



Grad
Dubrovnik
City of
Dubrovnik



RESPECT
THE CITY
POŠTUJMO
GRAD



MEMORANDUM OF UNDERSTANDING

24 JULY 2019

This Memorandum of Understanding is entered between the City of Dubrovnik, representing its public and private sector stakeholders, and Cruise Lines International Association, representing the cruise industry including cruise lines and partners. These parties desire to work together to address issues of tourism management in Dubrovnik with the aim of helping to establish Dubrovnik as a model for sustainable tourism in the Adriatic Region and beyond. To this end, the parties will:

- **Work together to address tourism management issues in Dubrovnik;**
- **Engage in relevant research** to inform effective planning and decision-making regarding tourism issues in Dubrovnik;
- Use **globally recognized, sustainable tourism analysis and planning frameworks** to identify priorities, processes and projects;
- Implement mutually **agreed tourism management projects** as identified through the above analysis;
- **Seek to educate guests and locals** through Project Respect the City on sustainable ways to promote and experience Dubrovnik; matching the experience expectations with the destination capacities, regional customs and culture;
- Seek to develop and implement innovative **visitor and destination management solutions** for visitor flow and tourism management that improve the overall liveability and visitor experience in Dubrovnik; and
- Work together to **execute a joint, multi-channel communications effort** regarding this initiative targeting relevant stakeholders in Dubrovnik, the region and globally.

for City of Dubrovnik

Hon. Mayor Mato Franković

for Cruise Lines International Association

Kelly Craighead, President & CEO