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## **CRUISE INDUSTRY AND CITY OF DUBROVNIK PARTNER FOR SUCCESSFUL DESTINATION STEWARDSHIP**

**Dubrovnik, 24 July 2019** – Today, Cruise Lines International Association (CLIA) and the City of Dubrovnik signed a Memorandum of Understanding with the City of Dubrovnik committing to working together to make Dubrovnik a model of sustainable tourism in the Adriatic region and beyond. The memorandum was signed by CLIA, President & CEO, Kelly Craighead, and City of Dubrovnik, Mayor, Mato Franković.

Immediate actions will be taken under the agreement including conducting a Global Sustainable Tourism Council assessment of Dubrovnik to develop a tourism sustainability roadmap for the city, communicating and implementing the previously agreed 2020 cruise ship berthing policy and developing a campaign to educate guests about the culture and customs of the city and promote attractions outside the Old Town to disperse visitors.

“Dubrovnik is an important destination for the cruise industry. Today’s agreement validates the work we have already done together and formalizes the cruise industry’s continued commitment to the City of Dubrovnik and its people,” said Craighead. “The issue of destination stewardship is complicated. It is important to include all the stakeholders in designing solutions. Mayor Franković is a great champion for the City of Dubrovnik. He is passionate about protecting the interests of its citizens but fair to business partners, such as cruise industry, who want to help Dubrovnik thrive.”

We have developed an open and trustworthy relationship with CLIA and its members over the last two years,” said Franković. “This commitment is just a beginning of a joint systematic, integrated and participative approach that will target some of the most important tourism issues locally and globally.’

The agreement has been praised by destination stewardship experts including Randy Durband, CEO of the Global Sustainable Tourism Council (GSTC), ““Tourism is managed best when public authorities engage all stakeholders in the community meaningfully in destination planning. GSTC applauds the City of Dubrovnik and CLIA for creating collaborative mechanisms to better manage the resident and visitor experience in Dubrovnik,



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applying GSTC's standard for responsible destination management. Public-private partnerships like this are essential to ensuring the commitments and resources necessary for destination stewardship."

*For more information, please contact:*

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## MEMORANDUM OF UNDERSTANDING

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;



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- 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.

Dated: \_\_\_\_\_

\_\_\_\_\_  
for City of Dubrovnik  
Association

Hon. Mayor Mato Franković

\_\_\_\_\_  
for Cruise Lines International

Kelly Craighead, President & CEO