GSTC Conference 2023 Antalya, May 9-12

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Deputy Mayor

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RESPECT THE CITY
POŠTUJMO GRAD

DUBROVNIK – PEARL OF ADRIATIC

- Dubrovnik
  long and impressive history
  From the 14th until the 19th century Dubrovnik (ex Ragusa) was an independent Republic

- UNESCO world heritage since 1979
  Festivity of St. Blaise – intangible UNESCO heritage since 2009

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DUBROVNIK 2017 AND BEFORE

3rd on the List of Destinations to Avoid in 2018

CNN Travel

The Telegraph

Travel › Destinations › Europe › Croatia › Dubrovnik › Articles

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

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

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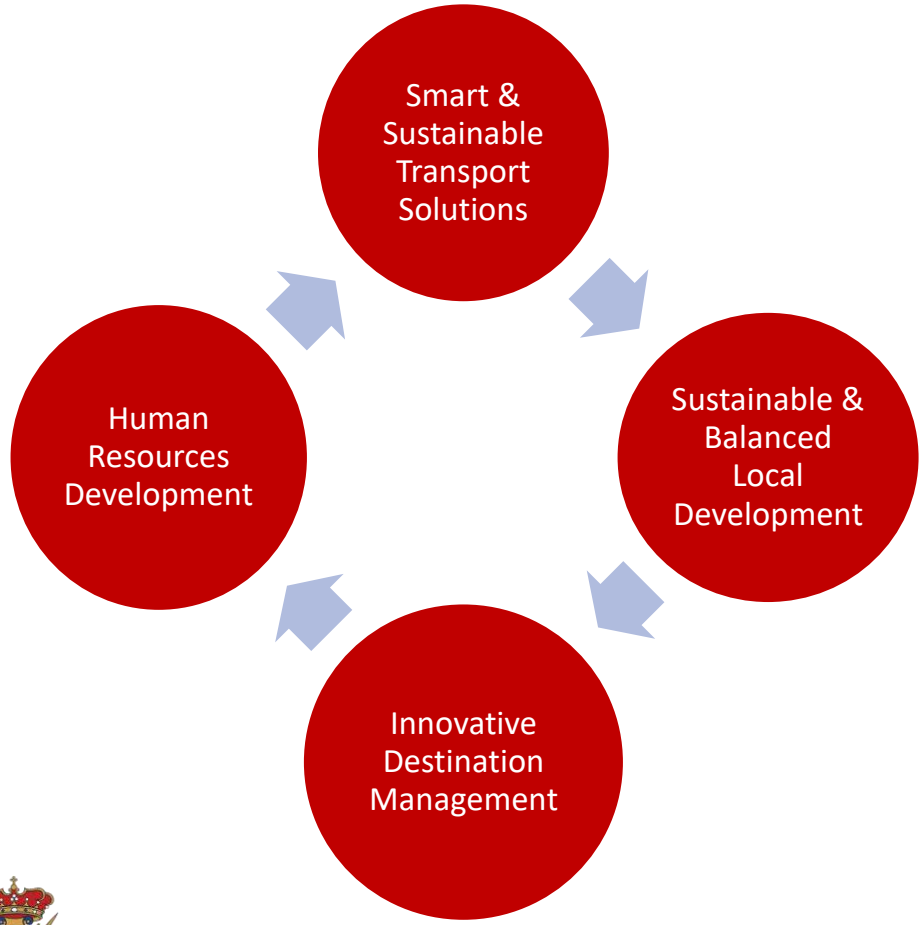
RESPECT THE CITY – a turn in management



- Visible **reduction of crowds**
- The City now has an integrated **destination management**
- More effective public/private **partnerships**
- **Communication, coordination and cooperation** among stakeholders improved – visitors, stakeholders and residents
- **Successful innovation** introduced by applying Smart City solutions
- Optimization and **diversification** of tourism products and services
- More **sustainable** path of development for the future

