

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

Deliverable D.4.3.1

Evaluation report

Work Package:	4 – Pilot actions
Activity:	3 – From the pilot actions to the destination dashboard testing
Responsible Partner:	Dubrovnik Development Agency DURA
Partners involved:	<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 (HR)</p> <p>PP8 – Craft College- Institution for adult education Subsidiary Rijeka (HR)</p> <p>PP9 – Dubrovnik Development Agency – DURA (HR)</p> <p>PP10 – Sibenik Tourist board (HR)</p>

Version:	Final	Date:	13/04/2022
Type:	Report		
Availability:	Public		
Editor:	PP9 DURA		

Table of contents

Introduction	3
Deliverable 4.3.1 Evaluation report	3
Pilot actions in project cities: Bari, Ferrara, Venice, Dubrovnik and Šibenik	3
The use of the Destination Dashboard	5
Heritage promoted and actors involved in the PA implementation.....	8
The main results of the PA and the deviations registered in the implementation process.....	22
Destination dashboard – testing and possible improvements	25
Monitoring results	28

Introduction

This document contains a description of the **deliverable D.4.3.1 Evaluation report**, which is the first out of two deliverables in the activity “A.4.3. From the pilot actions to the destination dashboard testing”. Starting from the previous activity (A.4.2. *Pilot actions-design and implementation*), the activity A.4.3. *From the pilot actions to the destination dashboard testing*, aims at assessing the effectiveness of the destination dashboard and its results shall be gathered in the two deliverables.

Deliverable 4.3.1 Evaluation report

The Evaluation report is the first deliverable of the activity A.4.3. According to the S.Li.DES. project Application form, the Evaluation report summarises the outcomes of each pilot action in relation to the territorial situation, expectations and data detected by the dashboard. It describes the results of the dashboard testing and provides the guidelines for improvement. It is designed as a recap of all the individual pilot action reports of the five project destinations concluded within the previous activity deliverables from D.4.2.2. to D.4.2.6.

Pilot actions in project cities: Bari, Ferrara, Venice, Dubrovnik and Šibenik

Starting from the summer of 2021. until February 2022., the five project destinations (Bari, Ferrara, Venice, Dubrovnik and Šibenik) conducted their pilot actions in order to test the smart destination ecosystem developed in the previous project faze.

The first realised pilot action was in **Šibenik** and lasted for eight Thursdays during July and August 2021. Šibenik pilot action lead by PP10 Šibenik tourist board, was formed as a weekly event named “Šibenik Heritage Day” and it included variety of activities promoting cultural heritage and handmade products from local craftsmen and artists. Every Thursday in July and August, starting from July 8th, visitors in Šibenik had the opportunity to learn about Šibenik hat through centuries, visit local Museum free of charge, watch the short movie about the skill of production of the famous Šibenik button in the interpretation centre of the Saint James Cathedral, shop for the local handmade products and as well enjoy traditional local music.

DURA (PP9) realised the pilot action in **Dubrovnik** on 25th and 26th of September 2021. It was implemented as a two days event in a form of a traditional arts and crafts fair that took place in the Lazareti complex, an area often insufficiently valorised or promoted, but at the same time an area of great cultural and historical value in the City of Dubrovnik. Aside the promotional and sales part of the fair, four thematic workshops were organised for visitors to learn traditional craftwork. The event was also promoted through the homepage of the city free WiFi landing page, in order to inform visitors about the two-days event program. By using the city WiFi, visitors' mobile phones could have been monitored, as well as their movement, which contributed to the SLIDES Dashboard system by providing a real-time information on the mobility.

The pilot action in **Ferrara** conducted by PP3 SIPRO, was formed as several initiatives aimed to define, promote and enhance the excellence of the urban area and its province, and by that to attract new consumers and tourists. The pilot action plan was mainly based on the mobility data collected by the previously installed Wi-Fi sensors detecting the pedestrian mobility and integrated into the Destination Dashboard. 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. The pilot action took place in November 2021. 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 to know and understand the territory in order to better promote it to tourists.

The pilot action named "Turisti per Bari" realised in the city of **Bari** by PP4, was held on 12th, 13th, 19th and 20th of November 2021. It consisted of different events during four evenings, dedicated to the discovery and valorisation of the historical centre 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 food and wine sector (bakeries, delicatessens, street food, restaurateurs) and artistic craftsmanship (shops, ateliers, art masters, design stores). The operators organized presentations, 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*, entertained for the occasion by musicians and street artists. The Dashboard helped the selection of the artisans to be involved and in the monitoring of visitors' mobility.

Thanks to the data and maps provided by the Dashboard, PP5 - the Municipality of **Venice** developed “The Routes of Venetian craftsmanship and creativity”. Their pilot action in Venice included 10 thematic itineraries in historical centre of Venice, aimed 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 to 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. Two itineraries were tested on February 11th and 12th, and each of them included a visit to 3 artisan shops.

The use of the Destination Dashboard

When the Dashboard was developed and adjusted for each of five project destinations based on the availability of data, it was ready to be used for pilot actions planning. The five project destinations used the Dashboard by consulting at least two or even more of the categories listed in the Dashboard: *City at a glance*, *Tourism*, *Culture and crafts*, *Environment*, *Accessibility & mobility* and *City popularity & attractiveness*.

To plan the pilot action in **Šibenik**, PP10 consulted two crucial categories; from the category ***Culture and crafts***, PP10 managed to extract the data on the increased ticket sales for the Museum and the Civitas Sacra monuments in Šibenik. That data was important for PA in Šibenik because the both locations have attractive content that is insufficiently valorised and familiar to tourists in Šibenik, which results in the low number of tickets sold. Additional content that was added through the pilot action such as the workshop in the Museum and the video projection held 24 times during the two-months pilot action period, an increase of visibility was managed and more tickets were sold. The PA in Šibenik included as well the trade fair that offered the opportunity for direct selling for businesses that have no selling point in the Šibenik city centre, and that contributed to an increase in variety of products sold, generated the income and better visibility of brands and artists involved. The 2nd Dashboard category important for PP10 pilot action in Šibenik was the ***Accessibility and mobility***. From that category, PP10 extracted the data on the visitor flows, precisely the number of daily visitors registered by the camera counters and related software. The people counting cameras installed in Šibenik enabled the analysis of arrivals to the city per day and per hour for the period before, during and

after the pilot action, and provided opportunities for better planning of city resources, working hours and better distribution of events in day.

