UNWTO
World Tourism Organization

SMART CITY DUBROVNIK:

Smart destination management for sustainable future

Mr. Mato Franković, Mayor City of Dubrovnik

July 2021

Grad Dubrovnik
City of Dubrovnik

RESPECT THE CITY
POŠTUJMO GRAD

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

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Respect the City (RTC)

- main goal: to **prevent** a further degradation of the quality of life of residents, **preserve** the fragile cultural and natural heritage of the city and **enhance** the quality of the visitors' experience

- multidisciplinary project attracted the attention of international media and the global tourist industry – partners CLIA and GSTC

- visible reduction of crowds, optimization and diversification of tourism products and services

- the increase of tourism numbers cannot be the only measure of the success of a destination

Dubrovnik 2017 and before

CLIA CRUISE LINES INTERNATIONAL ASSOCIATION

GSTC Global Sustainable Tourism Council

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No.1 smart city in Croatia and region

- numerous smart apps - optimization and diversification of tourism products and services; creating a more sustainable path of development for the future
- Dubrovnik visitor, Dubrovnik Card, smart parking, electric car sharing, Dubrovnik eye (citizen service), smart benches, Plastic Smart City of Dubrovnik, free Wi-Fi in public transport, AlterEco project
- Citizens and tourists are significantly facilitated and traffic safety and energy efficiency is improved

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

LIBERTAS

MediaKing
Making your WiFi smarter

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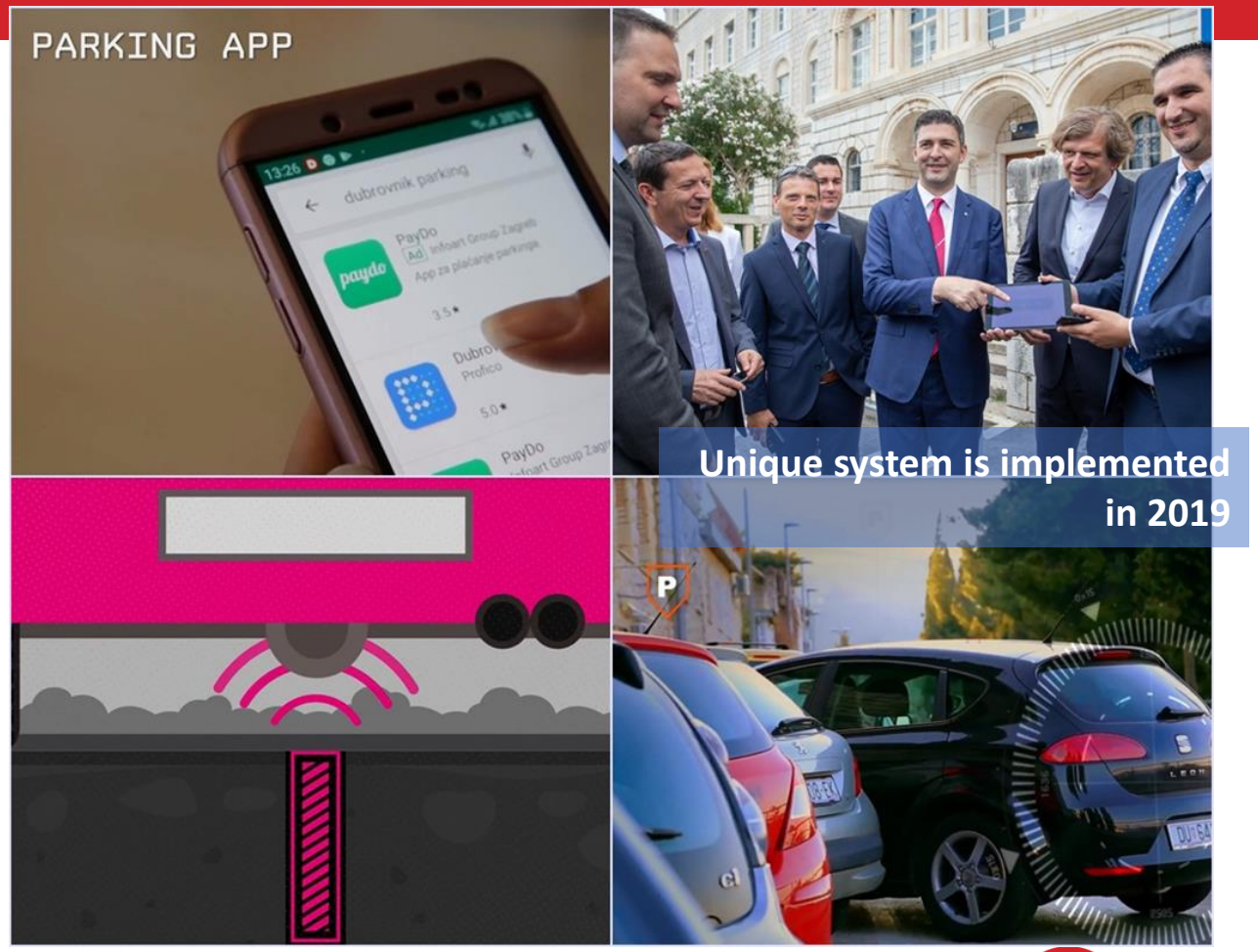
Smart parking Dubrovnik