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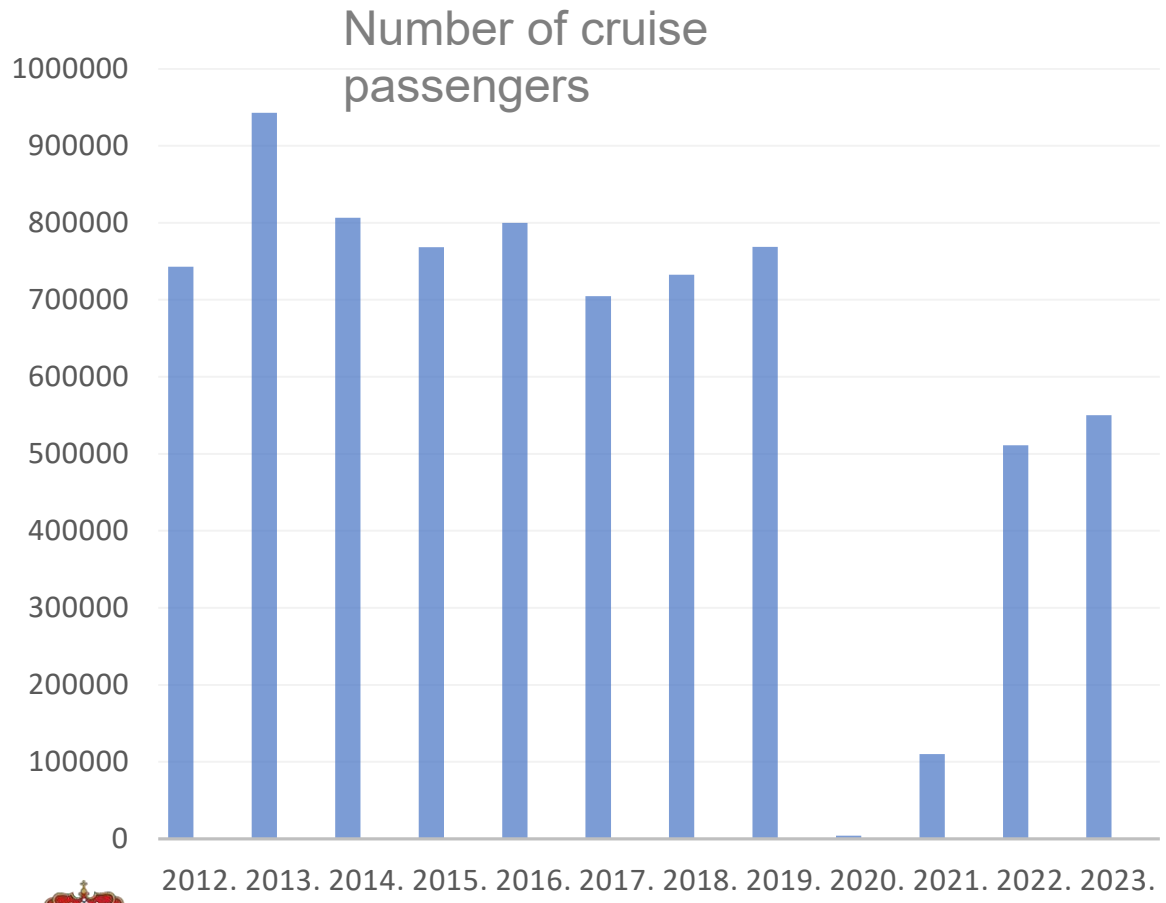
CRUISE TOURISM IN DUBROVNIK



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PORT AUTHORITIES & CITY COOPERATION

Coordination of the passenger embarkation and disembarkation
time and bus stops at city entrances (Pile&Ploče gate)

Traffic coordination and management (communal and traffic officers, parking places)

Introduction of the **cruise tax** (announcement in 2019. – starting 2021.) - during COVID pandemics – flexibility in relation to the capacity (reduced number of passengers)

Berthing Policy - started November 2020 – ready for 2024. – cruise companies informed, 1. booking

New **shuttle service** model

Future construction of the **new cruise terminal** - Dubrovnik would take an important place on the map of homeport cities

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CLIA & CITY OF DUBROVNIK COOPERATION

The City insisted on capping the **number** of cruise ships allowed to dock and more attention to the docking **schedule**

August 2017 - the City of Dubrovnik **contacted** CLIA association as the first unit of local self-government

CLIA has been presented with the project "**Respect the City**" (short and long-term measures and activities)

October 2017 - formation of an **expert working group** for the implementation of common goals in a partnership

July 2019 - **Memorandum of Understanding** - years of cooperation and joint success

Global Sustainable Tourism Council (GSTC) assessed the **sustainability status** of Dubrovnik in 2019, using global criteria for sustainable destinations. The assessment was financed by CLIA as part of cooperation with the City of Dubrovnik

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DUBROVNIK SMART CITY

Leading Croatian destination in Smart City solutions

- Dubrovnik Visitors App
- Dubrovnik Pass
- Bus Web Shop
- Smart parking
- Car sharing – electric cars
- Dubrovnik Eye – service for citizens
- Web cameras on city roads
- eDubrovnik platform - digitization of city administration

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RESULTS

- Visible **reduction of crowds**
- Based on the **scientific analysis**, the University of Dubrovnik established positive trends in the dispersion of guests (April 2023)
- **70% of excellence** on GSTC destination assessment conducted in November and December 2019
- In April 2023 GSTC started to conduct the **second phase** of the destination assessment – continue of the successful cooperation - results July
- New policies: The city of Dubrovnik is the first in Croatia to make a decision to **restrict traffic** in the area around the historic core (The Law on Road Traffic Safety was amended at the initiative of the City of Dubrovnik)
- Example of **good practice** worldwide

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PROGRAM DUBROVNIK 2030

VISION OF URBAN DEVELOPMENT OF THE CITY

The area of the Gruž - City program zone:

- Park & Ride system Pobrežje
- Batahovina ferry port
- Port Control Center
- Urbanization of the Port
- New city market
- Waterfront and the tunnel through Gruž
- Development of the new city center of Gruž
- New Lapad coast

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THANK YOU FOR YOUR ATTENTION

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