In **Dubrovnik**, PP9 planned its pilot action based on the data extracted from two categories: **Tourism** and **Accessibility and mobility**. The 1st category included the indicators such as the number of tourist monthly arrivals to Dubrovnik and the overnight stays for September of the past, non-covid years starting from the year 2017. until 2019. The reason for consulting this particular category was to get the information on the number of arrivals on the specific date and about the potential tourist crowds. In the non-covid years, Dubrovnik usually counts the large number of visitors during summer season months (June, July, August). September resulted to be the perfect month to implement actions of this kind since there is still a large number of visitors in town and yet the city is not congested in a level that could interrupt the PA organisation and measuring the pedestrian mobility due to a general, comprehensive crowds.

The 2nd category consulted was the Accessibility and mobility (including the data from sensors and cameras). Since the new equipment (WIFI sensors) was purchased through S.Li.DES. project and implemented in the existing free city internet system in Dubrovnik, PP9 was able to get the data on pedestrian mobility in the area close to the Lazareti Complex (the PA location). Since the aim was to attract visitors to the trade fair happening in the Lazareti Complex, it was crucial to measure the number and the concentration of pedestrians (by collecting their mobile phones signal) that are moving towards the Lazareti Complex. Having in mind all the facts and assessments about the PA area of interest, the conclusion is that the pilot action managed to attract the pedestrians to the Lazareti Complex area by promoting the intangible cultural heritage.

As it was foreseen for the PA in **Ferrara**, PP3 SIPRO consulted even four categories of the Dashboard. **The city at a glance** section offered the three important indicators: the direct employment in tourism, the relation between the evolution of tourist arrivals and the hotel bed places, and the tourism specialisation of local entrepreneurship. The three indicators showed how employment in tourism sector is involved and how the tourism supply is specialized. A weak relationship between tourist arrivals and the hotel supply (bed places) was detected, as well as the opportunity to strengthen it through this pilot action by specific activities such as educating tourist operators about the opportunities of the sustainable tourism.

The 2nd category consulted by PP3 was the **Tourism** category, specifically the indicators: tourist arrivals, trends and seasonality. PP3 used the data on the number of arrivals on the date and the potential city crowds, wanting to understand the tourist flows and trends in national and international tourism, which have a quiet similar trend during summer period of high season. The conclusion reached was that the pilot action would be an opportunity to strengthen tourism during autumn and winter months when the tourist crowds are significantly decreased. Another consulted Dashboard category was the **Accessibility and mobility**, providing the data on pedestrian mobility that was important for PP3 to understand the tourist flows. The data collected in July 2020, shows the change in the pedestrian flows during events placed in the Ferrara city centre. The conclusion was that organising events attracts more daily visitors which results with better promotion of cultural attractions, but also the activities such as production of local handicrafts and typical products. The final consulted category was **City popularity and attractiveness**, and the data on popularity of the city brands and ranking of the top cultural attractions. These indicators were crucial to understand the tourists' perception about the city. The data from the Google Trends, like the quantity of web searches made by domestic and international audience, confirmed the seasonality of tourism in Ferrara. The pilot action should promote the image of the city in a sustainable way, attracting new visitors, tourist and locals during low season and encouraging them to explore the city, including its craft activities.

In **Bari**, the pilot action conducted by PP4 was based on several Dashboard categories. The information on the number of arrivals on the date and potential city crowds were extracted from the **Tourism** section. PP4 consulted the indicators on the number of the tourists in the city and overnight stays. Aside the tourism data, the category **Culture and crafts** was as well consulted in order to find the list of craftsmanship and creative businesses mapped during earlier project stage. These data served to identify the less-known paths to design the itinerary. **Accessibility and mobility** were another Dashboard category consulted and it gave information on the pedestrian mobility and later, during the pilot action monitoring phase, it showed the improvement of the pedestrian mobility through the implementation of pilot action. The last consulted category was **City popularity and attractiveness**. This section served to identify the cultural attractions, activities, products etc., that are considered the most attractive to public.

To get the information on the number of tourist arrivals on the PA date and potential city crowds and to get knowledge about tourist trends, **PP5 The Municipality of Venice** had to consult the **Tourism** category in the *Dashboard*, using the data on the number of tourist arrivals and overnight stays. Also, Venice consulted the category **Culture & Crafts** to get the indicators on craftsmanship and creative business in Venice, as this section contains more than 500 craftsmen and creative businesses and provides the possibility to individuate the less known paths to design the tours. However, this Dashboard category wasn't consulted precisely as planned, since the Municipality of Venice has chosen its craftsmen for the pilot action implementation based on the public tender and not according to the dynamic map included in the Dashboard.

The less crowded paths were identified through the category **Accessibility & Mobility**, important to define more sustainable tours in the city. The data from TripAdvisor were provided through the section **City popularity & Attractiveness**, consulted by PP5 to identify the cultural attractions, activities and products that are considered the most attractive by the public.

Heritage promoted and actors involved in the PA implementation

The following heritage was listed by PP10 to be promoted with the pilot action in **Šibenik**: the *a capella* singing (intangible), the Šibenik button, the Šibenik hat, the Doors and Coats of arms and the local gastronomy – specifically the past and present traditions related to eating habits of the locals. Most of the heritage elements to be promoted was declared previously in the AF (4 out of 5) and all of the heritage was successfully promoted during the pilot action period.

