



Smart City Dubrovnik

No.1 Smart City in Croatia and the Region



Ana Hrnić

City of Dubrovnik representative for
Tourism and Sports

Genoa: 18 June 2026



From “the death of Dubrovnik?” to a global case study

- In 2017, Dubrovnik became a global symbol of overtourism. Today, it is internationally recognized as one of Europe’s leading examples of sustainable tourism governance in a historic city.

From “the death of Dubrovnik?” to a global case study

Rapid tourism growth created severe pressure:

- cruise congestion
- overcrowding
- traffic bottlenecks
- resident dissatisfaction
- degradation of visitor experience

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



From “the death of Dubrovnik?” to a global case study

- International media listed Dubrovnik among destinations to avoid due to overcrowding.
- Dubrovnik realized that the issue was not simply the number of visitors, **but the management of visitor flows.**

Respect the city – the turning point

In 2017, Dubrovnik launched the multidisciplinary strategic project **Respect the City**, with the main objectives:

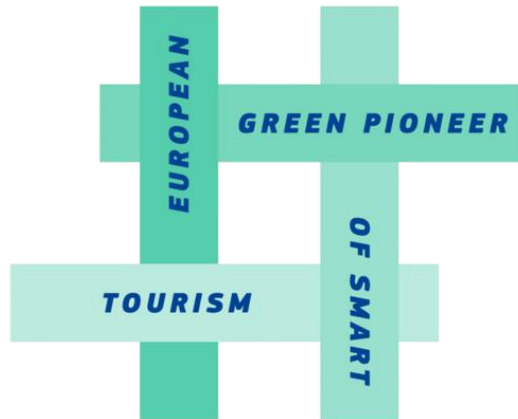
- protect cultural heritage
- improve quality of life for residents
- improve visitor experience
- introduce sustainable tourism governance

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Respect the city – the turning point

- Dubrovnik shifted from reactive tourism management to proactive and data-driven destination management.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**





The dark side of tourism: Dubrovnik residents use TV to decide when to go out



EUROPEAN GREEN PIONEER OF SMART TOURISM



2017  today

Inclusive and Smart Tourism Destinations: Strategies for innovation



Cruise tourism management – controlling the flow

Dubrovnik established strong cooperation between:

- CLIA
- Port Authority Dubrovnik
- City of Dubrovnik
- Police authorities

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Cruise tourism management – controlling the flow

Measures introduced:

- max of 2 cruise ships simultaneously /max 4.000 people
- minimum 8-hour stay policy
- new docking schedules
- coordinated arrival management
- cruise taxes and regulations

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Smart City & digital tools

- Dubrovnik Visitors
- Dubrovnik Pass
- Special Traffic Regulation Zone
- Bus Web Shop
- Smart Parking
- Park'n'Ride system

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Visitor - flow management & Carrying capacity

Dubrovnik Visitors

- real-time monitoring of visitor movements
- crowd prediction system
- forecasting congestion dates and hours

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Dubrovnik Pass



- Dubrovnik Pass is an integrated smart tourism platform connecting Dubrovnik's key cultural attractions, public transport, and digital visitor-management tools within a single system

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Dubrovnik Pass

The system helps to:

- disperse visitors more evenly across the destination
- reduce overcrowding at the most sensitive heritage sites
- manage visitor flows in accordance with carrying-capacity limits
- improve the quality and safety of the visitor experience
- generate revenue for heritage preservation

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Dubrovnik Pass

- nearly 500,000 passes sold in 2025
- more than €20 million revenue generated
- revenues reinvested into heritage and culture
- visits to museums and galleries increased by 46% between 2023 and 2025.

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Traffic management & mobility

- Special Traffic Regulation Zone
- Bus Web Shop reservation system
- Smart Parking system
- Park'n'Ride project
- public transport integration



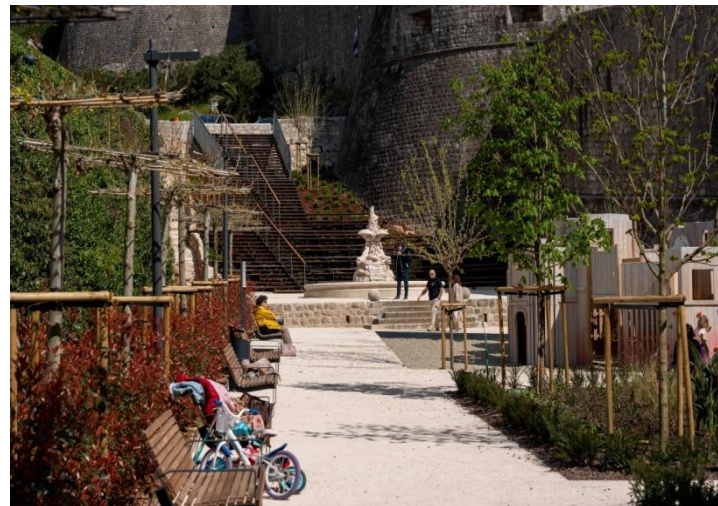
Security and
Environmental
Monitoring

Inclusive and Smart Tourism Destinations:
Strategies for innovation



Green infrastructure network: Gradac, Pile and Platana Parks

- Redevelopment of Gradac Park, Pile Park plateau and Platana Park, including new promenades, landscaped green areas and multifunctional public spaces for concerts, events, relaxation and community gatherings.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Green infrastructure network: Gradac, Pile and Platana Parks

