RESPECT THE CITY
Making a sustainable destination

Jelka Tepšić, deputy mayor
Tunis- November 2019
Dubrovnik in 2017 and before

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

3rd on the List of Destinations to Avoid in 2018
Making a difference

• first results in season 2018
• no queues on Pile gate and on the mail square
• positive media articles about tourism in Dubrovnik

DUBROVNIK TO CAP THE NUMBER OF CRUISE SHIPS ALLOWED TO DOCK EACH DAY
CLIA and Dubrovnik Memorandum of Understanding

- two years of co-operation and joint success
- it is not about the number,
- **it is about the flow**

“Dubrovnik is first and foremost our home. We want to welcome guests and share our amazing home in a way that protects and preserves it.” - mayor Mato Franković
Developing sustainable tourism

• smart city programs
• CROSTO project
Global Sustainable Tourism Council

• GSTC will conduct a destination assessment for Dubrovnik, based on the criteria for sustainable tourism and destination management established by the United Nations.

• We will be provided with specific information that will help us define further steps in managing the destination.
Communication with our public

• PR campaign Respect the City - aimed at all the visitors of Dubrovnik, but also our citizens

• behind the scenes
  Environmental presentations by TUI cruises CLIA and Q&A and ship tour onboard Mein Schiff 6

• ReDu campaign
Where are we going in years to come?

- Further cooperation with CLIA
- Quality over quantity
- Long terms – urban development, new roads and tunnel investments
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

Thank you for your attention.