Speaking of the actors that were included in the pilot action implementation process, PP10 managed to reach the planned indicators with the pilot action. The Museum of Šibenik prepared the workshop content based on the significant element of heritage to be promoted – Šibenik traditional hat. The Museum provided the premises for the workshop and staff (both internal and external) for its realisation. The local authority – The City of Šibenik, provided the necessary permits for event organisation. With the signature of the Memorandum of understanding, signed in the beginning of the S.Li.DES. project, the great support from The City of Šibenik to PP10 and its project activities implementation began,

and now confirmed in the case of the pilot action organisation. The Civitas Sacra – Saint John’s interpretation centre, served as a location for the projection of the film about Šibenik button production. At the same time, attracting the visitors to its premises is of great interest to the Saint John’s Interpretation centre. The Polytechnic of Šibenik provided the equipment for the Trade fair in synergy with the project RECOLOR (Interreg Italy-Croatia) that is as well aimed at promotion and revitalisation of the Šibenik heritage. The Polytechnic planned the creative painting workshops and green market, all that at the same location as the Trade fair, valorising the same location of great historical and cultural value by providing various content in the different time of the day. The Association of tourist guides Mihovil in Šibenik provided eight guided tours based on the gastronomic history of Šibenik. The company “Hoopla komunikacije” provided the media coverage of all the events, public relation services and the management of the social networks during the eight pilot action weeks. The final actor was the Tourist Board of Šibenik-Knin County, involved in promotion of local vineries, olive oil producers and craft beer makers, providing the PR material, connections and know-how for identification and engagement of different companies in tasting events as part of the Heritage Day program.

In **Dubrovnik**, PP9 managed to promote the two AF-declared elements of heritage: the Konavle embroidery and the Lindo Folklore. These two elements were present throughout all of the pilot action (from the event visual design, the sales and presentation at trade fair, the thematic workshops and the entertaining program). Aside the two heritage elements from the AF, PP9 promoted also the traditional *a capella* singing, jewellery production (handicraft), traditional doll production (handicraft), traditional crafts and products, the tangible heritage of the Lazareti Complex in Dubrovnik, as well as the intangible heritage in a form of medieval stories and the historical value of the Lazareti Complex in Dubrovnik which was the location of the pilot action.

The actors identified in the planning and organisation stage were involved at some point during the pilot action implementation. The City of Dubrovnik as a public body administrating the city, was the main actor, in cooperation with whom the pilot action was organised. The main department included were the Administrative Department for Tourism and the Administrative Department for Mayoral Affairs. The Dubrovnik tourist board as well supported the pilot action in Dubrovnik and provided publicity and promotion through its internal channels. The company *Dubrovačka baština* was very important, as it is responsible for managing some of the most valuable historical buildings in Dubrovnik area, including the Lazareti complex. Local craftsmen (private businesses) participated in fair trade as

part of sales/exhibition part or by performing presentations/interactive workshops intended for visitors. They also cooperated with DURA in creating the event program. Some associations with the core activity based on traditional crafts were included in the pilot action as well. The Linđo Association played an important role in the pilot action as it brought one of the main outputs to be promoted in Dubrovnik – the *linđo* folklore. The Conservation Department of Croatian Ministry of Culture and Media provided permissions for smart equipment installation in the Old Town of Dubrovnik. Two Museum-The Natural History Museum and the Ethnographic Museum in Dubrovnik, provided their premises for the Wi-Fi access points installation and the source of Wi-Fi system. The tourist guides in Dubrovnik supported the initiative by leading customised tours towards the fair location. Even three external experts were engaged for providing either thematic equipment (Croatian Telecom inc.) or services (Brilliant Events Ltd. for event organisation or Flare, video production). Most of the actors were planned to be involved, but some new actors were involved during the process.

However, one actor failed to be included; local primary schools and local kindergartens, owned by The City of Dubrovnik, couldn't organise groups of school or kindergarten children for this purpose because of the organisation that took place on weekend when schools and kindergartens are closed, and also the caution due to the pandemic circumstances.

In **Ferrara (PP3)**, the heritage list to be promoted through pilot action included the artistic pottery, the hemp for textile production, the agri-food traditional production and *Botteghe Storiche*, which was the set of activities in the historic centre of Ferrara with a recognised brand. All the listed heritage was respected and included in the promotion during pilot action in Ferrara. Aside the heritage elements that were listed, two other elements were included during the pilot action implementation: the historical centre of Ferrara and the textile production.

The Municipality of **Ferrara** (Tourism, Trade and ICT sector), was involved in processing of Dashboard data, identification of the itinerary and involvement of trade operators and stakeholders for marketing and promotion of tourists' real demonstrations (laboratories). The *Province of Ferrara* was included in identification of itineraries for the whole Province territory. The sectoral agency *AMI Ferrara*, as well as the business association *Chamber of Commerce Ferrara*, participated in the dissemination of the data on the mobility flows. Sectoral agency *Visit Ferrara Consortium*

promoted the itineraries among Consortium members, tour operators and journalists. The members of the *Crafters Business Associations* were involved in the itinerary preparation with their customers. The hospitality associations as well promoted the itineraries to their customers. The *Dedagroup Public Services* sectoral agency in collaboration with the Municipality processed the data from the sensors. The *Boteghe Storiche shops* participated in delivering the real demonstrations (laboratories) of craft activities to visitors. The itineraries were as well promoted regionally thanks to the institution *Destinazione Romagna*.

In the case of **PP4 Bari**, the list of promoted heritage was successfully respected: the wickerwork, the artistic pottery and the production of typical food were promoted through the developed itineraries as part of the pilot action.

Among the actors involved there was a regional tourism agency *Puglia Promozione*, engaged in the designing of the pilot action together with the Municipality of Bari. The Chamber of Commerce of Bari was the key actor supporting the Municipality in the direct and active involvement of the local handcrafts and eno-gastronomic businesses in the realisation of the pilot action and in general supporting the valorisation of Bari intangible heritage. The Chamber gets to provide the list of the registered crafts and gastronomic businesses in Bari. The regional and local crafters' association *CNA Bari* representing the local trade enterprises, artisans' consortium, cooperatives, SMEs, small producers and commercial enterprises, was involved by the Municipality in the process of designing the PA, as well as the trade association *Confartigianato Bari* that represents small businesses and artisans in Bari. The last actor involved in the PA activities was the Museo Civico Bari, because of its great historical importance.

By disseminating the itineraries, the PA in **Venice** aimed to contribute to the promotion of heritage and the increase of the knowledge about the craftsmanship and creative local businesses. The heritage promoted through the Venice pilot action was the production of artistic masks, the traditional food production, the typography, serigraphy and photo production, the traditional boats construction, the production of artistic glass and metal, the production of mosaic, of jewellery, leather and wood products, pottery products, traditional fabric products, and finally farm products and fishing.

