

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.2.4.4 S.LI.DES. Final Cross-Border Conference

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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Final cross border conference

Date: 26st May 2022

Location: Istituto Veneto di Scienze, Lettere ed Arti, Palazzo Cavalli Franchetti - S. Marco 2847, Venezia

N. of participants: 70 participants in presence - 23 online participants

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

The meeting gave the opportunity to illustrate the strategy developed by the project and to debate with Italian and Croatian tourism experts, in order to exchange good practices for a more sustainable tourism. In the afternoon some partners participated to a site visit - destination tour realized by the PP5 Municipality of Venice during its pilot action.

The high participation allowed an interesting and stimulating exchange of ideas on the future of the smart cities and the importance of data analysis as part of the tourism policies and strategies.

“Starting greetings” by Simone Venturini, Deputy Mayor for Tourism (City of Venice)

Simone Venturini, Deputy Mayor for Tourism (City of Venice), thanked all the S.LI.DES. project partners for the long “journey” undertaken and for the excellent results achieved. He stressed that despite the outbreak of the COVID pandemic, the S.LI.DES. consortium showed resilience and was able to deliver new instruments, concepts and pathways for a sustainable tourism. He concluded by highlighting the importance to continue working in this direction.

“The role of culture and sustainable tourism in the Interreg Italy-Croatia 2021-2027” by Silvia Comiati, Head of IT-HR Joint Secretariat

Ms. Comiati gave a general overview of the Italy-Croatia Interreg Programme and outlined the main features of the 2021-2027 Programming period. In particular, she presented the 5 pillars supporting the new Programme: green and blue innovation, climate adaption, cultural heritage and sustainable tourism, sustainable cross border mobility solutions, and institutional capacity - reduction of cross border obstacles. She then focused on the “Culture and tourism for sustainable development” priority by stressing its importance for the Italy-Croatia Programme area. She also touched upon the cross-cutting issues for the new Programme: link with the New Bauhaus initiative, young generation participation and the social dimension of tourism.

Finally, she praised the S.LI.DES. project for the results achieved.

“The S.LI.DES. project: strategy highlights and future opportunities” by Michele Tamma (Ca’ Foscari University Venice - Department of Management)

In his talk prof. Tamma spoke about the approach and the tools used in the project, particularly about the realization of the “Smart Destination Ecosystem” (SDE), at the centre of the strategy. All things created and realized must be considered as an experimental prototype tracing a path. In fact, he underlined as the SDE could create a lot of opportunities for the territory in the future, especially in order to expand events and initiatives. Finally, Tamma talked about the great challenge related to the need to improve data collection and accessibility

“The S.LI.DES. main approach and tools” by Valeria Minghetti (CISSET - International Centre of Studies on Tourism Economics) & Martina Ambrušec (Iztzg - Institute for tourism)

This talk was about the main aims of the project (develop a common cross-border methodology and strategy), and how to achieve these goals (through the Smart Destination Ecosystem, an integrated knowledge system composed from 4 main blocks). They underlined the importance of data intelligence: the great challenge will be finding and collecting the right data in order to build the city profile, the mobility model and the map of craftsmen. The dashboard must provide local administrator with a “one stop shop” of data and information.

“The S.LI.DES. mobility models” by Armando Bazzani (Centre of Advanced Studies in Tourism - University of Bologna)

Prof. Bazzani spoke about the data collection in the 5 cities of the project. Three the main topics: the wifi sniffer which let to record the presence in the area, the video cameras to estimate the visitor flows and the collection of big data through remote sensors aimed to build dynamical models for affordable costs.

“The S.LI.DES. dashboard” by Simona Aceto (Ecipa Nordest), Antonio Picerni (42 bit)

Video “Venetian craftsmanship and creativity routes”

She spoke about the dashboard’s goals: the data analysis for a more sustainable and balanced territorial development; the monitoring of tourism flows and their impact on the destinations; the contribute to strategies to promote assets shaping the identity of destination.