- NB-IoT network (Narrow band Internet of Things) – one of the greatest in the world
- 2.016 senzors and 20 displays for free spots
- *Dubrovnik Parking* app users save time and money
- project worth 3,2 million kuna was carried out by Hrvatski Telekom



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Electric Car sharing service

- upgrade of the public transport network
- 30 cars on 30 locations
- innovative & easy to use with Android or IOS app
- vehicles are booked, unlocked and paid for with the app from a smartphone

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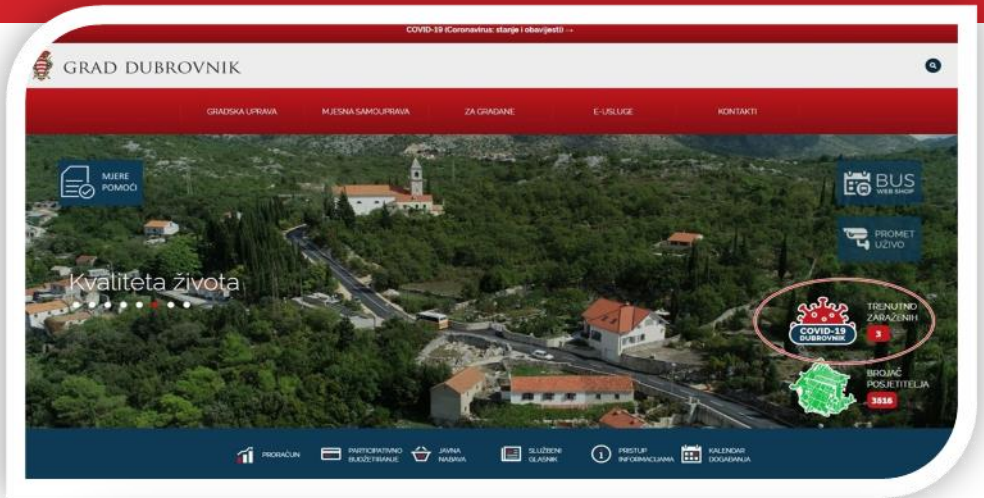
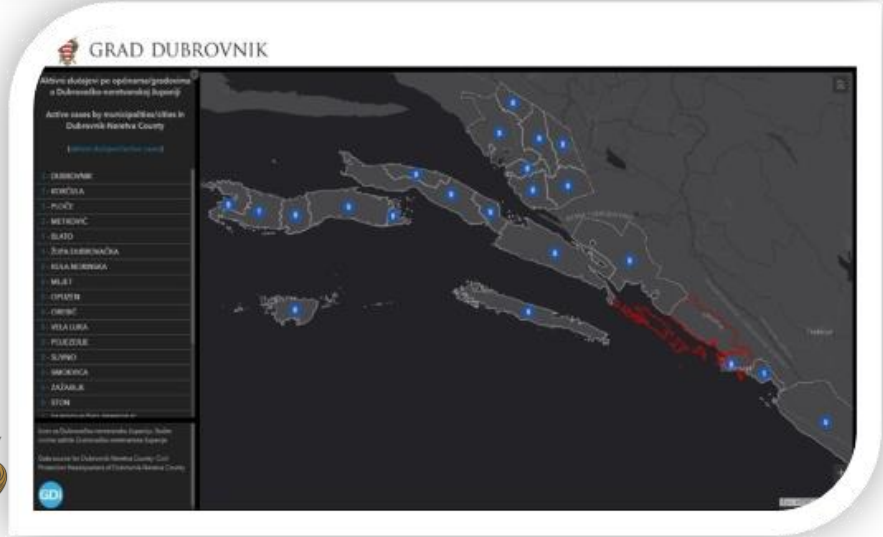
WEB data – COVID 19