Among the relevant actors, PP5 involved the "OGD" (Management organisation of the Tourist Destination "Venice") as part of the decision-making process related to the PA; the Vela Spa (City of Venice in-house company) involved in

the decision-making process through its participation in the OGD; Chamber of Commerce of Venice (public trade association) as a key actor to support the City in actively involve the local handcrafts and cultural and creative businesses in the realisation of the pilot action and in general in supporting the valorisation of the Venice intangible heritage; Venice Civic Museums Foundation (MUVE) which promoted the PA initiatives through their communication channels and were involved in the decision making-process through their participation in the OGD; and private trade associations Confartigianato, Confcommercio Venezia and CNA-Regional and local crafters associations which promoted the public call linked to the pilot action among their associates and will be involved in the activities.

Table 1 - Cultural and natural heritage

A total of 31 heritage indicators were promoted through pilot actions at the project level and this result is visible in the following table which shows the list of cultural and natural heritage that was successfully promoted within the five pilot actions implemented in the five project destinations. For each destination, heritage elements promoted through its pilot action are listed, as well as the target indicator (number) of a particular heritage. In addition, it is specified on which specific occasion a particular heritage was promoted.

Partner city/ PP number	3.105 Cultural and natural heritage (tangible and intangible) promoted	Target	Heritage declared in AF or added as new: AF/new	Specific occasion in which the heritage was promoted
Venice PP5	ARTISTIC MASKS PRODUCTION	1	AF	Some Venetian artisans producing artistic masks (Ca' Macana snc, Materdomini Mask, BLUE MOON VENICE SAS) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. They have been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).

TYPOGRAPHY, SERIGRAPHY, PHOTO PRODUCTION	1	AF	Some Venetian artisans working in the field (Plum Plum Creations, Ellemme Grafiche snc, Fallani Venezia, SCHOLA S. ZACCARIA Snc) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. They have been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).
ARTISTIC GLASS PRODUCTION	1	AF	Some Venetian artisans producing artistic glass (Ferro Lorenzo, Murano Glass Fine Art, Momylia, Matteo Seguso incisore d'arte su vetro) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. Another Venetian artisan producing artistic glass (Marco Toso Borella di Marco Toso) has been involved in a second phase on the proposal of the tourist guides that created the itineraries. They all have been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).
GONDOLA production	1	AF	One Venetian artisan business working in the field (Le forcole) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. It has been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, it participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).

MOSAIC PRODUCTION	1	new	One Venetian artisan business producing mosaics and glass jewellery (Alice in Wonderland Fine Arts) has been involved in the pilot action on the proposal of the tourist guides that created the itineraries. It has therefore been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, it participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information.
JEWELLERY PRODUCTION	1	new	One Venetian artisan business producing artistic jewellery (Kirumakata) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. Another Venetian artisan producing jewellery (Minotto Luigi snc di Marina Minotto e figlio) has been involved in a second phase on the proposal of the tourist guides that created the itineraries. They have both been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).
LEATHER PRODUCTS	1	new	One Venetian artisan business producing artistic jewellery (Kirumakata) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. Another Venetian artisan producing jewellery (Minotto Luigi snc di Marina Minotto e figlio) has been involved in a second phase on the proposal of the tourist guides that created the itineraries. They have both been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the

				local event to involve stakeholders in the strategy's development (24 February 2022).
	POTTERY PRODUCTS	1	new	One Venetian artisan business producing artistic pottery (Itaca Art Studio) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. It has been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, it participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information.
	ARTISTIC METAL AND WOOD PRODUCTION	1	AF	One Venetian artisan producing artistic gold (Mario Berta Battiloro Srl) and two Venetian artisans producing and restoring artistic wood objects (Signor Blum snc Di F. Bampa & C., Elisabetta Mason) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. It has been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, it participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).
	TRADITIONAL FABRIC PRODUCTS	1	new	Some Venetian artisans producing traditional fabric (Bashynska Lidiya, Sonnenblume sas, Monica Daniele) and one producing nautical upholstery (HIDRO MIRO' SNC) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. They have been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).

	FARM PRODUCTS AND FISHING	1	new	One Venetian farmer (Azienda Multifunzionale Renato Garibaldi) applied to the public call launched by the City of Venice to be involved in the Venice pilot action. One Venetian bakery (Scarpa Cosetta srl panetteria) has been involved in a second phase on the proposal of the tourist guides that created the itineraries. They all have been included in the itineraries created and promoted by the City of Venice to valorise artisan and creative businesses. Moreover, they participated in the pilot action promotional video and in some short videos dedicated to each artisan. Itineraries and related documentation (maps, pictures, description) and the video are published in "Venezia Unica", the official City of Venice website dedicated to Tourist and Travel Information. Finally, they all have been invited to the open regional workshop to present SLIDES achievements and to the local event to involve stakeholders in the strategy's development (24 February 2022).
Ferrara PP3	ARTISTIC POTTERY	1	AF	The heritage was promoted during the pilot implementation and in detail during a specific event organized on the 27th November 2021. The event was part of the showroom experience "Artigiani a Palazzo" https://artigianipalazzo.com/ organized in Ferrara on November and December 2021. During the ceramic workshops, adults and children learned to manipulate the pottery in an unconventional way, while using all the craft techniques available, creating imaginative and colourful objects
	HEMP	1	AF	The heritage was promoted during the pilot implementation and in detail during a specific event organized on the 27th November 2021. The event was part of the showroom experience "Artigiani a Palazzo" https://artigianipalazzo.com/ organized in Ferrara on November and December 2021. In the fabric workshop, the types of fabrics were presented, including hemp, and it was possible to see a true artisan working in tailoring up close.
	AGRIFOOD	1	AF	In Ferrara the agri-food is the most important sector for the typical productions. Ferrara and its territory present a lot of craft businesses related to food and wine products. In Ferrara the pilot actions have been implemented in 4 different phases and in each of them the agri-food products and companies have been promoted. In detail during the 2 educators, the lessons of territory and the showroom events the typical products as rice, pumpkin, pear, sand wine, bread, chocolate and coffee have been promoted and some laboratories have been organized
Bari PP4	WICKERWORKS	1	AF	The heritage was promoted thanks to the pilot action "Turisti per Bari" held in November 2021 over two weekends. The initiative included a series of activities and events linked to the history as well as the tangible and intangible heritage of the territory.

