



GRAD DUBROVNIK
CITY OF DUBROVNIK



RESPECT
THE CITY
POŠTUJMO
GRAD

Project Dubrovnik Respect the City

Sustainable Tourism for a Sustainable World

23 June 2017



Dubrovnik Hits the Headlines

The Telegraph

Travel · Destinations · Europe · Croatia · Dubrovnik · Articles

The death of Dubrovnik? Crowds and cruise ships have ruined the city, claim locals



0 Comment



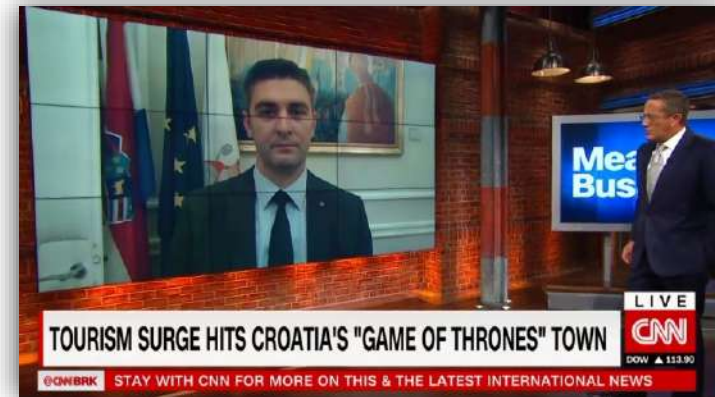
Dubrovnik's walls experienced a record day of visitor numbers last August



Dubrovnik:
2018 - 3rd on the List of
Destinations to Avoid



2019 - the best cultural destination for 2019 by readers of popular travel magazine AFAR. The annual awards saw more than 100,000 votes from readers recognizing their top places to go in 2019.



Why the Project?

To Du or Not to Du...



Economy

Monoculture



Infrastructure

Bottlenecks



Experience

Degradation



Heritage

Threatened

Destination Management Agile Way

Dubrovnik Respect the City Case Study

Integrative, cross-sector R&D and social innovation partnership

”

Dubrovnik seems to be the first city in the world to approach CLIA as a partner for a sustainable tourism



2017

Respect the City
project launch



2018

Short term agile
measures applied



2019&2020

Mid- and long-term
measures co-development

Proactivity

Problem = Opportunity



If You Have a Bitter („Angry”) Orange, Make a Marmelade

Sustainable Travel is an opportunity for all: local people, local communities, small businesses, civil society, large corporations (e.g. cruising industry, ports...) and even – travellers => „glocal” value chains

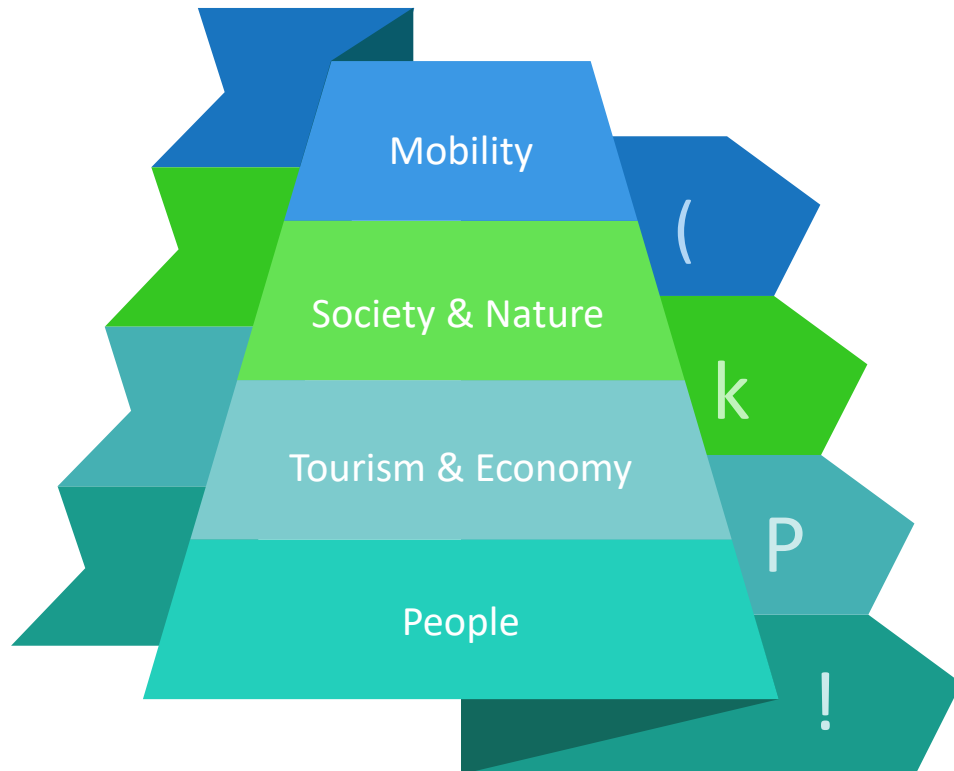


Respect the City VISION

*Inspiring sustainable travel for an
inspiring sustainable world.*

Destinations as value-chain hubs of life-enriching experiences
for locals, travellers, businesses, communities and nature.

