



GRAD DUBROVNIK  
CITY OF DUBROVNIK

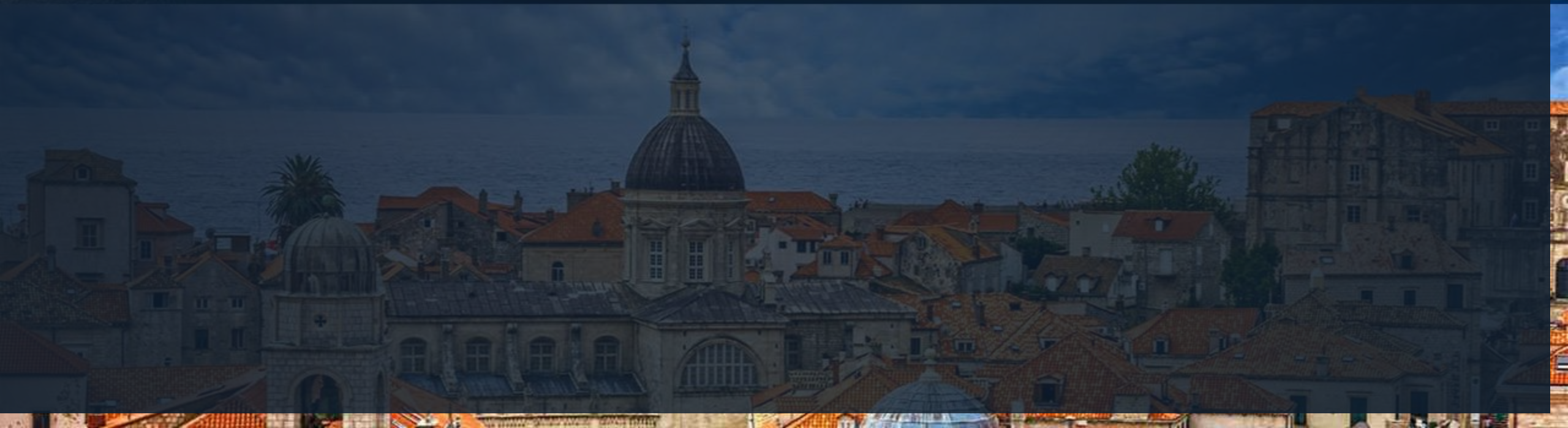
CROSTO



RESPECT  
THE CITY  
POŠTUJMO  
GRAD

# Project Dubrovnik Respect the City

Sustainable Tourism for a Sustainable World





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



## 3rd on the List of Destinations to Avoid in 2018



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



# Why the Project?



RESPECT  
THE CITY  
POŠTUJMO  
GRAD



## Economy

Monoculture



## Infrastructure

Bottlenecks



## Experience

Degradation



## Heritage

Threatened



The Telegraph

September 2017

# „Please, help us protect the city!”

Mayor of Dubrovnik tells cruise lines as he reaffirms drastic visitor cap

12 September 2017

Leaders of CLIA Meet with Mayor of Dubrovnik in Hamburg

January 2018

CLIA delegation in Dubrovnik

February 2018

Mayor meets CLIA leaders in New York



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

4

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





## Strategic Approach

Vision Driven

Based on local, regional, national, EU and global strategies for sustainable development (UN SDGs) and sustainable tourism (UNWTO)

## Agile Approach

Needs Driven

Focus on people and their needs and expectations, dynamic, result-oriented, cooperation even with „clients“ and „competition“, self-organized, projects around motivated people, simplicity, regular reflection, learning and adaptation

6



# Respect the City VISION

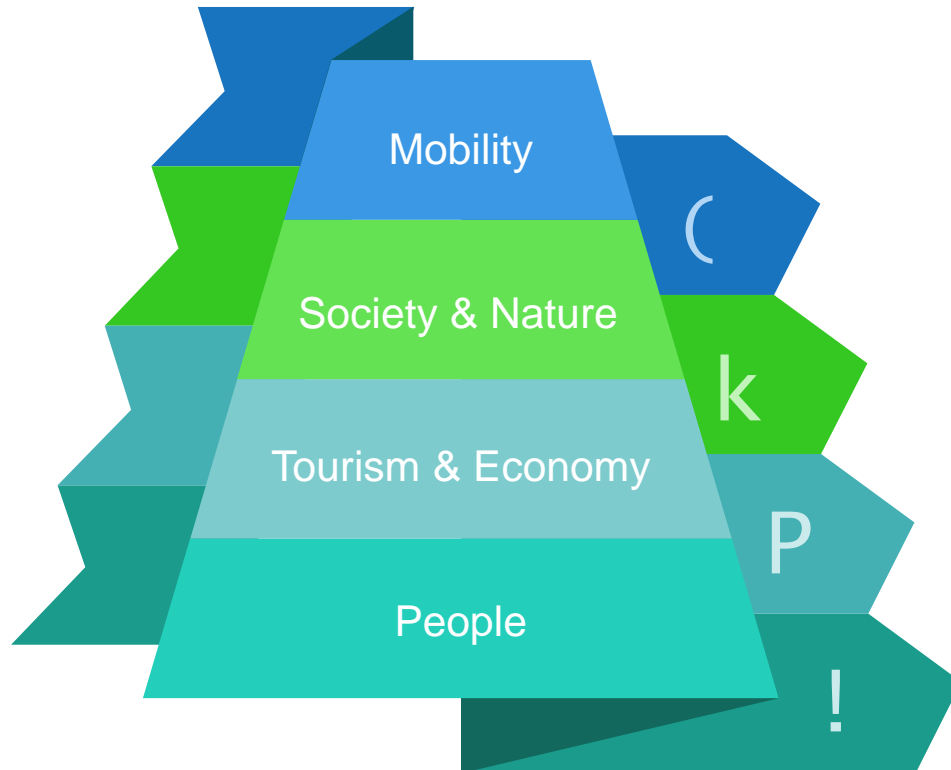
*Inspiring sustainable travel for an  
inspiring sustainable world.*

