrating attractors and citizens, making these latter become themselves attractors and protagonists of a fragment of tourist flow (like in the case of Bari with the pasta makers);
- Sustainability means respect towards a territory's identity and visitors;
- To reach a sustainable tourism, an effort is needed to diversify attractions, embracing and combining all different aspects of a territory, like the S.LI.DES project did.

## IMPORTANCE OF DATA

- At the basis of a good strategy for the valorization of the tangible and intangible heritage, there are data sharing and cooperation among parties;
- Data need to be timely, personalized and detailed to result into more punctual and differentiated actions taken by policy makers;
- Personalization of data is fundamental for the construction of a good strategy for sustainable tourism;
- In order for data to be accessible, the whole collectivity shall take part not only in the data fruition but also in the data building process;
- Data let to cross-combine information and political strategies of an administration resulting in positive changes for citizens and tourists.

## IMPORTANCE OF NETWORKING

- Dialogue among actors working in different fields is fundamental to improve the visit experience and the fruition modalities through aligning their strategies;
- Networking is fundamental to set in motion different production chains which combine several aspects of the tourism offer;
- Public and private shall cooperate in synergy.

## COVID-19 LESSONS

- Covid-19 teaches us that there is not more time for superficiality in the implementation of tourist strategies, but it is time for precision, complexity, valorization of knowledge, accessibility and sustainability;
- Covid-19 represented a big change and, despite the project S.LI.DES could seem obsolete, actually it has perfectly suited the reality and has let us look the future from a different perspective.

## AGENDA:

"Greetings" by Ines Pierucci (Comune di Bari - Assessore politiche culturali e turistiche) and Luca Scandale (Agenzia Regionale del Turismo PugliaPromozione - Direttore)

"The trend of tourist flows in Bari and Puglia in 2021" by Livio Chiarullo (Agenzia Regionale del Turismo PugliaPromozione)

"The SLIDES project: objectives and tools" by Valeria Minghetti (CISSET)

"The dashboard as a tool for the management of overtourism " by Antonio Picerni (ECIPA)

"Alternative itineraries in Bari: from the atrium plus project to the SLIDES project." by Giovanni Antelmi (Assistenza tecnica Comune di Bari)

"Construction of a strategy for the promotion of sustainable tourism" by Michele Tamma (Cà Foscari University of Venice)

## Description of the participants

- Local and Regional authorities: n. 1 (4 participants from the Municipality of Bari)
- Local and regional development agencies: n. 3 (4 participants from PugliaPromozione, 3 participants from ECIPA, 1 participant from Fiavet Confcommercio Puglia)
- Cultural and natural heritage management bodies: n. 2 (1 participant from Polo Museale Ascoli Satriano, 1 participant from Palazzo Settanni)
- Associations, regional innovation agencies: n. 3 (1 participant from AIGAE, 1 participant from GTI, 1 participant from Associazione Ecomuseale Valle diarìa)
- Education and training organizations (universities, research centre...): n. 4 (2 participants from University of Bari, 1 participant from Dynamic Lab - Centro di Formazione professionale, 1 participant from University of Venice, 1 participant from CISSET)
- General public: n. 21 (included n. 2 journalists)

## Photos and links to videos



## PP5 – City of Venice

Location: University of Venice - Ca' Dolfin, Aula Magna Silvio Trentin

Date: February, 24th 2022

N. of participants: 44

Description of each of the speakers' presentations and the

## main conclusions of the discussion that took place

Through the 7 minutes game methodology, the 5 stakeholders groups have been invited to answer to the following questions:

1. As you heard in the presentation, "smart tourism" projects need to have data on mobility, tourist turnout, demand profiles, cultural and creative heritage, hospitality and services, on an ongoing, up-to-date basis. However, the data are collected and held in a fragmented way by different subjects: the Public Administration, Institutions, Associations, large and small companies. What could be the initiatives to ensure that each of these subjects, for their part, feels involved and is incentivized to give the system the data they collect (or could collect) during the exercise of their business?