Goals



- 04 **Smart & Sustainable Transport Solutions**
Soft and hard measures for sustainable urban mobility
- 03 **Sustainable and Balanced Local Development**
Protected and sustainably activated culture, landscape & nature
- 02 **Innovative Destination Management**
Tourism development, visitor experience & marketing management
- 01 **Human Resources Development**
Increased awareness and capacities for sustainable development

SOLUTIONS

20% less use of public area spaces of restaurants

80% less public area spaces for bookings/stands

The Tourism Development Strategy as well as the provisions concerning the cruise industry in the City of Dubrovnik have been prepared and adopted by the City Council (PHASE 1)-2018

Restrictions of organized one day excursions visits to the Old City

/limit to 8000 cruise passengers per day

/better cruise ship arrival schedule during the week

/better coordination and distribution of the passenger embarkation and disembarkation time (CLIA, Dubrovnik Port Authority)

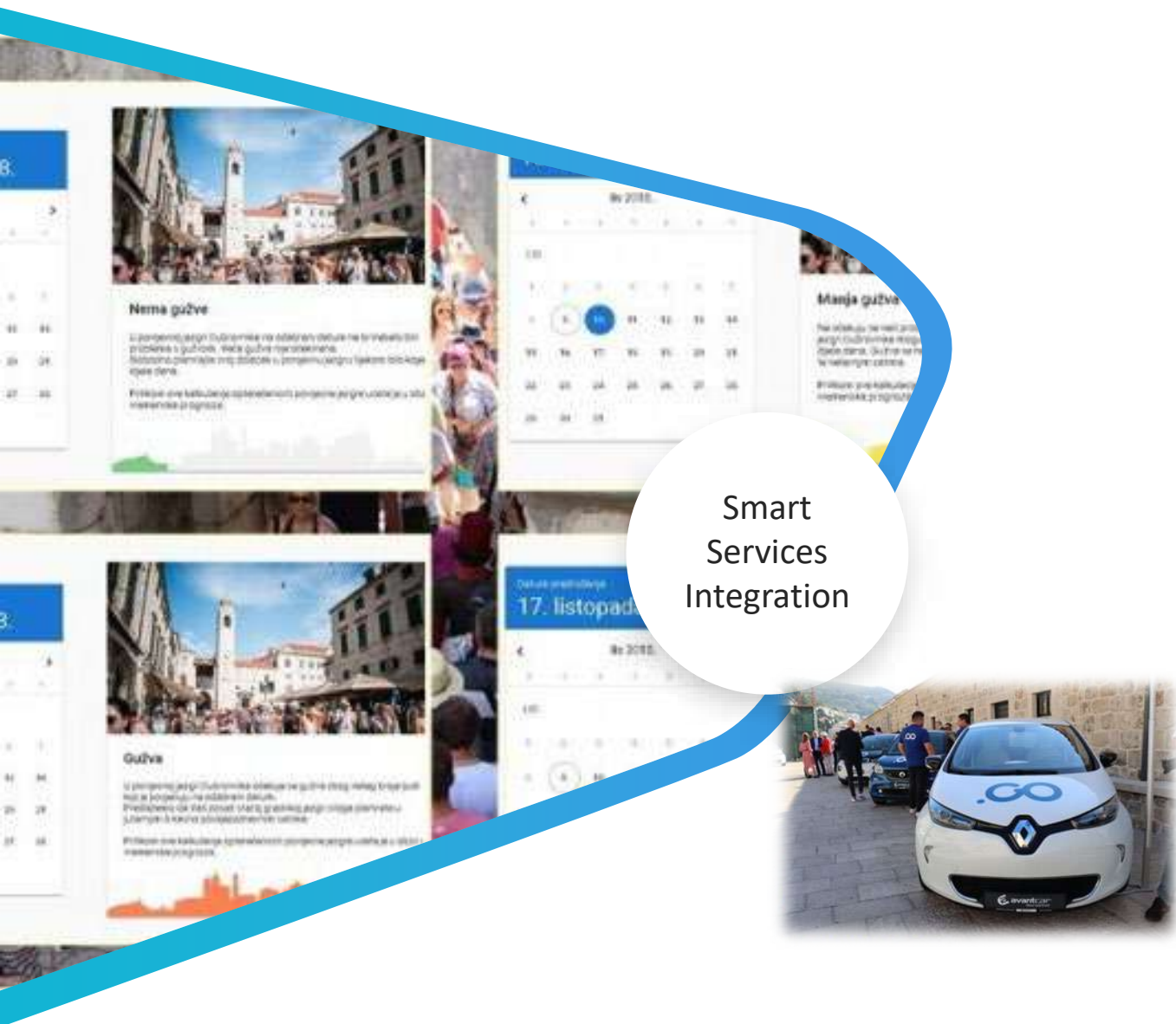
/Berthing Policy for 2021

