



TOURISM MARKETING

2020

ESSAY & CRITICAL REVIEW

Subject : Impact of new tourism trends and responsible behavior of the
local population - with examples of Dubrovnik and Venice

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I. Introduction

Any change in the society influences positively or negatively the development of another phenomenon, influences the direction and dynamics of trends. Due to the interdisciplinary nature of tourism and the specificity of the tourism market, tourism exhibits a very high degree of sensitivity to all kinds of changes. Tourism shows the ability to adapt to new situations relatively quickly. These changes have a positive and negative impact on tourism. Changes affect the direction, dynamics and intensity of change in tourism, pointing to the trend.

A. Definition of the problem

Nowadays, more and more people are becoming aware of the importance of ecology in their daily lives and in each of our movements. That's why more and more tourists are taking into consideration their ecological impact during their holidays, as well as the local populations who make sure to adopt a more ecological behavior every day. That is why we asked ourselves the following question:

How the cities can adapt their tourism according to the new trends and the responsible behavior of the local population?

B. Structure of work and methods we used

You can find below, in order, each step developing the structure of our work with the methods we have used within this study:

- 1) Research prerequisites that is to say redefining the problem
- 2) Preparation of a marketing plan and confirmation with our teacher
- 3) Data collection and analysis of these data (quantitative and qualitative data):
 - a) Primary data collection gathering for specific purpose which means data about the situation in Dubrovnik and Venice. Use of these methods: observational method, survey research already realized...
 - b) Secondary data collected for another purpose which is the first part of our essay. Use of reports of Eurobarometer, definition of trends and specific words...
 - c) Informal research - to form hypotheses based on the results of the situation analysis for the last part of our plan (critical review)
- 4) Use of internal sources: our knowledge and remarks (for Dubrovnik especially)
- 5) Use of external sources: online journals, newspaper, marketing research, books, videos
- 6) Rewording and interpretation of our researches data
- 7) Writing our final essay



II. Definition and trends of tourism

The trend is the direction, the direction of the development of a phenomenon in time, in relation to another phenomenon. Trends track and compare the movements of a particular phenomenon in relation to time or to another variable. Trends are determined by research, comparison and analysis.

A. Type of tourism trends

Year by year, new forms of tourism appear and become very important in the sector/ Following we will be explaining various types of tourism trends that appeared these last years.

1. Responsible Tourism

Responsible tourism is a tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts, and help local people conserve fragile cultures and habitats.

Responsible tourism is tourism which:

- Minimizes negative social, economic and environmental impacts.
- Generates greater economic benefits for local people and enhances the well-being of host communities.
- Improves working conditions and access to the industry.
- Involves local people in decisions that affect their lives and life chances.
- Makes positive contributions to the conservation of natural and cultural heritage embracing diversity.
- Provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- Provides access for physically challenged people.
- Is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence.

2. Sustainable Tourism

Sustainable tourism is a tourism that leads to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life-support systems.

Sustainable tourism should:

- Make the best use of environmental resources that establish a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all participants that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

3. Soft Tourism

Soft tourism is a diversified tourism tailored to market segments. It is specialized in offering package arrangements, tailored to market niches. A lot more factors are considered. They are the 6E: experience, excitement, escape, education, entertainment, ecology; and the 4M: moderate growth, multi diversification, multitasking, mobile.

There is a wide range of different types of travel, richer and more active vacations.



Resulting from the criticism of mass tourism (hard tourism) and its negative ecological, social, cultural and economic impact on popular destinations in Europe but also in the Third World, the call for "soft tourism" began to be heard towards the end of the 1970s in the social and tourism policy debate: its aims are qualitative, not quantitative sectoral growth, and quality of life instead of quality of consumption for holiday-makers and travelers.

4. Travelling with a local experience, consensus equilibrium

Today's tourists don't want to be insulated from the places they visit inside a cultural bubble. They want to engage with and participate in the local culture. From enjoying local cuisine to celebrating regional festivals and holidays, local experiences are set to become some of the top tourist trends to watch. One example of a popular local experience would be visiting Japan during a major festival, renting formal Japanese clothes to wear, consuming regional delicacies and engaging in traditional games or cultural activities. Another might be a long stay with a host family in the destination country as a means to learn more about the local culture.

Travel giant Airbnb made a lot of changes in 2017 and will continue to do so in 2018 to make travelers feel less like tourists and more like locals. As tourists, people are only able to see what is available as common knowledge, which puts them at a disadvantage by not being able to travel and experience a new location as a local would.

Airbnb started to tackle this challenge in 2016 by introducing experiences, which is a way for travelers to be shown around a new city by a local. This enables travelers to have a more authentic experience in a new location, and likely triggers a fond feeling of traveling, which will incentivize them to travel more in the future.

