

Project overall objective

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.



Main outputs

- ⇒ **Smart Destination Ecosystem methodology** will provide project cultural destinations with enhanced and dynamic knowledge about visitors' flows and valuable cultural heritage
- ⇒ **Destination Datahub**, a tool to store multidimensional information about cultural destinations and their sustainable approach
- ⇒ **Destination Dashboard** will support decision makers in planning and implementing 5 pilot actions
- ⇒ **Pilot Actions** to test a smart strategy to promote cultural destinations transferable at EU level
- ⇒ **Transnational Strategy** to protect and promote cultural heritage and foster sustainable territorial economic development through the S.LI.DES. Smart Destination Ecosystem

Expected Results

- ⇒ **Increased awareness of local decision-makers** about the key factors driving the sustainable and competitive performance of cultural destinations and strengthen cooperation with main local stakeholders
- ⇒ Enhanced and dynamic knowledge about visitors' mobility patterns and tangible and intangible heritage and craft activities, in order to **implement innovative policies able to better distribute visitors' flows in space and time**
- ⇒ Improved management of cultural destinations through the testing of **innovative strategies to promote cultural heritage and valorize local productions**
- ⇒ Enhanced **synergies between culture and tourism policies** in the Programme area
- ⇒ Stronger cross-border cooperation among Italian and Croatian destinations

The Programme INTERREG Italy-Croatia

S.LI.DES. Project is funded by the INTERREG ITALY CROATIA CBC Programme 2014-2020, the financial instrument supporting the cooperation among the two European Members States territories overlooking the Adriatic sea. The Programme enables regional and local stakeholders to exchange knowledge and experiences, to develop and implement pilot action products and services, to support investments, to test the feasibility of new policies.



PROJECT DURATION
01/01/2019 - 30/06/2021



ERDF
2.129.235



TOTAL BUDGET
2.504.982



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S.LI.DES.

Smart strategies for
sustainable tourism in
Lively cultural DESTinations

