

# THE S.LI.DES. STRATEGY

a cross-border strategy to foster sustainable tourism in European destinations through the promotion of cultural heritage and the smart management of visitors' flows

## Background

The S.LI.DES. project aims at developing a cross-border smart methodology and strategy to preserve and valorise unexploited tangible and intangible cultural heritage and to promote sustainable territorial development, focusing on 'living heritage', craft activities and creative industries.

Through the S.LI.DES. Smart Destination Ecosystem it is possible to dynamically analyse different aspects of the cultural heritage destinations project, monitor visitors' mobility patterns and identify the potential of valuable skills and "know-how" to enhance visitors' experience

The innovativeness of the approach lays in combining a wide range of smart technologies and methods to integrate destination data and analytics thus supporting decision-makers in adopting a new sustainable perspective to valorise cultural heritage, preserve local identity, promote territorial development and then make their destinations livelier and more liveable for visitors and the local community.

Through a set of innovative tools and methods, S.LI.DES. has developed the "Smart Destination Ecosystem", a smart and dynamic decision support system to guide policy makers in the management of visitors flows and in the definition and promotion of tourism policies to valorise cultural assets in a sustainable way.



## The S.LI.DES. strategy

# Main results

### Routes of Venetian craftsmanship and creativity

Thanks to the data and maps provided by the S.LI.DES. project, the Municipality of Venice developed ten thematic itineraries in historical centre of Venice aimed to enhance the history and uniqueness of Venetian excellence. The itineraries are aimed to stimulate the visit of lesser-known places and routes in the city, along which it is possible to find excellences of traditional Venetian craftsmanship, but also modern and creative products, as well as local food and gastronomy



### Botteghe Storiche in Ferrara

The objective of the pilot action was to develop a marketing campaign, in order to confirm the image of the city and its territory as a place of artisan and agri-food excellence. Several actions were combined: two educational tours; four training sessions on local knowledge; a temporary showroom of handcrafted products; a paper brochure on the shops recognized with the brand in Ferrara. The tangible and intangible heritage in the province of Ferrara was promoted as an integrated system.



### Turisti per Bari

Four evenings events dedicated to the discovery and valorization of the historical center through a series of activities, events and exhibitions linked to the history of the territory. The operators organized demonstrations, practical workshops and tastings of their products. The mobility of visitors was facilitated by qualified tourist guides, who accompanied the participants to discover Bari Vecchia and the Borgo Murat, animated for the occasion by musicians and street artists.

### Dubrovnik art and crafts fair

The pilot action aimed to reduce overcrowding in the historic center and enhance the local cultural heritage and traditions. The Fair was organized in the complex of Lazareti, outside the city walls, an area often insufficiently valorized and used. In addition, four thematic workshops were organized and, during the event, traditional folk dances and a cappella singing were performed. The initiative was also promoted through the homepage of the free city Wi-Fi, which made it possible to monitor the movements of the participants.



## The S.LI.DES.

# Recommendations to EU cities

### 1 Improve the collection and accessibility of tourism data

- Raise awareness among public administration and local stakeholders about the importance of having up-to-date, reliable and accessible data on tourism (e.g. tourists' mobility patterns and behaviours, cultural heritage to promote, economic activities) to develop more effective actions and strategies
- Develop mobility models systems to monitor and manage tourist flows, identify solutions to improve access to points of interest in congested urban areas and decrease human pressure on cultural heritage
- Promote the use of smart tools that automate the collection of visitor data while ensuring data protection
- Provide IT tools for data collection that support stakeholder engagement, in particular small businesses and visitors, and stimulate operators to fully enter the world of digital communication and data enhancement to better target demand, dialogue with customers, improve the specificity of offerings
- Take advantage of data sharing; by pooling data from different types of operators (hospitality, transportation, catering, crafts, museums, etc.) each can benefit from the information collected by the others
- Promote lasting commitment to improve the data collection, formal in an open format, as well as the signing of agreements for possible data provision and information exchange

### 2 Differentiate tourism offerings to enrich the visitor experience and foster sustainability

- Analyze and map the potential of your territory in terms of tangible and intangible heritage and use data to enhance the uniqueness and specificity of each destination while avoiding trivialization
- Use mobility models to facilitate the redistribution in time and space of tourist flows and promote tangible and intangible heritage and alternative tourism and models (e.g., slow tourism and experiential tourism) that combine cultural and architectural heritage with the enhancement of local products and handicrafts
- Collect and analyze data on visitor profiles and behaviors to understand how they travel, what destination they come from and where they go in order to better target marketing campaigns and promote a more differentiated, site-friendly and time-conscious tourism offering
- Diversify the places that can host events and initiatives to stimulate visits to lesser-known and lesser-visited places in and around the city
- Use a more interactive approach that involves visitors in the production process (workshops, local concept stores, pop-up stores, etc.)

### 3 Foster coordination and synergies among stakeholders and networking strategies

- Foster synergies among local actors responsible for heritage promotion and preservation and promote collaboration between artisans and the tourism industry
- Develop guidelines to encourage the sharing of common goals and the definition of mutual roles by local public and private actors and ensure that various actions in the territory integrate with each other in a systemic approach
- Build trust and effective collaboration among tourism stakeholders by involving them in the decision-making process and ensure their commitment through cooperation agreements
- Share mutual commitments and promote their integration with the programming of the relevant bodies at the regional level

### 4 Invest on training & education

- Raise awareness of the potential and possibilities of using digital tools to overcome scepticism toward IT innovation, deeply ingrained habits and loyalty to traditional business habits and practices
- Design and implement projects that enable free, ongoing training/ education and workshops for small and medium-sized enterprises to overcome the lack of IT and technical skills
- Develop effective communication to stimulate citizens' visitors and to take responsibility in the preservation of destinations' natural and cultural assets
- Share and disseminate sustainable good practices related to tourism planning and management to facilitate transferability and replication at EU level



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