RESPECT THE CITY
POŠTUJMO GRAD

For a sustainable future of Dubrovnik!

„ Those who seek paradise on Earth,
should come and see Dubrovnik…”

G. B. Shaw

Grad Dubrovnik
City of Dubrovnik

DUBROVNIK – PEARL OF THE ADRIATIC

- UNESCO World Heritage since 1979
- Festivity of St.Blaise – intangible UNESCO Heritage since 2009.
- Dubrovnik / ex Ragusa long and impressive history
  From the 14th until the 19th century Dubrovnik (ex Ragusa) was an independent Republic.

Dubrovnik is a flight destination - connected with approx. 60 different destinations in Europe during the summer

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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

share 0 Comment

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

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Proactivity

Problem = Opportunity

Never let a good crisis go to waste – W. Churchill

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

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GRAD DUBROVNIK
CITY OF DUBROVNIK

Respect the City Program

Goals

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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

RESPECT THE CITY *more sustainable path of development for the future*

- **3 groups** of measures – short, mid &long term
- The **results** were visibly shortly - visible reduction of crowds ; 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

Cooperation with CLIA - the City insisted on capping the number of cruise ships allowed to dock and paying more attention to the docking schedule

- ✔ Changes in cruise ship arrival schedule during the week
- ✔ Coordination of the passenger embarkation and disembarkation time and bus stops at city entrances (Pile&Ploče gate)
- ✔ Berthing Policy - November 2020
- ✔ Traffic coordination and management -communal and traffic officers
- ✔ Introduction of the cruise tax (announcement in 2019. – starting 2021.)

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SMART CITY

Dubrovnik smart city key areas of activity

Mobility and infrastructure

- Transportation
- Parking
- Infrastructure

Economic development

- Employment and economic development
- Entrepreneurship and innovation
- Tourism and culture

Quality of life

- Waste and water management
- Urban development and landscaping
- Environmental protection
- Youth and sports
- Social care
- Education
- Civil protection

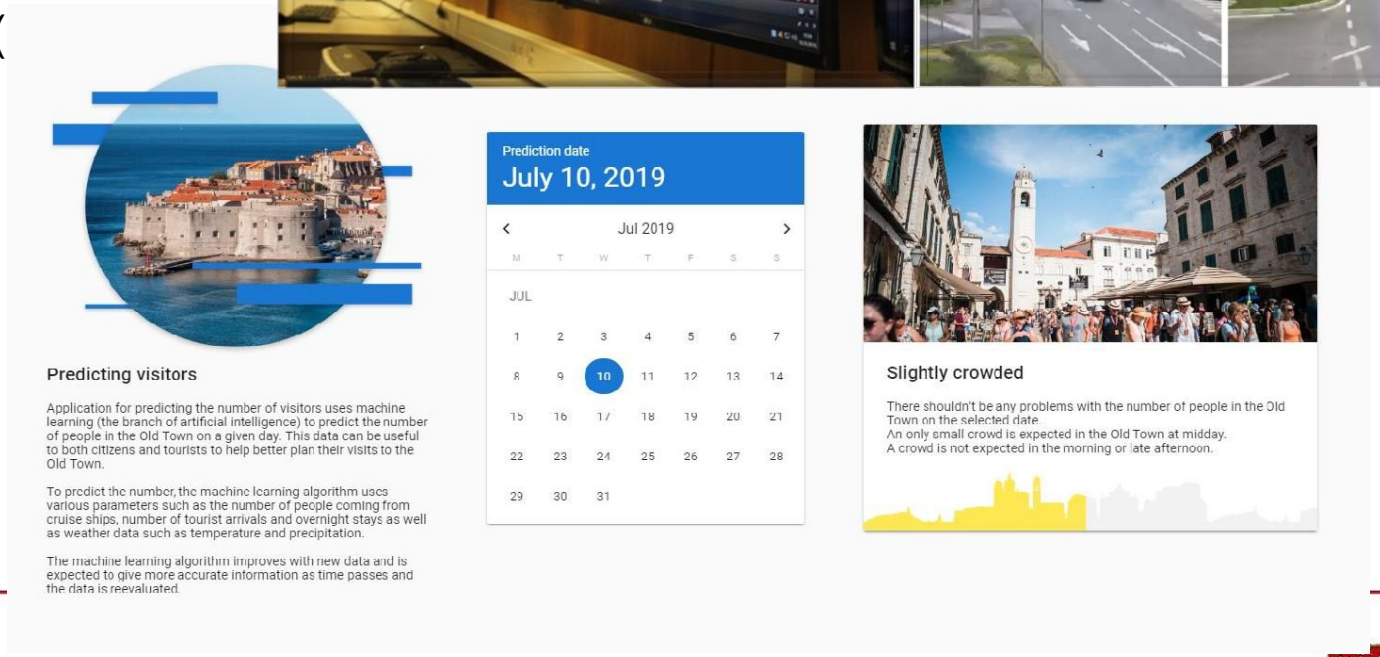
Management and institutions

- Citizen services
- Economic and financial management
- ICT and internal functions support

SMART CITY

www.dubrovnikvisitors.hr **–** 6 cameras to follow number of visitors in the Old City – real time info
Smart parking- Residents only zones
Urban mobility - Car- sharing, Scooter- sharing (electric vehicels)
Bus web shop– buses /slots
Restricted traffic zone – around Old City (zone)
Shuttle bus service for cruise ships – public city transport– shorter traffic route
Control Room, Coordination Commitee

