



Dubrovnik, Croatia

„Destination Response to Cruise Development Challenges”

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Challenges

- **Tourist arrival figures doubled** from 2010-2017, expected to grow further in 2018
- **1.18 million arrivals in 2017** or **17% more than in 2016!**
- **Overtourism is seasonal:** 85% of all cruise and 90% of all airplane arrivals from May-November
- **Overtourism is at narrow hotspots (old town) - 10.388 in one moment, August 2016**
- The old town covers only 34 acres and the **main attraction is Stradun**, a limestone-paved pedestrian street 300 meters long and the main Pile gate is only few meters wide



Dubrovnik Challenges

- Cruise ships are **not** the only troublemakers
- **17% annual rise in arrivals by air** (cheap flights), other daily visitors (buses, cars, etc.)
- However, **cruisers contribute to overcrowdedness** with the large number of guests who disembark and especially embark in the **short time span of around 3 hours on average**



Dubrovnik Challenges

- Tourism is the most relevant sector enabling economic development and sustainability of the area.
- In spite of high seasonality, tourism affects urban design, demographics and dynamics, lifestyles, heritage content, architecture, culture and identity in a permanent, year-round way.
- Tourism changes the conditions of living in and around the old town in many positive, but also negative ways: permanent residences in old town dropped from 5,000 in 1991 to less than 1,000 in 2018
- Tourists and locals express a drop in satisfaction as a result of too many tourist-oriented facilities and contents on one side, and the lack of authenticity, local people, culture-relevant facilities, content and services on the other.
- Cultural heritage is at risk
- Dubrovnik shares the destiny of many similar destinations worldwide



1999 vs 2018



Our Vision



Protecting and respecting heritage starts with us, the political and business leaders, the locals and then the tourist industry and travellers.

Only in this manner can it remain a base for sustainable welfare and an inspiration for all.

Our Goals

- Sustainable valorisation of cultural and natural resources
- **Sustainable, responsible** tourism => sustainable development
- High quality of life for local people in Dubrovnik and beyond
- High quality of experience for all visitors (incl. from cruisers)
- Stable profits for the economy and tourist industry (incl. cruising)
- Celebrate/empower authenticity of people, businesses & society



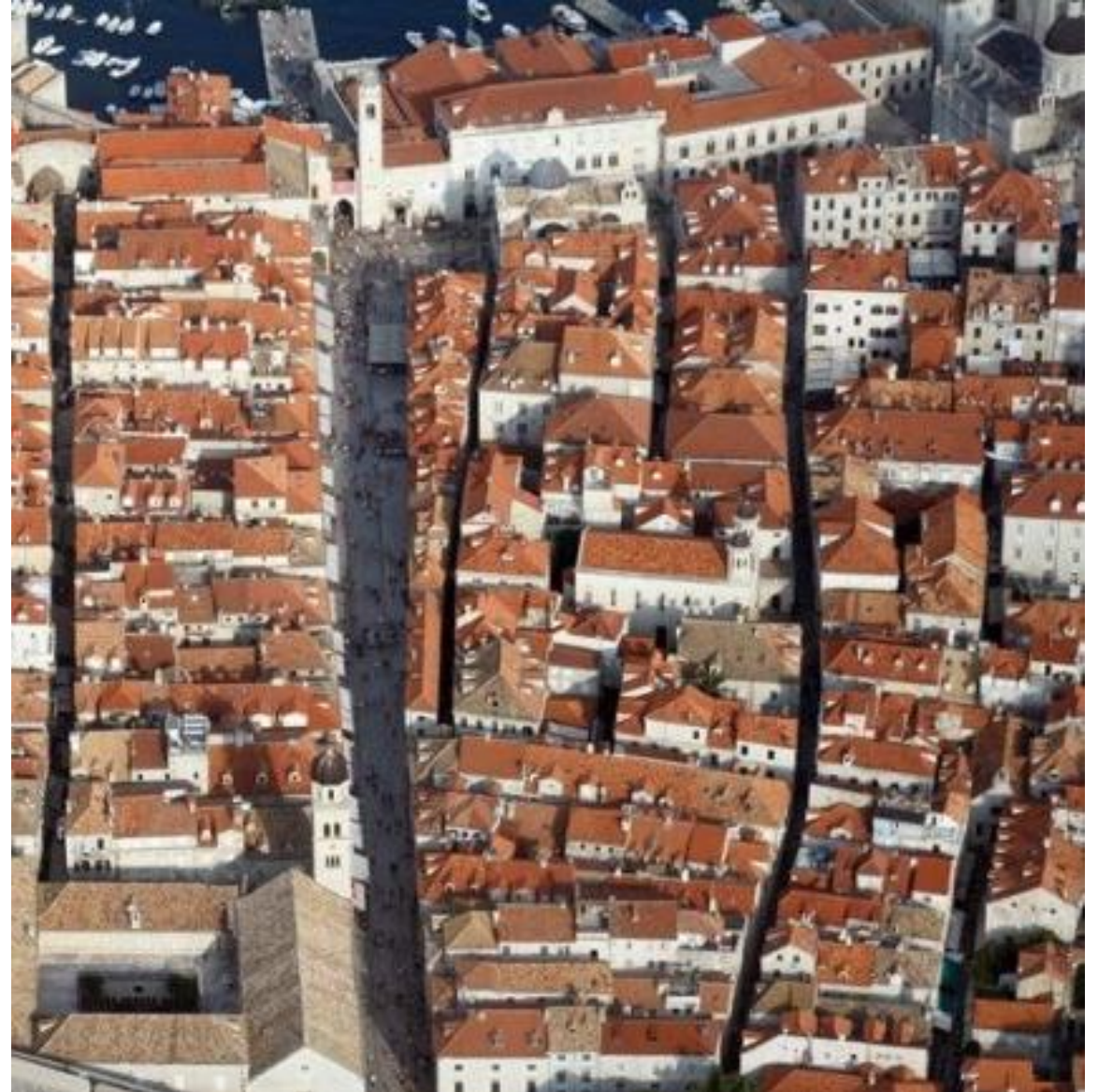
How?

