



Dubrovnik historical core



Pilot Site of Croatia



The European Interreg Med "Herit-Data" project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

A digital platform will be set up and tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).

Dubrovnik is a city in the south of Croatia. It is the administrative center of the Dubrovnik-Neretva County and one of the most important historical and tourist centers in Croatia. It is located in southern Dalmatia and according to the 2011 census, Dubrovnik had a population of 42,615. Dubrovnik was one of the centers of the development of the Croatian language and literature and it is a birthplace of many important Croatian poets, playwrights, painters, mathematicians, physicists and other scholars. Focus of Dubrovnik pilot Herit-Data project is the area of Dubrovnik historical core.



Type: City center
Localisation: Dubrovnik - Croatia
Website: www.dubrovnik.hr



PROTECTION
1979 | Unesco World Heritage List

WHAT WILL BE TESTED AND WHY ?



The visitors counting tool.

The tool collects information about number of people within the historic core.

The visitor counting system consists of six counting cameras placed on all entrances and exits of the historic core.

Data collected from the cameras is updated every 15 minutes and sent to Snap4city platform.

The system is GDPR compliant.

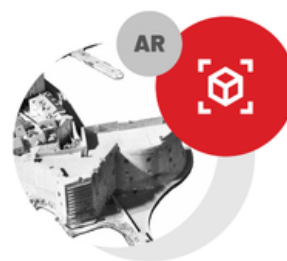
The camera has a built-in processor that preprocesses the image on-site and sends only a number (the number of people entering and exiting through historical core entrances) to the Internet server.



Application for people management with elements of augmented reality.

The application consists of two parts:

- Real time detection of number of people within Rectors Palace.
- Augmented reality stories from Dubrovnik past, taking place in Rectors Palace only outside the peak hours.



Kroz proširenu stvarnost oživi povijesne likove

Na svojoj šetnji kroz muzej pronađi posebnu AR signalizaciju i pokreni sadržaje proširene stvarnosti.

DALJE

WHAT IS PLANNED OR IN THE PIPELINE ?



Based on the information and data from the visitors counting system, the city will be able to make smarter and more rational decisions about pedestrian traffic management around and in the historic core and find out better ways to organize the delivery and supply of the historic core.



Application for people management with elements of augmented reality will help Dubrovnik museums to redistribute crowds during the day. That way individual visitors could be attracted to visit the museum outside peak hours because only during hours with small number of visitors augmented reality stories would be available.



Real time Twitter analysis will help us monitor sentiment of guests coming to the city and help us detect and improve detected imperfections.



www.dura.hr - www.dumus.hr/en/ - www.snap4city.org/741