- the number of people infected with coronavirus in the south of Croatia
- accurate insight into the epidemiological situation in Dubrovnik
-
- timely and reliable information aimed at citizens and all visitors

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Video cameras

- video surveillance system of public spaces

- The system consists of over one hundred cameras deployed on the 48 most frequent places in the city and all of these cameras are connected to the video surveillance centre which is staffed 24 hours a day.

- serves for the control of improper parking and traffic monitoring, as well as increasing security, combating crime and detecting perpetrators.

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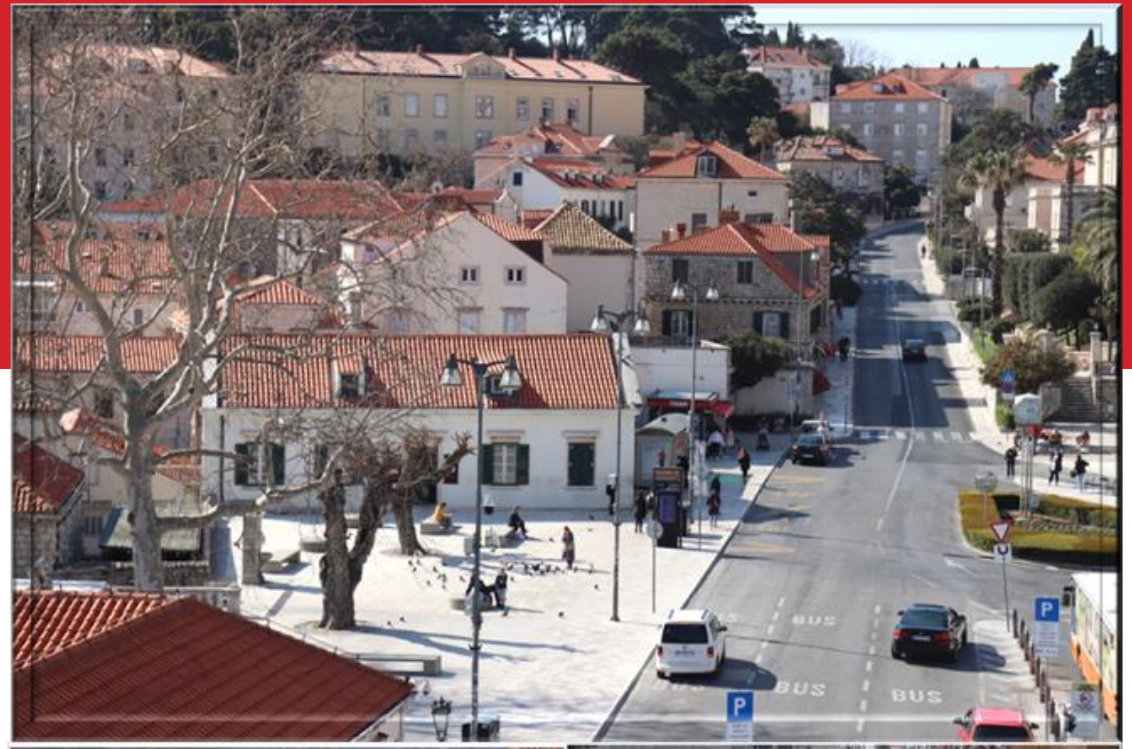