2. At this moment, what do you think may be the main obstacles that prevent, especially small operators, from fully entering the world of digital communication and data enhancement, increasingly necessary to reach demand in a targeted way, to know its profiles, dialogue with customers, narrating and enhancing the distinctive quality and competence of the offer? What initiatives would help remove these obstacles?

3. The SLIDES project has experimented with a pilot action a type of initiative to promote and enhance the heritage of culture and creativity and the symbiosis with tourism. What other types of initiatives, new or even already implemented in the past and to be renewed, would you like to suggest? Are there any specific actions (training, communication, etc.), "rules", incentives, participation / involvement that could increase the chances of success and sustainability over time?

4. What are, in your perceptions, the future scenarios of the use of data in relation to tourism?

The discussion that followed highlighted some stakeholders' needs and proposals that can be of interest to the development of the strategy:

- Some aspects were considered essential for a broad involvement, both of operators and visitors, in the collection and use of data. On the one hand, this refers to security and respect for privacy, and on the other, to the reliability of the information produced and disclosed. Note that sometimes visitors are not inclined to leave data: we are all tracked but who assures us that these data are respected and used correctly? Hence the need for systems that guarantee security and privacy.
- The ability to collect data and information and use them to manage the relationship with demand and communication is absolutely essential for businesses and organizations, even small and artisanal ones. But one aspect strongly conditions the development of practices: the scarcity of time and specific resources to dedicate. Companies focused on production have few resources to devote to understanding the public, welcoming it, using advanced communication tools.

There is therefore a paradox: the craftsman has understood that data can help him a lot, but for his type of customers and for his resources this is an individually unbearable cost.

What solutions, towards what strategy?

Some indications suggest to promote:

- the use of "intelligent" tools that automate the collection of visitor data (beacons, sensors, etc.)
- the use of platforms that allow to collect and share data as easy as possible. However, it is not only a problem of accessible technology but also of establishing clear rules in order to create sufficient trust. Individual entrepreneurs and organizations participate if they feel guaranteed and if they perceive the value both for everyone and for themselves.

Another interesting aspect is the advantage of complementarity: by putting together data from different types of operators (hospitality, transport, catering, crafts, museums, etc.) each one can benefit from information collect by others that he can't gather by himself and vice versa. The contents of the interactions that visitors have with the different types of operators and moments of their stay are also different: from faster and on large numbers, to more intense on smaller numbers.

With regard to initiatives for the promotion and enhancement of cultural heritage and creativity, the importance of differentiating the contents and forms of both communication and actions was underlined.

There is a great need to exploit the peculiarities and specificities that only Venice can offer.

Communication doesn't have to be trivial and flattened. The messages on the particularities of Venice and of living in Venice have to be univocal. Whoever communicates must know, not repeat automatically clichés. It takes greater professionalism and profound knowledge of the city to mediate and communicate the city to visitors. There is a certain lack of interpretation of the city and of how to present it in a appealing but correct way.

Another aspect concerns the precision and authority of the communication. Certain information must come from easily recognizable official sources: it is necessary to understand when the institutions or subjects of the city are speaking in order to distinguish them from remote or less reliable sources (problem of image distortions, fake news, etc.).

A distinction was also made between collective tourism (of larger groups) and individual tourism (individuals and small groups). Often today the most attentive tourists are informed, they have their own beliefs. If you have to understand their needs and attitudes, however, you should also be more active and proactive to offer experiences that are detached from the stereotypes that visitors may have learned from the web.

With particular reference to artisans and creative companies, it is necessary to take a step forward in storytelling and in interacting with visitors. Artisans are "producers of emotions" but it is not easy to communicate intensely and manage effectively a contact that sometimes lasts only a few minutes. There is also the problem of dialogue with so many different cultures and languages. There is a gap in skills and tools to fill.

It was suggested to try to involve subjects and actors of the city that are usually not very engaged. Artisans have limited resources to devote to promotion / communication. One hypothesis could be to involve them in school / work training projects, to be supported by young people. However, the initiatives must be structured in projects that involve several subjects to increase the opportunity to offer (collaboration with schools and training centers).

Other points reported concern the events and itineraries.

