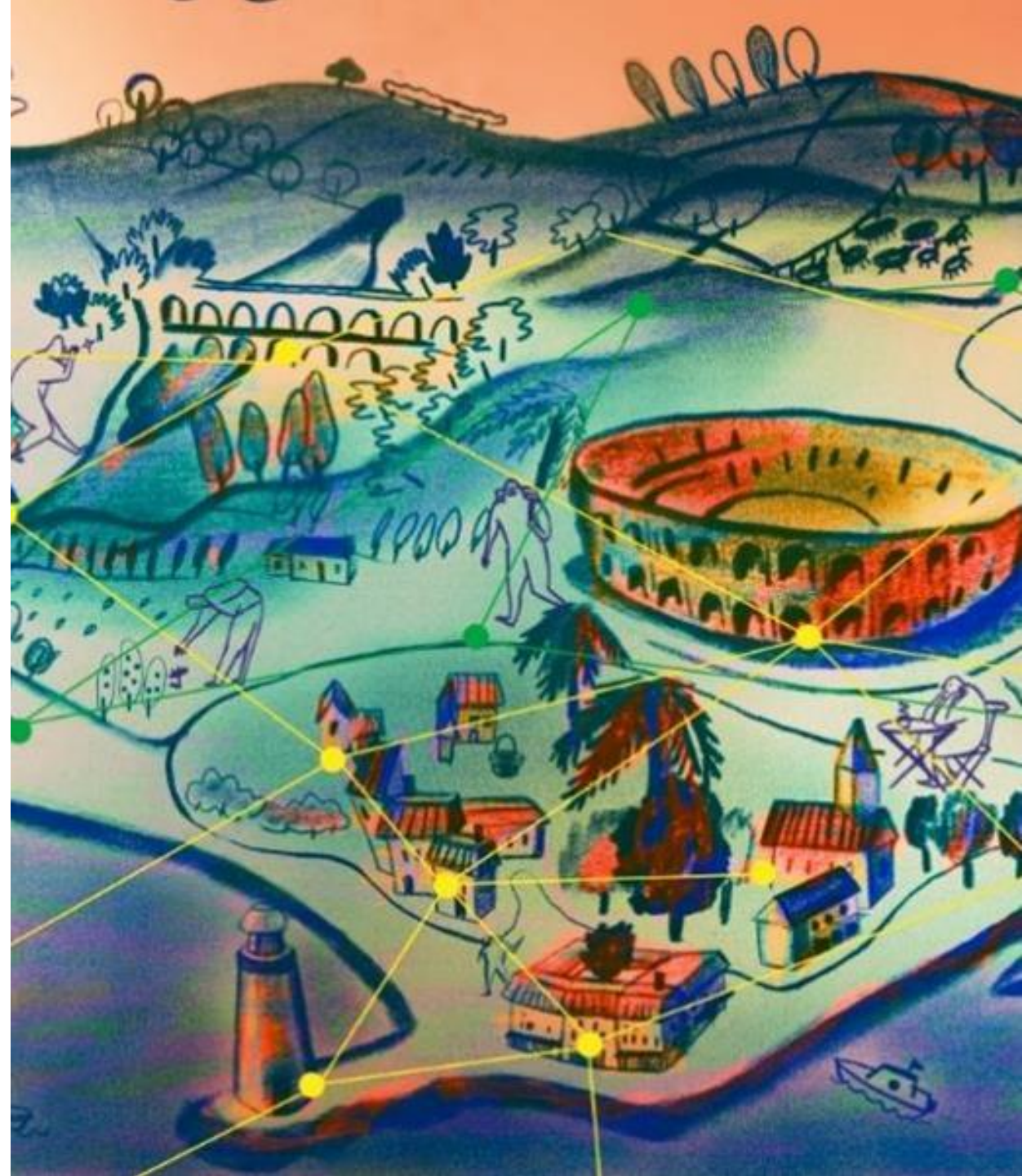


Mainstreaming Model: The Case of Dubrovnik

Herit Data Final Conference

7th April 2022

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Mainstreaming Model

Overarching Objective

Motivate destinations who want to prevent or already have flow management challenges in their destinations to take action.

Main Objective

The main objective is to communicate the achievements made and lessons learned for other tourism destinations that could be interested in replicating.