DMO's or tour guides who are able to evoke this feeling of "traveling like a local" could spawn the same effect that Airbnb has had on its millions of users.

So, if you can make people feel local to a city, you're likely to win over their traveling heart. 2018 is the year that people want to have local experiences in new locations.

To do so, the offer must be in accordance with common consensus and equilibrium of results meeting expectations of local common goals and tourists' satisfaction. Tourists want to travel like a local but the locals themselves have some expectations on the process of tourism in their city.

B. What factors create new trends?

1. Socially Responsible Behavior

Consumers are more conscious of their actions and acts towards a more socially responsible option when choosing a destination, transport, accommodation... But what does it mean?

Socially responsible behavior is choosing act in a manner that positively impacts the community, society and world at large. One such way is conscious and proper disposal of waste. Too many people dispose waste indiscriminately yet they complain about the dirty environment, flooding, erosion and the various effects. Choosing to be socially responsible is an intentional decision one must make in life. Becoming Socially responsible is the easiest way to fulfilling purpose and the benefits are sometimes unimaginable

Also, the influence of personalities like Greta Thunberg for example increase the amount of people sensitive to being socially responsible. Indeed, Greta Thunberg is Swedish environmental activist who has gained international recognition for promoting the view that humanity is facing an existential crisis arising from climate change. She is known for her youth and her straightforward speaking manner, both in public and to political leaders and assemblies, in which she criticizes world leaders for their failure to take sufficient action to address the climate crisis.



2. Social Factor

Some lifestyles are being more dominant these past few years and thus more impactful on the tourism market. Indeed, lifestyle such as veganism, responsible footprint initiative, enhancement of local provenance...

Also, nowadays, the most demanding tourism consumer seeks to move away from the big tourist areas, looking for destinations close to these which are less crowded. Or they choose to stay in big cities with the option of visiting local points where there is no saturation of tourists.

Travelers will be interested in finding tourism products that take into account values as important today as sustainability, respect for the environment, safety, and even equality.

Another reason why tourism is focused on rural experiences, connected with nature, is becoming a trend is because travelers do not only want to visit natural environments that have not suffered the urban impact, they also take it as a way to disconnect from daily routine, to enjoy a few days without stress.

Another trend in travelers is their searching for experiences which can transform them, that could help them in their personal growth. The traveler now sees their holidays as a way of living experiences that help them to meditate, to learn, to grow as an individual.

Consumers are more dynamic, active and like to organize independently their travel. There are more into last minute booking and search for experiences and activities in their travel. The demand is more diversified as the travelers are more educated and have more and more preferences. They also like to travel more frequently than before.

It is more common for couples to look for tourism products where they can be more active. The sensation of adventure, fun and adrenaline, brings them not only personal entertainment, but also experiences to share and that might help them to strengthen their relationship.

On the other hand, thanks to the “empowerment” of the traveler, more tourism consumers are opting to travel alone. This allows greater freedom to choose destination, accommodation, dates, but above all freedom to choose the tourist product best suited to itself.

Moreover, we have to note that travelers are more interested in connecting more with the destination they visit, they prefer to do other different activities. Instead of seeking experiences focused on the large masses of tourists, the most demanding travelers prefer to live authentic and local experiences. From cultural visits where you can learn about the history and traditions of the place, to gastronomic routes to taste local products.

3. Ecological factor

The environmental impacts of tourism have gained increasing attention in recent years. As the reality of a climate crisis looms travelers in 2020 and beyond will need to do everything they can to balance the negative impact of their trips with positives. Many of the negative environmental impacts that result from tourism are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends.

Moreover, tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce. Some of the most common noted examples include using up water resources, land degradation and the depletion of other local resources.

Tourism can cause the same forms of pollution as any other industry: Air emissions; noise pollution; solid waste and littering; sewage; oil and chemicals. Another important impact is waste which is a serious problem, contributing significantly to the environmental impacts of tourism.



The demanding traveler wants to be respectful of the destination's environment and the local population, and to be able to enjoy his or her journey without feeling worried about circumstances or threats that endanger his or her well-being or the others'.

This is how the Eco travel is born. The ecological impact is a growing concern among today's travelers for ethical and sustainable tourism options. Eco travel includes simple changes, such as the availability of carbon credits when booking a flight or the option to rent an electric instead of a conventional vehicle, or choosing rail mode of transport. More sophisticated examples might include tourism with a volunteer element, perhaps working on a nature reserve or engaging in conservation work.

Carbon offsetting is on: "The entire travel industry is taking note of the climate crisis and doing what it can to mitigate its impact," says Jonny Bealby, founder and CEO of Wild Frontiers, which runs small group tours popular with solo wanderers. This starts with flights and greenhouse gas emissions, which Travel Beyond vice president Jenny Mikkelsen says "are a big topic of conversation." Travelers will expect tour operators to help with carbon offsets. Wild Frontiers, for example, has been offsetting customers' flights since 2005, and this year it's upping the offset amount to 1.5 metric tons (about 3,300 pounds) of carbon dioxide per passenger.

