



Ca' Foscari
University
of Venice

PROJECT ACRONYM AND TITLE: SLIDES - Smart strategies for sustainable tourism in Lively cultural DESTinations

FUNDING PROGRAMME: INTERREG ITALIA – CROAZIA 2014-2020

CALL: Call 2017 Standard

SCIENTIFIC FIELDS: Environment and cultural heritage

HOST DEPARTMENTS: Department of Management, Ca' Foscari University Venice

SCIENTIFIC RESPONSIBLE: Michele Tamma

FINANCIAL DATA:

Project total costs	Overall funding assigned to UNIVE
€ 2.504.981,90	€ 412.810,00

ABSTRACT:

S.LI.DES project tackles three common challenges of the Programme area:

- the lack of dynamic and specific knowledge on visitors flows and local economic activities to guide decision makers in designing and implementing innovative strategies aimed at increasing sustainability and quality of tourism offer and fostering a more balanced and sustainable territorial development
- the need of a better distribution in time and space of visitors flows in order to alleviate seasonality of tourism and reduce human pressure on territorial natural and cultural heritage
- the risk that local identity disappear or become homogenised by mass tourism and the need to promote it as a leverage to revitalize the urban environment – making it more lively and livable – diversify local economy, increase the competitiveness of economic activities and tourism industry and provide new job opportunities.

The project aims at developing a cross-border smart methodology and strategy to preserve and valorize unexploited tangible and intangible cultural heritage, and to promote sustainable territorial development, focusing in particular on 'living heritage', ie. craft activities and creative industries. Through a set of innovative tools and methods, S.LI.DES will develop a Smart Destination Ecosystem to dynamically analyze different aspects of the project cultural destinations heritage, monitor visitors' mobility patterns and identify the potential of valuable skills and "know-how" to enhance visitors' experience. All data will concur to assess the competitive and sustainable performance of the destinations, to support the development of actions aimed at diversifying tourism offer through targeted investments in cultural heritage and to design a cross border smart strategy transferable at EU level. S.LI.DES takes a systemic participative approach based on the design and joint implementation of methodologies, tools and strategies to be discussed and shared with main local stakeholders in the destinations involved in the project. Cross border cooperation will also take advantage of different valuable expertise and competences brought by partners, thus generating high multiplier effects in the Programme area. 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 valorize cultural heritage, preserve local identity, promote territorial development and then make their destinations more lively and livable for visitors and the local community. The main project outputs (Smart Destination Ecosystem

methodology, Destination dashboard and S.LI.DES strategy) will benefit decision-makers and public authorities, local craftsmen, cultural associations and SMEs, tourism industries visitors and citizens. All the S.LI.DES outputs will be transferable to other EU cultural destinations within and outside the Programme area.

Planned Start date	Planned End date
1st July 2018	31st December 2020

PARTNERSHIP:

1 Ca' Foscari University Venice	Venice (IT)	Coordinator
2 CISET – International Centre Of Studies On Tourism Economics	Venice (IT)	Partner
3 ECIPA SCARL	Venice (IT)	Partner
4 Sipro Agenzia Provinciale Per Lo Sviluppo-Ferrara	Ferrara (IT)	Partner
5 City of Bari	Bari (IT)	Partner
6 City of Venice	Venice (IT)	Partner
7 Alma Mater Studiorum – University Of Bologna	Bologna (IT)	Partner
8 Institute For Tourism	Zagreb (HR)	Partner
9 Obrtničko Učilište – Ustanova Za Obrazovanje Odraslih Podružnica Rijeka	Primorsko-Goranska (HR)	Partner
10 Development Agency of the City of Dubrovnik Dura	Dubrovnik (HR)	Partner