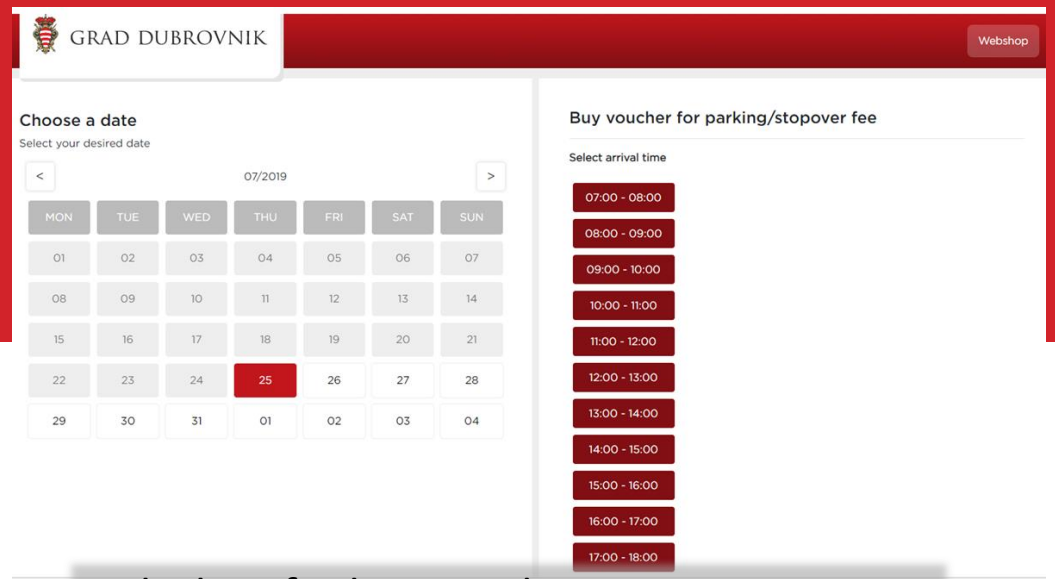

web shop for bus vouchers

DIGITALIZATION OF MUNICIPALITY

live web stream of most crowded traffic spots:

Pile gate

Ilijina glavica

Gruž

Solska baza

Pošta Lapad

Dom zdravlja

Promotion of urban mobility

City cargo bikes

EU project City Charger Cargo Bike – four cargo electric bikes for City and public sector

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Looking further – Park´n´Ride

Parking lot with 624 parking spaces and terminal for passengers

- Park 'n' Ride car park on Pobrežje for cars and taxis, as well as buses with a traffic connection to the main roads and public transport to the city centre
- one step closer to the planned restriction of car access to the boundaries of the contact zone of the historic core, which is one of the goals of the Respect the City strategic project

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Urban development in future

Policentric urban development: new city & mobility centre Seafront Gruž

Dubrovnik electric boat trams

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

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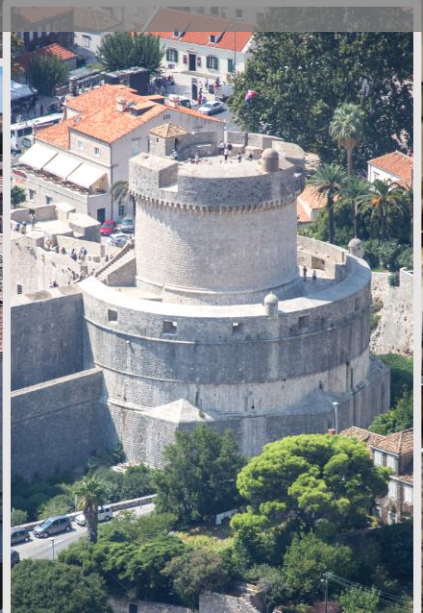
THANK YOU FOR YOUR ATTENTION!



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