Tourist info stands, restaurant tables and illegal bookers removed from most critical streets and the crowds diminished immediately

Limited delivery time and entry into the city center

Improved mobility of people and vehicles

...organised in order to invest joint efforts into harmonising the needs of the destinations with the needs of the cruise industry



Smart Services Integration

Smart City Action Plan

Smart Info



- 01 Dubrovnik Visitor**
AI forecasting number of people in the City
- 02 Dubrovnik Card**
Real time information system for visitors
- 03 Smart Parking/Dubrovnik Eye**
Finding parking and services in the city
- 04 Alter Eco, Car sharing, Web Bus reservation system**
Experience and destination co-creation



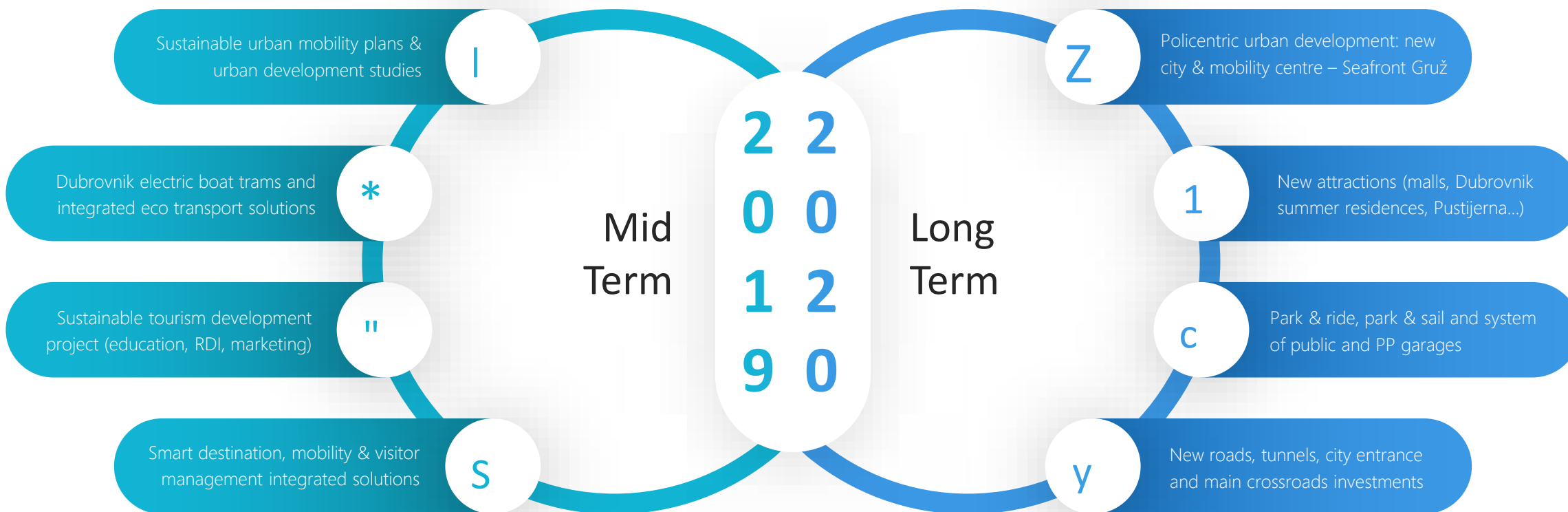
2018	2019
Visibility and Awareness Raising Activities Launch	Education Activities for Locals, Tourist Sector and Visitors

Capacity Building & Communications

Sustainability starts with people.

Involvement of media, designers, experienced sustainable development community experts and activists, volunteering centres and civil society

Mid and Long-Term Measures



*"overtourism can be avoided by
proper management"*

THANK YOU