				Among these, labs of wicker devoted to the art of wicker basket makers in order to promote specifically this heritage (4 appointments).
	ARTISTIC POTTERY	1	AF	The heritage was promoted thanks to the pilot action "Turisti per Bari" held in November 2021 over two weekends. The initiative included a series of activities and events linked to the history as well as the tangible and intangible heritage of the territory. Among these, labs of ceramics to realize manufactures with the typical mortar of Geris (2 appointments), labs devoted to the realization of manufactures, sculpture and nativity scenes of the ancient tradition of Bari (4 appointments), and handicraft demonstrations involving local workshops (4 appointments) with the objective to promote specifically this heritage.
	TYPICAL FOOD PRODUCTION	1	AF	The heritage was promoted thanks to the pilot action "Turisti per Bari" held in November 2021 over two weekends. The initiative included a series of activities and events linked to the history as well as the tangible and intangible heritage of the territory. Among these, labs devoted to orecchiette (typical pasta) making with the local pasta makers (4 appointments) and itinerant food and wine tastings to the re-discovery of local traditions and flavours (4 appointments).
Sibenik PP10	KLAPA MULTIPART SINGING	1	AF	Due to Covid-19 restrictions, the planned festival of a cappella singing (klapa multipart singing) that was supposed to take place on Thursday's evenings and at location of Mala Loža, was cancelled. To overcome this challenge, a local singer was contracted to perform traditional Dalmatian songs, providing the opportunity for tourist to observe and enjoy local tradition music.
	JEWELLERY	1	AF	Heritage promoted within PA, through the documentary film producing 3 times a day, featuring local jeweller explaining the procedure of making the Šibenik button and marking the difference between the handmade and the industrial button, and by that contributing to the increase of traditional jewellery sales.
	HAT	1	AF	A workshop was organised in collaboration with the Museum of Šibenik to demonstrate the sewing of the traditional Šibenik hat. The workshop offered the historical background as well as the demonstration of the traditional sewing skill. The promotion of this kind increased the sales of the traditional souvenirs.
	RESTORATION OF OLD DOORS AND WINDOWS	1	AF	500 posters were distributed during the PA - Šibenik Heritage Day, directing the tourist to the digital game aimed at spotting and taking photos of old doors and windows, making this heritage more visible.

	LOCAL GASTRONOMY - PAST AND PRESENT - TRADITIONS RELATED TO EATING HABITS OF LOCAL POPULATION	1	new	The envisioned guided tour into gastronomic history of Šibenik will provide insight into local customs regarding food and drinks; promotion of the local, traditionally prepared food.
Dubrovnik PP9	LINĐO FOLKLORE	1	AF	Heritage promoted within the Pilot Action held in Dubrovnik on 25th and 26th of September, 2021. The "Traditional arts and crafts fair" included the entertaining program - the association "Linđo Ensemble Dubrovnik" presented the art of <i>linđo</i> traditional folklore in a form of dancing performance and the folklore uniforms used. Also, the traditional folklore uniforms were exhibited and promoted at the trade fair. The dancing performances were recorded and presented within the promotional PA video online and on different DURA's events.
	KONAVLE EMBROIDERY	1	AF	Heritage promoted within PA held in Dubrovnik (Sep.25. /26. 2021.) Included in the sales and presentation part of the trade fair, and as the thematic workshop "Production of the Konavle embroidery". The workshop, as well as the fair exhibitors presenting this heritage, were included as part of the promotional brochure created for the purposes of PA promotion and distributed on the PA days
	KLAPA MULTIPART SINGING	1	new	Heritage promoted during the entertainment part of the PA program
	JEWELRY PRODUCTION	1	new	Heritage exhibited at the trade fair; organised workshop for jewellery production
	TRADITIONAL DOLL PRODUCTION	1	new	Heritage exhibited at the trade fair; organised workshop for doll production
	TRADITIONAL CARNIVAL MASKS PRODUCTION	1	new	Heritage exhibited at the trade fair; organised workshop for carnival masks production
	TRADITIONAL CRAFTSMENSHIP	1	new	In general, the art of craft entrepreneurship was presented as the main theme of the 2-days trade fair
	LAZARETI DUBROVNIK AS TANGIBLE HERITAGE	1	new	PA was located in the Lazareti Complex of Dubrovnik; location of interest for SLIDES project in Dubrovnik

	LAZARETI DUBROVNIK AS INTANGIBLE HERITAGE	1	new	PA location; medieval history and great symbolism of Lazareti location
--	--	---	-----	--

Table 2 – actors involved in PA

A total of 49 actors were involved through pilot actions at the project level. This result is previewed in the following table that shows the list of actors successfully involved in the implementation process of the pilot actions in the five project destinations. For each destination, actors involved in its pilot action realisation were listed, as well as the target indicator (number) of a particular actor included. In addition, it is specified on which specific occasion a particular actor was involved in the PA:

Partner city/PP number	3.102 Actors involved in actions aimed at promoting natural and cultural heritage (including typical products, joint branding and tourism)	Target	Actors declared in AF or added as new: AF/new	Specific occasion in which the actor was involved
Venezia PP5	OGD - Management organisation of the Tourist Destination "Venice"	1	new	Body set up by the City of Venice, in charge of strategic management of the Venice territory and was constantly involved in the decision-making process related to the pilot action.
	Vela Spa (The City of Venice in-house company)	1	new	In charge of ticketing, marketing, communication and organisation of cultural events; through their participation in the OGD, Vela Spa was involved in the decision-making process related to the PA.
	Chamber of Commerce of Venice	1	AF	Institution for supporting and representing the local entrepreneurs and businesses in Venice; key actor to support The City in active involvement of the local crafts and cultural and creative businesses into the PA realisation process. The Chamber promoted the public call among their associates and provided the list of the registered crafts and creative businesses in Venice; it provided the list of the registered tourist guides operating in Venice to be involved in the creation of the itineraries.
	Venice Civic Museums Foundation/MUVE	1	new	Promoting the pilot action initiatives through their communication channels and were involved in the decision-making progress.

