



/ ENVIRONMENTAL AND CULTURAL HERITAGE
/ SO 3.1

S.LI.DES.

S.LI.DES. - Smart strategies for sustainable
tourism in Lively cultural DESTinations

NEWSLETTER #1



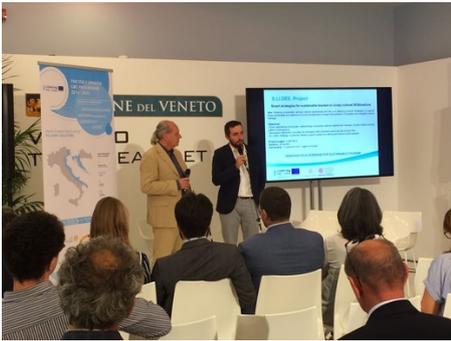
The **S.LI.DES.** project aims at fostering cross border cooperation among cultural destinations in the Programme area and the joint planning of smart strategies to support **more sustainable and balanced territorial development** through the promotion of tangible and intangible cultural heritage, in particular those assets shaping the identity of the destinations (craft activities).

The project will provide local authorities with **an innovative dynamic knowledge system** that will enhance their decision-making process regarding the management of most popular sites, especially by exploiting the tourism potential of “minor” cultural assets, as a leverage to revitalize the urban and social environment and diversify the local economy.

The kick off meeting of the European project S.LI.DES., funded by the INTERREG Italy-Croatia Programme, took place on the 4th and 5th of July at the Ca' Foscari University of Venice.

The meeting provided the opportunity for a first strategic consultation among the partners, in order to establish the overall division of roles in the various fields of action. Furthermore, partners outlined **a summary technical analysis about the data relating to the tourist flows** of the various territories involved, in order to define the most suitable strategies and mobility models to improve the visitor experience in the area.





On Friday 6th September within Veneto Region permanent space at Hotel Excelsior Lido, **during "Biennale" 2019, an important informative initiative to raise awareness about European funded projects** took place. The event was specifically dedicated to representatives of the local/regional/national press, including TV, radio and specialized magazines dealing with cultural, tourism, climate and transport related topics.

On 5th and 6th of December 2019 at the Institute for Tourism in Zagreb the **SLIDES 2nd Project and Steering Committee meeting** took place. An important occasion for a **strategic debate about the actions which every partner is developing**, particularly the multi-dimensional Destination Datahub; the data collection process is its most intensive phase, the challenge being to retrieve data stored in a number of different sources (local, county/regional or national databases) and also those provided by external online and offline sources, in order to **build a unique data repository that would help city managers and other stakeholders to take informed decisions**.

The first draft of the dashboard has been created. It will be a dynamic tool that allows destinations (Bari, Dubrovnik, Ferrara, Sibenik and Venice) to **manage and study tourist flow and to link them to externalities or events**: this will allow to anticipate tourist's needs, to divert flows from the most crowded areas and to better manage the activities of the five cities. This model will also be linked to a study of the tangible and intangible local heritage and handicrafts that will allow the preservation and enhancement of crafts SMEs.

At the same time partners are working on development of the models to study local mobility patterns as well as the mapping of local artisans, craft activities and Culture and Creative Industries.