Mainstreaming Model:

1. Existing need/issue
2. Decision making process
3. Methodology
4. Measures Taken



EXISTING NEED/ISSUE

An aerial photograph of the Old Town of Dubrovnik, Croatia, showing the harbor and surrounding buildings. The harbor is filled with numerous small white boats and a few larger vessels. The surrounding buildings have red-tiled roofs and are built on a hillside. The text "DECISION MAKING PROCESS" is overlaid in the center of the image.

DECISION MAKING PROCESS

A photograph of a historic town, likely Dubrovnik, viewed through a stone window frame. The town features numerous buildings with red-tiled roofs and a prominent church with a dome. In the background, a large, green, rocky hill rises under a blue sky with scattered clouds. The word "METHODOLOGY" is overlaid in bold black text across the center of the image.

METHODOLOGY

MEASURES TAKEN



A new case study of mainstreaming model is out !

Are you a cultural or natural heritage destination?
Are you facing or you want to prevent high tourism flows in your heritage sites.

Learn about Dubrovnik, a destination who is monitoring tourism flows in its historic center and managing cruise ship arrivals in order to provide better visitor experience.

Mainstreaming is one of the most important result of the project.
It aims to inspire other destinations or sites that are undergoing similar challenges in the matter of high flows, or destinations/sites that want to anticipate to those challenges, to embark in the measuring HERIT DATA did to also take action and how we intends to do so: By highlighting experiences from HD but also success stories from other projects/initiatives (desk research) answering the following questions:

- what was the problem?
- how was the decision-making process?
- what was the methodology implemented?
- what actions have been taken as a result?

It is a mean to disseminate its successful results and to encourage their transferability to other organisations or stakeholders working in sustainable tourism, and to influence and improve current policies and practices.

In the Mainstreaming Model of Herit Data, 6 pairs will be delivered.



Interreg
Mediterranean
HERIT-DATA

Project co-financed by the European
Regional Development Fund

HERIT DATA PROJECT

DUBROVNIK, CROATIA

HERIT DATA Pilot site

EXISTING NEED / ISSUE
Increased number of visitors and tourism related activities which have happened in Dubrovnik over the last couple of years affected the existing infrastructure. This resulted in transportation challenges and impacted natural and cultural resources. Consequently, these high numbers of visitors influence on citizens' daily routines and quality of life, while decreasing visitors' experience of the city.

DECISION MAKING PROCESS
In 2015, the UNESCO/ICOMOS Reactive Monitoring Mission proposed to the City of Dubrovnik to monitor the flows of people in the city's historic centre, due to the overcrowding and to the increase of tourism activities. The City of Dubrovnik contracted Dubrovnik Development Agency, DURA, to look for the most suitable solution using IoT technology and external expertise. At that time, there were no ready-made (off-the-shelf) solutions on the market, so the appropriate solution was delivered and installed by local IT companies. The data collected using the installed system is analysed by city officials to make smarter and more rational decisions about pedestrian traffic management and the delivery and supply of the historic core. Joining the HERIT-DATA project as a pilot site allowed Dubrovnik to create additional solutions, and this complemented the ongoing process.

METHODOLOGY
Six cameras monitoring the people passing through access points of the historic core. The cameras are placed at all entrances and exits and the data collected is updated every 15 minutes. The cameras have a built-in processor that pre-processes the image on site and sends to the internet server only one number of people entering and leaving the entrances of the old town. The system does not recognise faces, but distinguishes people from objects (luggage, pets...). It calculates the number of entries minus the number of exits. The data is often presented using Excel charts that can be easily readable.

MEASURES TAKEN
Once all the data was processed, Dubrovnik implemented two types of measures. The first one was to renegotiate the number of cruise ships that arrive at the city's port at the same time, in order to manage number of people disembarking from the cruise ships and creating pressure points in the city center. The second action was to manage visitors' access to the sites that were overcrowded, especially at certain periods in the day, for example in morning hours. Another relevant project regarding sustainable tourism management in Dubrovnik is Respect the City (RTC) project, which is a multidisciplinary strategic destination management project with an action plan. These actions have helped improve visitors' experience and data is still being analysed in order to keep improving and managing the destination.

Entity behind this pilot site: City of Dubrovnik and Dubrovnik development agency DURA

THANK YOU FOR YOUR ATTENTION

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