For example, the Carnival brings a lot of people but then it is not aimed at discovering the city. Therefore, use data more to profile demand and organize differentiated paths to offer that bring together and enhance various subjects of heritage and creativity.

A development direction is also to organize a wider range of events on specific themes, focused on equally specific targets. There is the opportunity to capture different interest groups (music, art, fashion, etc.), even different in terms of experience.

It is not just about imagining new events but also reinterpreting past events in a new way. For example, the Festa de la Sensa is a fair, why not expand it and spread it in different places in the city instead of just in the usual ones?

Another idea is to offer itineraries and routes with respect to various narrative keys: a new one could be that of a chronological reading of the city that would lead to distributing visitors in various parts.

Some current trends, such as walking tours for example, can create a further trivialization: but in reality they are an opportunity to offer them with local skills and organizations. Riding the phenomenon to enter, alongside the banal tours, an offer of an "intermediate" level that may even be used as a train for offers of a high cultural level.

With the aid of new digital technologies there is also the opportunity to offering a sort of kit to let the visitors create their itinerary by their own instead of only pre-established ones.

Finally, some observations regarding the use of web mass communication tools with respect to the objectives of enhancing specificity. The communication tools that are successful today are standardized on mass parameters. Social media communicate with levers that are based on a common perception that highlight stereotypes and simplifications that tend to flatten things. The challenge is to be able to collect a standardizable and normalizable data (therefore on large numbers) but able to represent the "differentiation", the richness of the particularities and then hand it back to audience and visitors. It is not easy to do a "marketing of specificities". It is easier to propose always the same things, focusing on points of interest that are easy to communicate, which cost zero to those who propose them and easy to resell. But the challenge of competitiveness and sustainability is to be able to propose different and peculiar experiences.

## AGENDA:

Greetings and welcome - Councilor Simone Venturini, Municipality of Venice

Greetings and introduction to the theme and agenda of the day - Michele Tamma, University of Venice Ca 'Foscari

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, Municipality of Venice

Dialogue with local actors - workshop - Construction of a strategy for the promotion of sustainable tourism and the enhancement of cultural and creative enterprises

## Description of the participants

- Local and Regional authorities: n. 1 (6 participants from the City of Venice)
- Local and regional development agencies: n. 1 (1 participant from Vela spa)
- Cultural and natural heritage management bodies: n. 2 (2 participants from Fondazione Querini, Schola Zaccari)
- Associations, regional innovation agencies: n. 3 (4 participants CNA, Confartigianato, ECIPA) n. 1 (7 participants from Tourist guide associations)
- Education and training organizations (universities, research centre...): n. 2 (7 participants from University of Venice and 2 from Ciset)
- General public: n. 16 participants (Venetian artisans involved in the pilot action)



## Photos and links to videos



## PP9 – DURA Dubrovnik

Location: The Lazareti Dubrovnik + online

Date: March, 16th 2022

N. of participants: 29

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

Ms. Kristina N. Vujanović, as a S.Li.DES. project manager on behalf of PP9 DURA, presented the project S.Li.DES. to all the participants, providing some general information, explaining the main activities and results with the focus on those important for Dubrovnik stakeholders. The emphasis was on the pilot action in Dubrovnik – Traditional Arts and Crafts fair organized in the Lazareti of Dubrovnik in 2021.

Then Mr. Stjepan Čavar from DURA held the 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). Soon after online speakers joined; Ms. Valeria Minghetti from Ciset held Zoom presentation on the S.Li.DES. project general approach, tools and challenges.

The most important focus was on the Smart Destination Ecosystem and the development of the Destination Dashboard, as well as the challenges of data collection process. Another online presenter was Mr. Armando Bazzani from CAST who held Zoom presentation on the SLIDES project strategy for tourist flows: from real time data to predictive models. The event ended following by the discussion on the S.Li.DES. strategy creation and the S.Li.DES. Destination tour (led by Ms. Vesna Barišić, Dubrovnik tourist guide).

