Project Dubrovnik
Respect the City
Sustainable Tourism for a Sustainable World
UNWTO Mayors Forum for Sustainable Urban Tourism
‘Cities for all: building cities for citizens and visitors’
Mato Franković, Mayor of Dubrovnik
5 April 2019, Lisbon, Portugal
The death of Dubrovnik? Crowds and cruise ships have ruined the city, claim locals

Dubrovnik

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

„Please, help us protect the city!”

12 September 2017
Leaders of CLIA Meet with Mayor of Dubrovnik in Hamburg

16 January 2018
CLIA Delegation in Dubrovnik

28 February 2018
Mayor of Dubrovnik Meets CLIA Management in New York

2018 – 2019
continuous meetings and strategy development
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: Mid- and long-term measures co-development
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
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

Vision Driven Based on local, regional, national, EU and global strategies for sustainable development (UN SDGs) and sustainable tourism (UNWTO)
Inspiring sustainable travel for an inspiring sustainable world.

Destinations as value-chain hubs of life-enriching experiences for locals, travellers, businesses, communities and nature.
Experts, leaders, policy makers, officials, activists, innovators…

Creating cooperation bodies and working groups

Cities, CLIA, Port Authorities, Travel Industry, Local Businesses

Let’s Do It!
Goals

- **01** Human Resources Development
  Increased awareness and capacities for sustainable development

- **02** Innovative Destination Management
  Tourism development, visitor experience & marketing management

- **03** Sustainable and Balanced Local Development
  Protected and sustainably activated culture, landscape & nature

- **04** Smart & Sustainable Transport Solutions
  Soft and hard measures for sustainable urban mobility

Respect the City Project
2018 Agile Measures
Communication and collaboration

Embarkation and disembarkation times (daily, weekly, annually)

- **2018**: Slight agile adaptations
- **2019**: Full coordination
Traffic, communal and police officers, public transport and parking companies...
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

04. Argoya
   Experience and destination co-creation
Capacity Building & Communications

2018
Visibility and Awareness Raising
Activities Launch

2019
Education Activities for Locals, Tourist Sector and Visitors

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

**Long Term**
- Policentric urban development: new city & mobility centre – Seafront Gruž
- New attractions (malls, Dubrovnik summer residences, Pustijerna...)
- Park & ride, park & sail and system of public and PP garages
- New roads, tunnels, city entrance and main crossroads investments

**Mid Term**
- Sustainable urban mobility plans & urban development studies
- Dubrovnik electric boat trams and integrated eco transport solutions
- Sustainable tourism development project (education, RDI, marketing)
- Smart destination, mobility & visitor management integrated solutions

**2022**

**2012**

**2009**
Local Experience (DMO)
Local people and local community need ways to communicate their needs and expectations, and to actively participate in co-creation of local life experience.

Traveller Experience
Travellers need ways to communicate their needs and expectations, and to actively participate in co-creation of a life-time travel experience.

Business Experience
Businesses need ways to communicate the values they offer and their needs and expectations in order to develop their businesses, products and services in a sustainable and productive way.
We live in a wonderful world that is full of beauty, charm and adventure. There is no end to the adventures that we can have if only we seek them with our eyes, minds and hearts open.

- Jawaharlal Nehru
THANK YOU

Co-Creation Starts Now!
You are not where you go.
You are what you DU where you go.

Let’s DU It!

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Co-create with us a global Respect the City partnership!
Sustainable travel for a sustainable world.