- Integrated destination management
- Public-private and public-civic partnership
- Communication, coordination, cooperation
- Solution co-creation, innovation
- Optimization, distribution, diversification
- A blend of short-, mid- and long-term measures



Respect the City

- Started in 2017
- **Integrated & sustainable, a responsible tourism project**
- **Turning strategies & cultural heritage management plans into an integrated Action Plan**
- **Destination management should be everyone's long-term interest**
- **To be implemented through dialogue, coordination and cooperation**
- **Involving all relevant stakeholders, not only from tourism**
- **E.g. traffic police, civil protection, cultural institutions and associations...**
- **Design of a vision with accompanying elements that can raise visitor awareness – web pages, caps, T-shirts, flags for guides, positioning logos at key locations within the city...**
- **A set of short-, mid- and long-term measures**



Measures for 2018

1. Stakeholder awareness-raising, involvement and participation
2. Better coordination and distribution of embarking & disembarking times for cruise passengers (CLIA)
3. Monitoring and limiting the number of visitors at cultural heritage hotspots, incl. all visitors
4. Traffic coordination and management (police, municipal and traffic officers, parking places, etc.)
5. Developing alternative visiting modes and excursion offers
6. Safety and security intervention planning
7. Agencies are advised that regarding the arrival of excursion buses at Pile, the disembarkation of visitors will not be possible on Thursdays and Saturdays from July 01 to September 15, 2018



Long-Term Intervention: 4 Main Pillars

People:

capacity-building for
sustainability and
responsibility

Offer:

quality and diversity of
sustainable/responsible
tourism offer

Sustainability:

cultural/natural
heritage-sensitive
development

Accessibility:

intelligent, intermodal,
integrative and
sustainable
transportation & traffic

Innovation

- Integrated Smart Solutions
- Collaborative protection of cultural heritage
- Smart visiting & transportation
- Participative DMO/DMC platforms
- Permanent open-space for cooperation
- Public-private-civic partnerships
- Social innovation/impact business models



Digital solutions

ALTER ECO , MED program 2014-2020

- The aim is to reduce the concentration of human activity in so-called tourism hotspots in order to maintain load capacity levels and to preserve the value of the Mediterranean area through the adoption of an innovative resource management strategy and pilot actions.
- Implementation of Pilot Activities: it has been detected that one of the necessary measures needed to achieve sustainable tourism in the City of Dubrovnik is by relieving the overcrowding of the Old Town (especially when the number reaches the noted critical point of 4000 people); the pilot activity involves the use of IT technology for the purpose of diverting tourists from the Stradun area to alternative city attractions in order to increase flows.

Cultural Heritage for the Future

- Cultural heritage is not only to be protected, but also to be sustainably activated
- Respecting heritage is the foundation, sustainable activation of heritage is the wall, but co-creation of new culture inspired by our heritage and the challenges of sustainability of the cultures and communities is the roof and crown of our efforts
- Only sustainable, respectful communities are sustainable destinations, and the source of well-being for the future of locals and visitors alike



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Thank you!



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