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



Respect the City Project

# 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





# 2018 Agrie Measures



# Cruise Lines Coordination 2018



Communication and collaboration

Embarkation and disembarkation times  
(daily, weekly, annually)



2018

Slight agile adaptations



2019

Full coordination



Service providers coordination



# Agile Mobility

Traffic, communal and police officers, public transport and parking companies...



## Regulation of micro problems

2018

Public spaces management

2019-

Destination management

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



## 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

Smart Services Integration



**2018**  
 Visibility and Awareness Raising Activities Launch

**2019**  
 Education Activities for Locals, Tourist Sector and Visitors

## Capacity Building & Communications

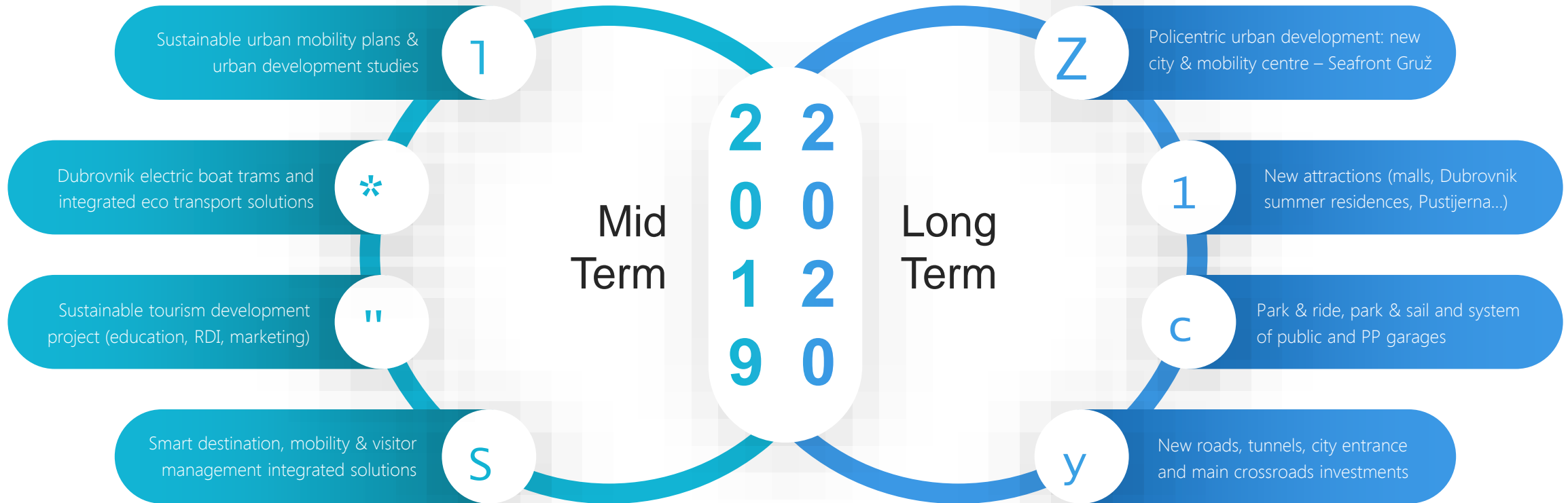
Sustainability starts with people.

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





# Mid and Long-Term Measures



# CROSTO

Dubrovnik – one of the pilot project in the Republic of Croatia  
The two primary tasks of the CROSTO Observatory are:

1. Measuring and monitoring sustainability of tourism at regional level
2. Encouraging the measurement and monitoring of local tourism sustainability

14 Indicator Measuring Tools (ETIS+UNWTO)





## The BleuTourMed project workshop

18 transregional projects actively monitoring tourism pressures and testing innovative management strategies ,  
City of Dubrovnik involved in project named "Alter Eco"

**Objective of the workshop** - capitalize the first projects' results and produce factsheet gathering all policy recommendations coming from the Community.