“Dubrovnik, Sibenik, Ferrara, Bari, Venice: Using data intelligence for new visitor experiences. Opportunities and challenges for S.LI.DES cities” round table that involve Marko Miljanić - Dubrovnik, Senior Adviser Specialist in Strategic Planning and Development Projects; Bojana Bego - Šibenik, S.LI.DES. Project Manager at the Tourist Board; Lisa Pietropaolo – Bari - Cultural heritage expert and S.LI.DES cultural project

manager; Chiara Franceschini - Ferrara - Coordinator of SIPRO-Ferrara Development Agency; Stefania Battaglia – Venice - Director Tourism Dept (City of Venice); Domenico Palladino, Director Qualitytravel.it – Moderator

At the round table were present: Marko Miljanic of Dubrovnik, Bojana Bego of Sibenik, Lisa Pietropaolo of Bari, Chiara Franceschini of Ferrara and Stefania Battaglia of Venice. The round table was moderated by Domenico Palladino, renowned tourism journalists.

It was focused on the experiences of the partner cities of the project. Particularly, speakers described their pilot actions, all started from the dashboard data and aimed to enhance what is still semi-hidden and not too well known in the cities.

Other issues discussed were related to how these pilot actions could be exploited in the future, which synergies could be maintained with the project and how to better use the collected data.

“Experiences outside SLIDES”: Municipality of Tirana; Genci Kojdheli, Director General of Integration, Strategic Planning and Economic Development; City of Florence; Alessandra Barbieri, Manager of EU and Fund-raising and NOP Metro Dept.; University of Zadar; Marko Mandić, expert Results and plans of the project Made In Land; Kristina Vujanović, DURA, Dubrovnik Development Agency.

Finally, the last session of the Conference focused on the experiences outside the project: speakers were Genci Kojdheli, (City of Tirana) who talked about the development of the city; Alessandra Barbieri (City of Florence) with a presentation on the new city app; and Marko Mandić (University of Zadar) with a focus on the results and plans of the project Made In Land (MANagement and DEvelopment of INLANDs – also financed by the Italy-Croatia Interreg Programme).

The round table was an opportunity to showcase the videos produced by Venice “Percorsi dell'artigianato e della creatività Veneziani” and Bari “Turisti per Bari” in the context of the project.

“Conclusions” by Michele Tamma Ca' Foscari University Venice - Department of Management

City Tour: “Unmissable masterpieces and breathtaking views in an elegant and bohemian district”. This itinerary takes place in the sestiere (district) of Dorsoduro, from Ponte dell'Accademia to Campo Santa Margherita, highlighting three artisan stores: Le forcole, rowlock and oar workshop, Ca' Macana, shop and workshop for papier mâché handmade masks (which has two locations not far from each other), and Signor Blum, handmade wooden objects and toys. In the course of the tour, it will be possible to learn about facts and aspects of the history of the city. Some the most important complexes that can be visited are the church of Santa Maria della Salute, Ca' Rezzonico and the Scuola Grande dei Carmini. The name Dorsoduro, literally hard ridge, seems to derive from the fact that this part of the city was developed on higher and more stable ground than elsewhere. The area was however further extended by means of land reclamation works that are evident especially in the first part of our itinerary in the area of Punta della Dogana, where a series

of parallel and straight rii (small canals) connect the Grand Canal with the Giudecca Canal. You can visit three handicraft workshops, where the first one makes oars and poppets, the second one makes and sells its own handmade papier-mache masks, while the third one offers hand carved ornaments. The Site “Venice and its Lagoon” has been inscribed on the World Heritage List since 1987 due to its Outstanding Universal Value, therefore it belongs to all of us: it is our common duty to respect it and preserve it so that it may be passed on to future generations. The cultural heritage of the Site goes beyond the walls of palaces, churches, beyond islands and the lagoon, but is also memory, identity, community, all fundamental elements for the its vitality.

Description of the participants

Local and Regional authorities: n. 18

Local and regional development agencies: n.7

Cultural and natural heritage management bodies: n.7

Associations, regional innovation agencies: n.8

Education and training organizations (universities, research centre...): n. 20

General public: n. 10 artisans and SMEs

Photos and links to videos

