



**DUBROVNIK (CROATIA)**  
**Respect the City, Respect the Heritage**

*Mato Franković – Mayor of Dubrovnik*

The city of Dubrovnik saw its tourist numbers doubling from 2010 to 2018. These tourists are changing the living conditions in and around the old city. In 1991, there were 5000 residents in the old city, while in 2018 there were only 1000. In June 2017, the world media talked about the death of Dubrovnik”, and about how the City is being “destroyed” by tourism. Clearly, the quality of the service had been declining. UNESCO also responded saying that Dubrovnik had to react, otherwise an inscription on the World Heritage List in peril was to be expected.

With the Respect the City project, the City of Dubrovnik started to transform the image of the city as a sustainable destination. Dubrovnik is a city that lives of tourism, where 80 percent of the population works in this sector. At the same time, citizens expect of their city a better balance, an environment in which they can make money but also have a decent place for living.

Among other things, the City started to cooperate with the CLIA (Cruise Lines International Association) in order to negotiate a long-term strategy for managing the city’s tourism. One of the key elements was that the City wanted separate cruise departures and arrivals. Another measure – that was less popular, but necessary – proved to be a success: the City forbidden arrivals of excursion buses from the destinations outside of Dubrovnik on Thursdays and Saturdays, the busiest days of the week.

To ensure the success of a project like this, the City also needed to raise awareness through the use of media and mobilize the community to ensure that the message reaches as many people as possible. Activities to increase visibility are being implemented, as well as tools for educating locals and tourists. Thus, the message that the City wants to convey about the application of the project will have a greater impact and people will feel involved.

Every decision seems like a small step, but they are big enough to be recognized by the world’s tourist public. Thanks to that, the City can hope to change its image as a sustainable destination.

*Photos: City of Dubrovnik*





RESPECT  
THE CITY  
POŠTUJMO  
GRAD

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STARA GRADSKA JEZGRA DIO JE SVJETSKJE BAŠTINE POD UNESCO-OVOM ZAŠTITOM – PRISTUPAJTE JOJ S POŠTOVANJEM KAKO BISMO JE OČUVALI. GRAD DUBROVNIK ŽELI VAM UGODAN BORAVAK.

**THE OLD TOWN OF DUBROVNIK IS PART OF THE UNESCO WORLD HERITAGE LIST – TREAT IT WITH RESPECT IN ORDER TO PRESERVE IT. THE CITY OF DUBROVNIK WISHES YOU A PLEASANT STAY.**

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Molimo ne krećite se u kupaćem kostimu, bez odjeće ili dijela odjeće.  
**Please do not walk around in swimwear or inappropriately uncovered.**
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Molimo ne vozite bicikle, motocikle, mopede ni automobile bez posebnog odobrenja. Iznimka su bicikli za djecu mlađu od 7 godina.  
**Please do not ride a bicycle, motorcycle, moped or drive a car without obtaining special permission beforehand. Exception applies to bicycles for children under 7 years of age.**
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Molimo ne bacajte opuške na javnu površinu.  
**Please do not discard cigarette butts in public spaces.**
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Molimo obvezno držite pse na povodcu.  
**Please keep dogs on a leash.**
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Molimo ne konzumirajte hranu, piće i ne ponašajte se nedolično u blizini spomenika kulture.  
**Please do not consume food, beverages or misbehave around cultural monuments.**
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Gradske zidine vrlo su visoke i mogu biti opasne, molimo ne penjite se na zidove i poštujujte istaknuta pravila.  
**The City Walls are very high and can be dangerous, please obey the rules.**

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NEPRIDRŽAVANJE NAVEDENIH PRAVILA PONAŠANJA PODLIJEŽE PREKRŠAJNOM SANKCIONIRANJU.  
**FAILURE TO COMPLY WITH THESE RULES OF CONDUCT WILL RESULT IN A FINE.**



Grad Dubrovnik  
City of Dubrovnik



Turistička zajednica  
grada Dubrovnika  
Dubrovnik  
Tourist Board



Old City of Dubrovnik  
inscribed on the World  
Heritage List in 1979

**Watch the presentation**

Copy the link or scan the QR code on your phone to watch the full presentation.

<https://youtu.be/VEYCKEeeB9g>