### AGENDA:

Ms. Marina Lazarević, DURA representative - Greetings and introduction

Ms. Jelka Tepšić, Deputy Mayor of The City of Dubrovnik - Opening speech on behalf of The City of Dubrovnik administration

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

Ms. Valeria Minghetti (Ciset 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 - Zoom presentation on the SLIDES project strategy for tourist flows: from real time data to predictive models

Ms. Kristina N. Vujanović (S.Li.DES. project manager on behalf of PP9 DURA) - Introduction to S.Li.DES. Strategy; Questionnaire for stakeholders

Ms. Vesna Barišić, tourist guide and DURA - S.Li.DES. Destination tour

## Description of the participants

- Local and Regional authorities: n. 10
- 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 (universities, research centre...): n. 1
- General public: n. 5

## Photos and links to videos



## PP10 – Šibenik Tourist board

Location: Civitas Sacra Centre - Kralja Tomislava 10, 22000 Šibenik

Date: March, 1st 2022

N. of participants: 11

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

### Round table

Association of tourist guides Mihovil feedback on Sibenik Heritage day - service provided – thematic guided tour – Story from Šibenik s kitchen.

- Departure time of the tour was 19h which proved to be too early due to summer activities of locals and tourists – suggestion is to postpone it to 20h
- Target group for tour was not identified, thus, the idea for tour in English and tour in Croatian did not prove to be efficient in terms of tourists-locals showing up, some Thursdays there were few English speaking tourists and guide went for a tour with only few participants while the tour in Croatian was overcrowded
- Tour needs to be adjusted to appeal more to foreign tourists, maybe include more degustation or guides play roles and wear more attractive costumes.
- There is a need for a booking tool in order to better plan resources (i.e. guides)

### Association Tempera

- Participation at Arts & Crafts fair as Vendor did not prove to be successful, only few members of the association could present at the small stall space available for exposing the paintings
- Location of the stall was unfortunate, very much squeezed next to the table of the near by restaurant which unlawfully occupied part of the Square Mala loža.
- For all those reasons, Association Tempera proposed to participate in future activities in a different manner, not as a vendor at the Arts and Crafts fair but as part of Square and street installation open air gallery with works of all members presented from the Square alongside the street leading to their Association's workshop.
- In addition, Association Tempera will offer the creative workshop activities for children

### Gimnazija Antuna Vrančića (GAV) – volunteers at the events

- GAV participated with approximately 30 pupils to all activities within 8 Thursdays as part of pupils field practice and preparation for the assignment they had later on in the month of September to which SLIDES PM participated and witnessed the benefits of their involvement in the Pilot action.
- Their role in Sibenik Heritage Day was not properly defined and need to be thought through for the next edition. However, it was important for the fact that pupils needed to be exposed to information about Šibenik s heritage of which they were not aware of as well as introduced to the work of professional tourist guides which they later used to perform in a mock tour in September.

- The coordinator sees huge potential in involvement of future generations provided that they are recognizable as Volunteers (T-shirts) and their roles defined.
- The part of the activities in which they participated – Dissemination of thematic colouring book for children was interesting for them but general public and tourists were suspicious of the fact that they were getting something for free and this oftentimes, created an awkward situation which needs to be avoided in the future.
- Putting their language skills into practice is very important part of their participation in this activity, being volunteer gives them the sense of involvement and importance, this can be a golden opportunity which only needs to be improved in order to be really efficient.
- They provided great feedback on the activities taking place, i.e. the thematic tour Story from Šibenik kitchen, according to their feedback, can be improved by concretizing the information about food providing to tourists the information where they can actually taste the types of food the story is telling them about.

#### Museum of the city of Šibenik

- Museum staff and one external expert provided 8 workshops related to Šibenik Hat, its development and changes through centuries and sewing skills
- Workshops were initially held inside the Museum but due the heat and Covid measures it was concluded that outside (in front of the Museum) was a better option.
- The hour of the activity implementation proved to be challenging as 10h in the morning is too early for tourists and workshops lacked participants
- Workshop design was interesting but potentially needs to be improved to attract the attention of the target group.
- Target group needs to be established more carefully
- This activity will not continue in this format but will be proposed in different way for different public. The lead in transforming of this activity into an attractive tourist product should be the Association of Tourist Guides with support from Museum experts.
- Huge potential was noticed in relation to children as some activities related to the hat can be used in games, plays and various creative applications.
- Potentially, the video recording of the entire sewing process while there are still persons who are still handcrafting the hat would be useful.