- This integrated green infrastructure project strengthens Dubrovnik's urban resilience to climate change while improving public space quality, environmental sustainability, cultural amenities and overall quality of life for residents.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Smart and accessible city

- In 2023, a geo-location database with 633 mapped points showing accessibility information and barriers for wheelchair users was launched through the cooperation of the Dubrovnik Technical Culture Association, the City of Dubrovnik, and the Dubrovnik Tourist Board.
- <https://accessible-dubrovnik-map.giscloud.com/>

Smart and accessible city

- The web platform and accessibility map provide information on accessible, partially accessible, and inaccessible locations across Dubrovnik, including barriers such as curbs, stairs, and steep slopes, supported with photos and detailed accessibility data.
- The application also includes accessible hotels, beaches, pharmacies, healthcare facilities, and tourist attractions, allowing visitors to plan their stay more easily and independently.

Smart and accessible city

- As part of its Smart and Accessible City strategy, the City of Dubrovnik continuously improves accessibility through measures such as audio traffic signals for visually impaired citizens, handrails at public locations, and beach lifts for persons with disabilities at six city beaches.
- The Airport and Port Authority have also provided improved conditions and accessibility for blind and visually impaired persons.

Smart and accessible city - Inclusivity

- A unique tactile model for blind and visually impaired visitors was installed as part of the “Lazareti – Creative Quarter Dubrovnik” project. The project is funded through the European Regional Development Fund.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Smart and accessible city

- Dubrovnik Ruđer Bošković Airport introduced a dedicated assistance zone for passengers with reduced mobility, providing support and travel information to ensure a more accessible and inclusive travel experience for all visitors.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



- The initiative was developed as part of the DANOVA NEXT project, focused on improving accessibility and inclusivity in transport and tourism infrastructure.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Transport of persons with disabilities

- A specialized vehicle transports people with disabilities to work, recreation, treatment and occupational therapy every day.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Inclusive Sports Programs

- The City of Dubrovnik became the first city in Croatia to introduce a dedicated funding category for sports programs for persons with disabilities within local sports clubs.
- In 2026, contracts were awarded to **9** Dubrovnik sports clubs supporting programs for persons with disabilities and children with developmental difficulties, with total funding of €124,000.

Inclusive Sports Programs

- The program has been continuously developing and growing financially since 2022, and it is now being followed by other Croatian cities.
- In 2025, 73 children and persons with disabilities participated in the programs, representing an increase in the number of beneficiaries (12 more than in the previous year).

Inclusive Sports Programs

The funds are used for:

- Training and education of professional staff
- Sports equipment and training aids
- Professional coaching and competitions
- Support for young promising athletes with disabilities

The goal of this program is to improve the quality of life and social inclusion through sport, as well as increasing the involvement of sports clubs in the future.

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Community Services Centre for an Inclusive Future

- The City of Dubrovnik and the Croatian Government are investing 3 million EUR in the transformation of the former Hostel in Gruž into a modern Community Services Centre for children with developmental difficulties and persons with disabilities.
- The new center will provide adapted spaces for therapies, workshops, counselling, and daily support services across approximately 1,000 m².

Community Services Centre for an Inclusive Future

- The selected location is particularly valuable as it is situated in the city center, further promoting inclusivity and raising awareness of the importance of social services.
- At the same time, it complements the existing activities at the swimming pool facility, such as programs for children with developmental difficulties, thereby creating opportunities for the development of additional activities and creating stronger connections between service users and the local community.

Community services center for an inclusive future

- This project highlights Dubrovnik's commitment to inclusion, accessibility, and equal opportunities for all citizens.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**



Dubrovnik: Investing in social inclusion

- The City of Dubrovnik has agreed on the location for the construction of a Community services center intended for children with developmental difficulties and persons with intellectual disabilities over the age of 21 on 20,000 square meters.



**Inclusive and Smart Tourism Destinations:
Strategies for innovation**





*It's not about number,
it's about a flow.*

Thank you!

Ana Hrnić



City of Dubrovnik representative for
Tourism and Sport

**Inclusive and Smart Tourism Destinations:
Strategies for innovation**