BUS WEB SHOP



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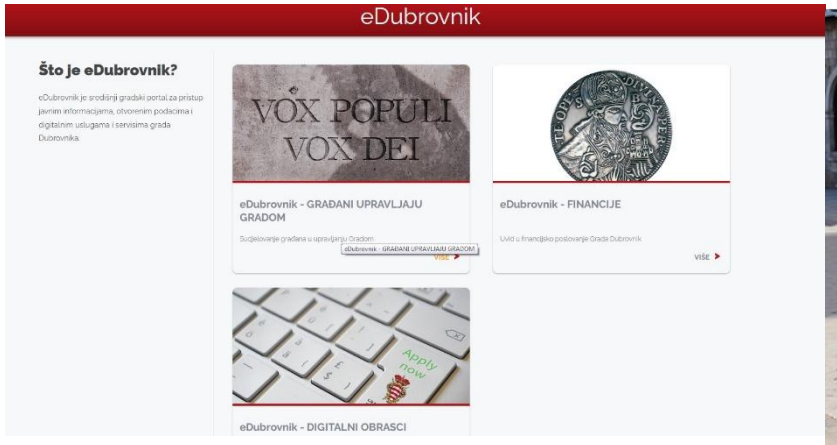
SMART CITY SOLUTIONS – citizen services

- The best city in digital readiness in 2021.
- Dubrovnik Eye – citizen service for communal issues
- Digitalizacija gradske uprave – eDubrovnik platforma
- Participatory budgeting – the project started in 2019. ,continues in 2023. after COVID crisis



Moje ideje postaju djela za bolji Grad.

A global city initiative to keep plastic out of nature by 2030 | PLASTIC SMARTCITIES

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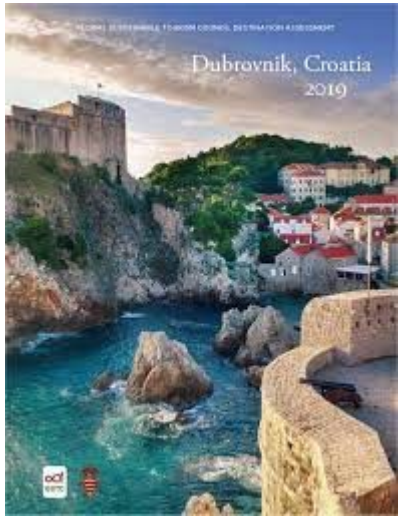
GSTC assessment - Destination Stewardship

GSTC conducted a Destination Assessment of the destination of the City of Dubrovnik according to the GSTC methodology set by the GSTC and based on the GSTC Destination Standard (v1-11/2013)



GSTC is the global standard-setting body for sustainability of tourism, and the GSTC Criteria for Destinations is the international standard for sustainable destination management.

GSTC consulted with 70 stakeholders from national and local government, the private sector, NGOs and universities, and residents

Dubrovnik has achieved 70% of excellence

2nd fase – 2023.

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The UNESCO World Heritage Management Plan “Old Town of Dubrovnik”

- **The first World Heritage Management Plan in Dubrovnik** (and the first of its kind in the Republic of Croatia) - the basis for further processes of guiding the next generations of plans – adopted in May 2021.
- Characterized by an integrated approach through which the protection and preservation of the cultural heritage is combined with the socio-economic development requirements of the territory with a view to ensuring the sustainability in line with the World Heritage requirements and the 2011 UNESCO Historic Urban Landscape Recommendation.
- Current development based on the mass tourism development is evidently the primary issue of the World Heritage Property management since it also produces a major risk for the Outstanding Universal Value of the site – from the liveability aspects to environmental and conservation issues.
- The strategic actions proposed by the Management Plan are divided into priorities : **Management of the site and capacity building; Protection, Conservation and Maintenance; Strategy for Sustainable Development; Visitor Management; Traffic Management; Disaster Management**
- **The development of the UNESCO World Heritage Management Plan for the Old Town of Dubrovnik ensured a participatory approach involving all relevant stakeholders at the regional and local level and the public (citizens) in decision-making processes. The main advantages of this approach are better insight into real problems, creating a strong base for community interventions, timely public involvement and providing an opportunity for all stakeholders to express their opinions and ideas**.

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RESULTS

The press worldwide has also reported on the changes

RESPECT THE CITY PROJECT
the path for new opportunities in time of crisis – Covid
determined to continue with the project RTC and develop it

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DUBROVNIK FUTURE PROJECT
Urban development & diversification of economic activities

- **Quality over quantity**
- **Policentric urban development:new city &mobility centre – Seafront GruŽ**
- **Long terms – urban development, new roads and tunnel investments**
- **Reconstruction and revitalization exTUP factory** – New European Bauhaus- selected among 20 EU projects
- **Creative industries development**; **Digital Nomad program**

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THANK YOU FOR YOUR ATTENTION

Our VISION
Dubrovnik as a leader in sustainable tourism in the Mediterranean area

Our MISSION
We are committed to ensure Dubrovnik is a great place for everyone – residents and guests alike

Jelka Tepšić Deputy Mayor

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