	Confartigianato	1	new	Trade association representing more than 1.500 small businesses and artisans in Venice; promoted the public call among their associates; involved in the decision-making process as part of the OGD.
	Confcommercio Venezia	1	new	Private association representing the Venice tertiary sector operating in trade, tourism and services; it promoted the public call related to the PA among their associates; involved in the decision-making process.
	CNA - Regional and Local Crafters Associations	1	AF	A trade association representing the interests of crafts, self-employees and small businesses; it promoted the public call related to the PA among their associates; involved in the decision-making process.
Ferrara PP3	Municipality of Ferrara - Tourism, Trade and ICT sectors	1	AF	Processing of Dashboard data, identification of the itinerary and involvement of trade operators and stakeholders for the marketing and promotion of tourists' real demonstrations (laboratories)
	Province of Ferrara	1	AF	Identification of itineraries in the whole province and analysis of the results useful for the definition of WP5 activities
	AMI Ferrara	1	AF	Sectoral agency; disseminating the data about the flows related to mobility
	Chamber of Commerce of Ferrara	1	AF	Business association, disseminating the data about the flows related to mobility and analysis of the pilot results useful for the definition of WP5 activities
	VisitFerrara Consortium	1	AF	Sectoral agency, promotion of itineraries with members of the consortium, tour operators and journalists
	Crafters Business Associations	1	AF	Business association, the members involved in the preparation of itineraries with their customers
	Hospitality associations	1	AF	Collaboration in promoting itineraries to their customers
	Dedagroup public services	1	new	Sectoral agency, collaborating with the Municipality in processing the data from the sensors
	Boteghe Storiche shops	1	new	Realisation of tourists' real demonstrations (laboratories), also for non-tourists
	Destinazione Romagna	1	new	Regional promotion of itineraries. Destinazione Romagna participated to the organized local pilot events
Bari PP4	Puglia Promozione (Regional Tourism Agency)	1	AF	Engaged in the designing of the pilot action together with the Municipality of Bari.
	Chamber of Commerce of Bari	1	AF	Key actor to support the Municipality in the direct and active involvement of the local handicrafts and Enogastronomic businesses in the realisation of the pilot action and in general, supporting the valorisation of Bari intangible heritage; provided the list of the registered crafts and gastronomic businesses in Bari.
	CNA Bari (Regional and local crafters association)	1	AF	Trade association that represents local trade enterprises, artisans, consortia, cooperatives, SMEs, small production and commercial enterprises; engaged in the designing of the pilot action together with the Municipality of Bari.

	Confartigianato Bari	1	AF	Trade association representing small businesses and artisans in Bari; engaged in the designing of the pilot action together with the Municipality of Bari.
	Museo Civico Bari	1	new	The Civic Museum of Bari (located in the historic city centre and gathering exhibits related to the history of the city and its inhabitants) was involved in the design of the pilot action. Also, the Museum was included in the itinerary of the pilot action Turisti per Bari, opening its premises at extra times. Finally, the Museo Civico offered its premises to hold the wicker laboratories.
Sibenik PP10	Museum of Šibenik	1	new	Prepared the content for workshop about heritage to be promoted - hat; provides the location and staff for the workshop.
	City of Šibenik	1	AF	Providing permits for events organisation, supports the implementation of pilot action and its media visibility.
	Civitas Sacra - St James Cathedral interpretational Centre	1	new	Provided location for video projection of the film about the process of producing the Šibenik button, promoting at the same time its own venue of great cultural value and knowledge about UNESCO monument - St. James Cathedral.
	Polytechnic of Šibenik	1	new	Jointly plans events and provides equipment for the Trade fair, creative painting workshops and green market - all took place at the same square; in synergy with another Interreg (It-Cr) project RECOLOR, contributing to the revitalisation of the mentioned square by offering different content at different time.
	Association of Tourist Guides Mihovil Šibenik	1	new	Providing eight (8) guided tours related to the gastronomy in Šibenik.
	Hoopla komunikacije	1	new	Providing media coverage of all events, PR and social media management during PA in Šibenik.
	Šibenik-Knin County Tourist Board	1	AF	Involved in promotion of local vineries, olive oil producers and craft beer makers; providing PR material, connections and knowledge in order to identify and engage different companies into the tastings events in the Heritage Day (PA) program.
Dubrovnik PP9	City of Dubrovnik	1	AF	The main actor, the PA was organised in cooperation with the departments of the City of Dubrovnik - Administrative Department for Tourism, Administrative Department for Mayoral Affairs; provided City PR services for the purposes of PA promotion
	Dubrovnik Tourist Board	1	AF	Supported the PA by providing publicity and promotion of PA through its channels; involved in the decision-making process regarding the PA organisation.
	Dubrovačka baština Ltd.	1	new	Company owned by the City of Dubrovnik, manages some of the most valuable historical buildings in Dubrovnik region, including the Lazareti complex - the location of the PA; participated in the PA planning and organisation;

Association Lindo Dubrovnik	1	AF	A crucial actor as it presented the art of lindo traditional folklore in a form of dancing performance and the folklore uniforms used; the dancing performances were recorded and presented within the promotional PA video online;
Local crafts/businesses	8	new	Participants of the PA, as part of the sales/exhibition part or the part for presentations/interactive workshops intended for visitors; cooperation in creating the event program;
Associations based on traditional crafts	2	new	Participants of the PA, as part of the sales/exhibition part or the part for presentations/interactive workshops intended for visitors; cooperation in creating the event program;
Conservation Department in Dubrovnik under the Croatian Ministry of Culture and Media	1	new	Organisation provided permits for the smart equipment instalment in the Old City core, at the very beginning of the PA planning process;
Museum of Natural History Dubrovnik	1	new	Providing premises for S.Li.DES. smart equipment instalment and the Internet signal for its activation;
Ethnographic Museum Dubrovnik	1	AF	Providing premises for S.Li.DES. smart equipment instalment and the Internet signal for its activation;
Brilliant Events ltd.	1	new	An external expert engaged to organise the trade fair and the workshops, and the entertaining program for the purposes of PA; included in everyday decision-making process;
Flare obrt (private company)	1	new	An external expert engaged to produce video materials for PA promotion on both local and project level.
Croatian Telecom Inc.	1	new	An important actor cooperation with PP9 in order to provide and install S.Li.DES. Smart equipment - Wi-Fi access points crucial registering the pedestrian mobility and testing the project methodology;

The main results of the PA and the deviations registered in the implementation process

The planning and implementation of the pilot actions in project destinations was mostly completed successfully with a number of minor deviations. The five project destinations managed to complete most of the expected results, with some minor deviations that occurred during the implementation process, such as the restrictions related to the Covid-19 pandemic.

