Jelka Tepšić
Deputy Mayor
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
DUBROVNIK 2017 AND BEFORE

3rd on the List of Destinations to Avoid in 2018
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
CRUISE TOURISM IN DUBROVNIK

Number of cruise passengers

2012: 800,000
2013: 790,000
2014: 760,000
2015: 730,000
2016: 700,000
2017: 670,000
2018: 640,000
2019: 610,000
2020: 580,000
2021: 550,000
2022: 520,000
2023: 490,000
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
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.
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
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
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
THANK YOU FOR YOUR ATTENTION

RESPECT THE CITY POŠTUJMO GRAD