4 main issues

1. Monitoring the sustainability of tourism, how to bridge the data gaps on tourism?
2. How to reduce the environmental-cultural- social impacts of tourism in the Mediterranean region?
3. How can the tourism sector ensure a sustainable and responsible economic growth and prosperity in the Med region?
4. How to address the complexity of the tourism sector, including local actors, decision-makers and consumers?

City of Dubrovnik participated in the group 4, which dealt with the issues of governance and necessary network between public and private sector.

Next capitalization event will be organized in Dubrovnik from 26-28.3.2019, where the results from this workshop will be finalized and presented to public.

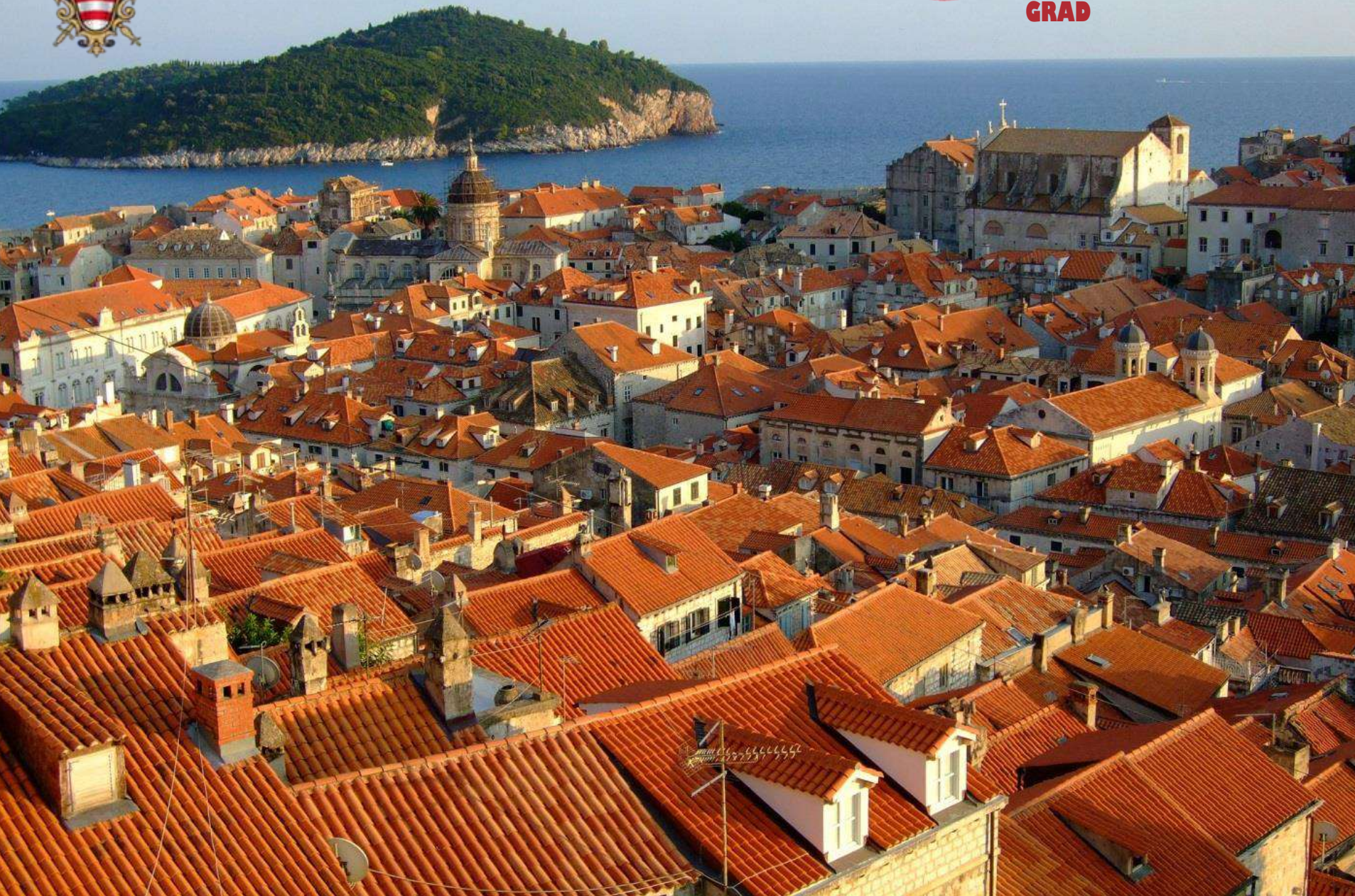




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**RESPECT  
THE CITY  
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**HVALA!**  
**THANK YOU!**

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17