PP10 listed a number of specific objectives to be reached with the pilot action in **Šibenik**. Firstable it was the promotion of various heritage (Šibenik hat, *a capella* singing, Šibenik button production, Doors and coats of arms, etc.), then the promotion of traditional craft skills and traditional handmade products, to increase the direct sales and the number of visitors in the Museum, promote the local traditional food production and as well the local beverages, and increase the activities around Mala Loža location in Šibenik. Most of the objectives were successfully reached through the pilot action in Šibenik. However, some results were affected by the Government restrictions that were changing frequently during the past two years in accordance with the current state of the covid-19 pandemic in Croatia, such as the organisation of *a capella* evenings that had to involve the audience larger than it was allowed at that point. Also, the number of tourists entering the closed spaces was smaller than expected due to the existing obligation to wear masks. The promotion of local traditional beverages did not result as expected, due to the fact that local bars and restaurants in the PA area were not in favour of additional offer interfering with the standard offer, but the leaflet with the information about all the existing wineries and breweries of the region was successfully disseminated.

Organising and implementation of the pilot action in **Dubrovnik** resulted with the increasing number of people visiting the Lazareti Complex which contributed to the promotion of cultural heritage – tangible and intangible. All the specific objectives listed to be achieved through the pilot action in Dubrovnik were respected, including the management of crowds, promotion of the tangible and intangible elements of the Lazareti Complex in Dubrovnik, the support provided for the local artisans and therefore local economy, the promotion of the heritage such as Konavle Embroidery and Lindo Folklore, or the production of dolls, carnival masks, and other handicrafts. Generally speaking, the pilot action in Dubrovnik contributed to the local economy by promoting the work and products of local artisans to the larger public, but also by promoting the traditional crafts as part of the local identity. Certainly, the one fortunate

circumstance for PP9 was the perfect weather conditions in the days of the pilot action, as the Covid-19 measures at the time did not favour events formed as indoor trade fairs.

As listed among the PA specific objectives, the PA in **Ferrara** contributed to the discovery of the city Centre and redirecting the tourist flows towards the least considered parts of the city, giving also the possibility to experience the tastings of typical food and local wine. The PA in Ferrara encouraged visitors to discover the historical identities that characterise the city and enhance the tourist offer. Also, the PA supported the restart of all the activities related to tourism sector that were affected by the current crisis caused by the pandemic.

In **Bari**, the pilot action was successful in valorising the tangible (points of interest located in the Murat district and in the old town) and intangible (wickerwork, artistic pottery, and typical food production) heritage of Bari through activities, events and territorial animation. The promotion of local handcrafts and gastronomic businesses was addressed through extraordinary openings of artisan shops, exhibitions of ceramics, food tastings and practical laboratory activities with master craftsmen and pasta makers. Many operators and associations have been involved, reaching the expected target. The improvement of the touristic offer of the city with new itineraries as well as the enhancement of the least considered parts of the city or commercial activities were achieved through the creation of a new itinerary able to move visitors to discover the tangible and intangible heritage located in the less-known areas of the city. The itinerary included not only less considered places for an enhancement of the local cultural and touristic offer, but also experiences (labs, exhibitions, food tastings, etc.) with handicrafts and gastronomic representatives. This contributed to the restart of activities related to tourism, cultural and food sector after the pandemic. A large network of local tourist guides, entertainment and craft associations, artists, pasta makers, artisans, food operators and music bands had the opportunity to promote their work and transmit at the same time some of the most interesting traditions of Bari's tangible and intangible culture.

During the PA in **Venice**, 10 itineraries have been created which, in addition to enhancing the cultural heritage of parts of the city still little known, helped to raise awareness and promote various craft activities that represent an important heritage of history and knowledge linked to the territory. An important result has already been achieved by actively

involving local stakeholders in an activity that is supposed to be only one of a series of actions in the city aimed at promoting crafts and creative activities in the area. Regarding the deviations, the public call aimed to identify the crafts and creative businesses that are willing to be involved in the pilot action was published within the foreseen timeframe, but the process took longer than expected because the call remained open much more than it's been foreseen to get more expressions of interest. This decision helped to get more success in involving businesses, but caused some delays in the other related activities, particularly the tender to engage the tourist guide to create the itineraries. All the documentation related to the tender was developed and approved in parallel to the public call, in order to be ready to launch the tender as soon as the list was completed and recover part of the accumulated delay.

Destination dashboard – testing and possible improvements

The initial plan of PP10 was to monitor tourist flows in **Šibenik** on a certain pilot action day, as well as their hourly distribution and that way to establish the impact of the organised activities on the overall duration of tourists' stay in the city, their focus of interests and their distribution inside the area of the old town. The smart equipment purchased through S.LI.DES. project (4 cameras) was positioned strategically on the key entry points in the city. The main issues of the data analysis provided was that the cameras were affected by communication problems on particular dates (week 29 and week 32).

For future initiatives it would be useful if the Dashboard could signalise the malfunctioning of integrated equipment. Also, the data extracted from the Dashboard could be in more user-friendly form (e.g. excel - numeric) to be suitable for comparisons, drawing conclusions, etc. From the perspective of PP10, an additional training for final users would be useful.