#### Hoopla komunikacije d.o.o. in charge of media campaign Facebook& Instagram

- Use of Sibenik Tourist Board official FB and Instagram profile was a good decision as for short term pilot actions it is difficult to start with new profile for that purpose only and get sufficient number of followers in the short span of time (8 weeks was the duration of the media campaign and PA), however, the visual identity of Šibenik Heritage Day (logo, colours) was respected in all communications.
- The problem was to maintain the interest of followers throughout 8 weeks keeping the program exactly the same from Thursday to Thursday. This was also mostly due to the fact that majority of the followers were local people and their guests and family. The advice is to create different

contents for each Thursday (one item from heritage each time, or something along that idea).

- The event Sibenik Heritage Day has a potential to grow
- The programme needs to be advertised even several weeks earlier so that information can reach potential participants while still in the phase of planning their stay in Šibenik. More resources need to be invested into advertising as available budget was very modest and limited the possibilities.
- Very creative event for children would be very beneficial, where are the children so are their parents. Children's involvement has great potential for growth.
- Different locations for activities were confusing, it would be better to focus on only one location and organize all events there. The good location is the one that was used as starting point for guided tour, location of a capella singing event, arts and crafts fair i.e. Mala Loža.
- There is a need to record and take professional photos from events so that those can be used for further advertising of event in the upcoming weeks.
- The movie about making of the button was very professionally made but did not reach sufficient audience, there should be a new approach to its dissemination.
- There was also a lack of physical (paper) leaflet and that needs to be done for the year to come.
- Music is very powerful to draw attention of tourists, unfortunately, the cancellation of the A capella signing event after the 3rd event due to Covid measures have changed the atmosphere at the Mala Loža square. However, when the replacement solution with live singer was found it proved to be very successful at drawing attention of passers-by and tourists.
- Lack of physical signalization was noticed as the problem in PA 2021, there is a need to mark the path more prominently towards the Square Mala Loža.

Civitas Sacra Interpretation Centre of the Cathedral of St.James – during PA provided space and logistics for projections of short movie Not an ordinary button, 3 times per day, every Thursday

- Tourists were reluctant to go inside although the space was nice and visible from the main walking street, maybe due to Covid measures and need to wear mask inside, therefore the activity was not very successful in terms of number of viewers
- Movie is well made and very interesting thus having a huge potential for further dissemination
- English translation is good but profile of the guests (mostly French and German) requires translation in other languages as well
- Seeing only movie is not engaging enough, there is a need to add more information or at least provide the map of selling points of the button where they can see it first hand
- This activity should continue but in different format, possibly as the introduction to different events or during the break at A capella singing event.

#### Šibenik Tourist Board

- A capella singing event was envisioned as set of 9 events starting on 8.7. and finishing in the first week of September but due to Covid measures in the 3rd week of July and introduced limit of 50 participants at events we had to stop the implementation of the activity. This was very disappointing to us as organizers but also to the loyal audience. In addition, we lost the chance to attract tourists to the area of Mala Loža which was the area in focus for revival and revitalization.

As we held Arts and Crafts fair at this same location in the hours before the A capella event, we decided to find a way to compensate for the lack of music by engaging the local singer who performed 5 x in a form of street signing. This provided the needed musical background to other activities, draw tourists towards the area of Mala Loža and increased the visibility of Kids corner, Arts and Crafts Fair and Guided Tour.

- Kids' corner has great potential for the future activities as it proved to be point of attraction for kids and parents during PA but needs to be better planned and involve the professional children s animator with focus on creativity, heritage and art.
- Signalization – apart from digital advertising (which was abundant) the experience has shown that we lacked the physical indicators as many tourists could not find the square by its name or by its local nick name, therefore for the future activities, the area in question needs to be much better marked and signs posted along the main tourist routes
- Logistics was more demanding than initially envisioned, coordination of several simultaneous activities, volunteers, guides, vendors was very challenging and needs to be improved in the next edition.