In the case of **Dubrovnik**, PP6 CAST provided to DURA PP9 the data extracted from the Dashboard, consulting the tourism and the mobility category. The tourism category is important because it gave the information on the number of arrivals in September for the past couple of years. Since Dubrovnik in the non-covid years has large number of visitors during summer season, September is the perfect month to implement actions of this kind as there is still a great number of visitors in town and yet the city is not congested with general and comprehensive crowds that would

interrupt the organisation of PA in the first place, and as well the measurement of the mobility. As the intention was to attract visitors to visit the fair happening in the Lazareti Dubrovnik, it was crucial to measure the number of pedestrians (their mobile phones) moving towards the Lazareti complex. It is important to have in mind all the events and people gathering in the same location at different time (outside of PA agenda), e.g., on working days (Monday-Friday) the average number of pedestrians in Lazareti area is larger than on weekends; one day before PA (24th September) there were 2 events in Lazareti complex for specific target groups. Having in mind all the facts and assessments about the area, events and daily pedestrian mobility, the conclusion is that the PA managed to attract pedestrians to the Lazareti area by promoting intangible cultural heritage such as traditional crafts and handiwork. In conclusion, the Dashboard could provide valuable information for the future actions. More detailed data could provide more possibilities, so the future improvements should be based on enabling the display of more details of a particular data.

In **Ferrara**, the marketing campaign was developed on the basis of the data processed by the Dashboard, and collected by the six sensors able to recognize the presence of a mobile device connected to Wi-Fi in a specific area. The sensors have been installed in the city centre from July 2020. The collection of data with the sensors, was carried on till the end of 2021 in order to include the data collected after the pandemic period.

The data on tourist flows and mobility provided by the dashboard, helped to attract new visitors through the testing of a new temporary Showroom located in the city centre of Ferrara.

Thanks to these results, it is concluded that in the future the Dashboard could be an effective tool for supporting tourism policies, in order to define new city routes for tourists and facilitate the mobility of visitors in less visited areas of the historic centre.

In **Bari**, the analysis of mobility data was completed by PP6 CAST in order to estimate the change in the expected tourist flows in Bari during two PA weekends, 12th/13th and 19th/20th November 2021. The study was based on the video camera system installed by PP4 Municipality of Bari to detect the visitor flows along *Via Sparano*, which connects the train station with the historical centre. Particularly, the video cameras installed at the entrance of the historical centre were used to measure the incoming visitor flows, since *Turisti per Bari* activities took place in this area. In the

first place, compared to October 2021, the daily presence detected during November 2021 have shown a general increase, especially on Sundays and during the weekend of 20th/21th November. In the second place, the study shows a general increase of the presences during the afternoons of Fridays and Saturdays 12th/13th and 19th/20th November (that could be correlated with the events of interest), compared to the average presences measured the same day during the previous five weekends. The presence during the afternoon of November 12th was almost doubled, whereas no conclusion is possible to draw on November 13th due to the lack of measures (this effect could depend on bad weather conditions). A small increase of presences is observed during the afternoon of November 19th whereas a remarkable increase was detected during the afternoon of November 20th. Therefore, the initial peak of presence near the historical centre during the 12th and the 20th was related to an activity in this area of interest. In conclusion, the data from the Dashboard show that the pilot action managed to attract pedestrians to the area of interest thanks to the organization of activities aimed at promoting the tangible and intangible cultural heritage of Bari.

In general, the Dashboard could provide valuable information for the future actions. To be an effective tool for supporting tourism policies, this instrument could be further improved by adapting its contents to the specific needs/context of each city (fewer contents but more strategic). This would make the dashboard sustainable after the project end date, as it would let each city to update it with data already at disposal/easy to find.

Although not yet complete, the mapping of craft and creative activities and the possibility to view them on the dashboard was very useful for The **Municipality of Venice** PA planning because it allowed the Administration to easily locate them and identify the best routes to create the itineraries. At the same time, the administration could not (and will not even be able in the future) involve the artisan businesses on the basis of their position, because due to the reasons of mandatory transparency, it is required to guarantee fair competition by conducting the public tender and by that to give the opportunity for everyone to participate.

The maps will in any case be very useful for planning future strategies. To this end, it would be useful to be able to view the maps in full screen and to be able to easily export them to good quality JPG or PNG files where all the data can be well displayed, as well as being able to view even more types of activities in the same map. Furthermore, given the effort required to populate the platform with data, perhaps it would be appropriate to reduce the amount of data categories and focus on those that are most important to develop the future administration's tourism strategies.

Regarding the possible improvements, as the main challenge in the future PP5 considers the lack of possibility for indoors personnel to easily upload new data without the assistance of an IT technician.

Monitoring results

By completing the *Pilot action methodology annexes*, the five project destinations were obligated to plan in detail their pilot actions and describe it in *Annex 2* by providing indicators to be monitored during the implementation process. Next step was to monitor the implementation process by completing the *Annex 3*, known as “The monitoring form”. The PA planning indicators were compared with the indicators reached at the end of the PA implementation.

Table 3 – PA indicators achieved

The following table shows the average result of each pilot action and the matching percentage:

<i>Based on the comparison of data between Annex 2 and Annex 3</i>	Indicators (reached, Annex 3 / planned, Annex 2)				
Monitoring category	PP10 ŠIBENIK	PP9 DURA	PP3 FERRARA	PP4 BARI	PP5 VENICE
Target groups reached as planned	5/6	2/2	4/4	2/2	2/2
Stakeholders involved as planned	7/7	13/14	10/10	5/6	7/7
Analogue interventions developed as planned	5/5	4/4	1/3	1/1	1/1
Digital interventions developed as planned	3/3	3/3	0/2	2/2	1/1
The set timeframe (foreseen steps) respected	9/10	16/16	6/6	4/5	5/5
PA specific objectives respected as planned	5/8	9/9	4/4	4/4	3/3
Foreseen Dashboard sections consulted as planned	2/2	2/2	4/6	5/5	4/4
Heritage promoted as planned	5/5	9/9	6/4	3/3	11/12

Success rate (result and percentage)	41/46 (89%)	58/59 (98%)	35/39 (90%)	25/28 (89%)	34/35 (97%)
Average	193/207 (93%)				

Taking into account the success rate of all five individual pilot actions implemented within the S.Li.DES project, the average success of pilot actions at the project level is 93%.