## RECOMMENDATIONS RESULTING FROM ROUND TABLE DISCUSSION

### 1. Specific thematic calls for proposal for organizations dealing with preservation of intangible heritage

As part of local calls for proposals, the topic of promotion of heritage and /or developing of digital tools for smarter destination management and improved service provision requires a separate fund allocation. The usual calls are very generic and this topic needs to be covered by more specific call. The call needs to identify carefully areas of improvement, eligibility of applicants, criteria for selection.

### 2. Prevention of local craftsmen's skills disappearing

The disappearance of skills and closing down of craft related workshops and shops is a reality in Šibenik. Vocational schools can no longer carry on providing vocational training for number of skills as there are no interested pupils to enrol into such programmes. Former workshops which were located in the old town area are being closed and their premises transformed into bars, studio apartments, souvenir shops, etc. Some skills continue to be used as hobbies or in an informal way by a certain number of people. There is an urgent need to find a way to prevent the total loss of craftsmen's know- how. Either through financial incentives or/and by establishing some forms of collaborations between craftsmen and tourist industry, skills could be preserved and presented to interested visitors. By providing the tourists with an insight into those skills we can create stronger links between them and a destination they are visiting.

### 3. Synergies between local stakeholders involved in promotion of heritage, preservation of heritage and education about heritage

More coordination is needed among all involved stakeholders as individual efforts cannot result with



substantial improvements, only synergies of many coordinated actions can result with concrete and more visible achievements.

#### 4. Types of activities envisioned to promote heritage, local craftsmanship and local produce

- More interactive approach, involve visitors into the process of making - not only observing but actively participating (i.e. cooking class, sewing the hat's embroidered boula, painting, drawing, etc...)
- Pop up stores
- All local products gathered in one selling point - Local concept store
- Create space for workshops
- Digital competitions – Awards – increased visibility of local heritage through social networks
- Digital city cards enriched with offer from artists and artisans
- Involvement of children, youth, volunteers in heritage related activities - as they grow, they become ambassadors of local heritage and provide the transfer of know-how keeping the traditions alive.

#### 5. IT tools needed and data collection organization

- Crowd management tools
- Discount Cards and City Cards
- Interactive maps of local producers
- Tool for parking management
- Local transport maps and timetables
- Satisfaction survey tools
- All stakeholders need to commit to collect and provide data for the local Dashboard in order to function properly and allow for informed decision making of local authorities and body in charge of Destination management
- Use digital tools to obtain more direct feedback from all local stakeholders on the issues important for proper functioning of the city infrastructure, services and mobility issues.
- In view of environment protection and increased need for green solutions, provide technical support to all service providers and tourism related stakeholders to reduce their carbon footprint and increase green energy use and introduce green waste management solutions.

#### 6. Activate less known old town areas (squares and passages)

- While all the area of the old town is considered to be valuable and has potential for increased use, tourist flows are still limited to few main walking/shopping streets and seafront.
- There is huge potential for the use of several squares and other types of locations which can become recognizable for certain type of activity which is taking place on them, i.e. Mala loža for Arts&Crafts Fair in the afternoon and Green market in the morning, Fausta Vrančića street for an open air gallery of Art, area around Mala loža – Design district, etc...

## AGENDA:

Round table - all participants of Pilot action will be given the opportunity to express their views and give the feedback on their own activities and overall the contents of the Šibenik Heritage Day programme.

Special attention will be given to:

- positive impacts and results of the activity undertaken
- necessary adjustments to reach the full potential of particular activity
- ways in which Šibenik Tourist Board can additionally support the realization of activities
- general assessment of each activity and its potential for sustainability

Guided discussion: Plans for future activities within Šibenik Heritage day, use of digital tools to support activities and target the beneficiaries.

Improved version of Pilot action for the Summer 2022.

## Description of the participants

- Local and Regional authorities: n. 0
- Local and regional development agencies: n. 0
- Cultural and natural heritage management bodies: n. 3
- Associations, regional innovation agencies: n. 3
- Education and training organizations (universities, research centre...): n. 1
- General public: n. 2

## Photos and links to videos