The impact of responsible tourism:

- When to travel?
55% have decided not to go to a destination because there will be too many tourists
43% always or more often travel during quieter periods in order to avoid other tourists
- Where to travel?
9% for which environmental impact is a key factor in decision making
- How to travel?
66% of global consumers are willing to pay more for environmentally friendly products

4. Technological factor

Thanks to the possibilities offered by the internet to tourism consumers, they feel freer to look for information. The traveler is becoming more informed, more empowered, and able to organize their trip independently. Although there are still customers who rely on travel agencies to organize their entire holiday, the number of customers who prefer to contact the agencies once they have decided to choose one or more products is increasing.

Technologies have had a great impact on the tourism sector. Especially in the phase prior to the purchase process. However, once it is time to pick up the luggage and leave home, there are two types of attitudes that are standing out in the tourism sector.

One trend is to go on holiday, but to stay connected to the world through smartphones. There is a phenomenon of being afraid to miss what happens on social networks now. This is why many companies take advantage of this trend to continue maintaining contact with their customers through their social networks.

At the opposite, there are those travelers who use their holidays to disconnect from the stress of the virtual world. These customers disconnect from their smartphones to enjoy their free time, and above all their privacy. In such a technological world in which we live, more travelers are looking for this kind of experience.

Technology has aided the growth in demand for tourism in other ways too. It has connected destinations and people. People have more options for travelling which have kept growing cheaper with time. Technology has reduced the costs of marketing and helped airlines brands reduce prices of travel.



5. Economical factor

Economical factors have a major impact on the tourism industry globally and locally. Fluctuations in the global and local economies can affect the level of demand and supply in tourism in local areas or globally. Favorable economic situation leads to favorable demand for tourism services globally. When the economic activity and employment are high, people have sufficient disposable income to spend on tourism and travel. This leads to favorable demand and on the other hand lower economic activity and employment lead to low consumption of tourism services and less spending.

Now that the world economy is back on track, demand has risen again and people are spending more on tourism. Fluctuations in the local economies of several countries have still kept happening and they can have short term impact on demand for tourism in these areas.

6. Political factor

Political change can either increase or decrease a country's attractiveness for tourism, depending on what the change is. If a country is perceived as unsafe before the change and the change results in a feeling of increased stability, then the country can slowly recover to a natural state of tourism. But if the country is perceived as unstable as a result of the political change, tourism will plummet.

Nowadays, travelers want to feel safe when choosing their destination and enjoy their vacation in peace, so that's why the political factor is also important.

7. Legal factor

Legal factors have an impact on the tourism sector also. It relates to laws, regulations and legislation that affects the way a business operates. Legal factors which affect the tourism sector include health and safety regulations, employment laws and competition laws. Thus, if health and safety of a destination is not well perceived it will not be attractive.

Indeed, nowadays, travelers pay more and more attention to their health and safety so the more regulations it has the more ideal it will be.

C. The role of local population in new tourism trends

The role of local population has never been that much important in a destination's attraction, let's see why.

1. How the tourism can impact on the local population

Tourism seems to be more effective than other industries in generating employment and income in the less developed, often peripheral, regions of a country where alternative opportunities for development are more limited. Indeed, it is in these areas that tourism can make its most significant impact. In such places many of the local people are subsistence farmers or fishermen, and if they become involved in the tourism industry their household incomes increase by a very large amount. The growth of tourism in such areas may provide also a monetary incentive for the continuance of many local crafts, whereas the tourist hotels may create a market for local produce. Indeed, the introduction of a tourism industry into such areas can have a proportionally greater effect on the welfare of the resident population than the same amount of tourism might have on the more developed parts of the same country.

2. How they behavior have an impact on tourism

As people are creating more independently their travel program there are more likely to pay attention to the lifestyle of the population. Indeed, as they are more eager to discover the local culture, and living the way they are living. So, we can say that the behavior of the local population have an impact on the touristic attraction of a destination.



One of the core elements of tourism development is to encourage local communities' participation as it is central to the sustainability of tourism industry. They also want to be part of tourism development decisions to ensure their needs are incorporated. In other aspect, its increases of guest house, boutique and small hotel and other tourism business to support the tourists. Then they would like to participate in tourism development as planning, management process, and in other process which help sustainable tourism development in this area.

Local population determines the atmosphere in which the tourists will be travelling by providing them with necessary information about visits, locations or just being friendly.

Involving the local communities in tourism development within and around protected areas is crucial in bridging the gap between governance and use of the resources in a tourist destination.

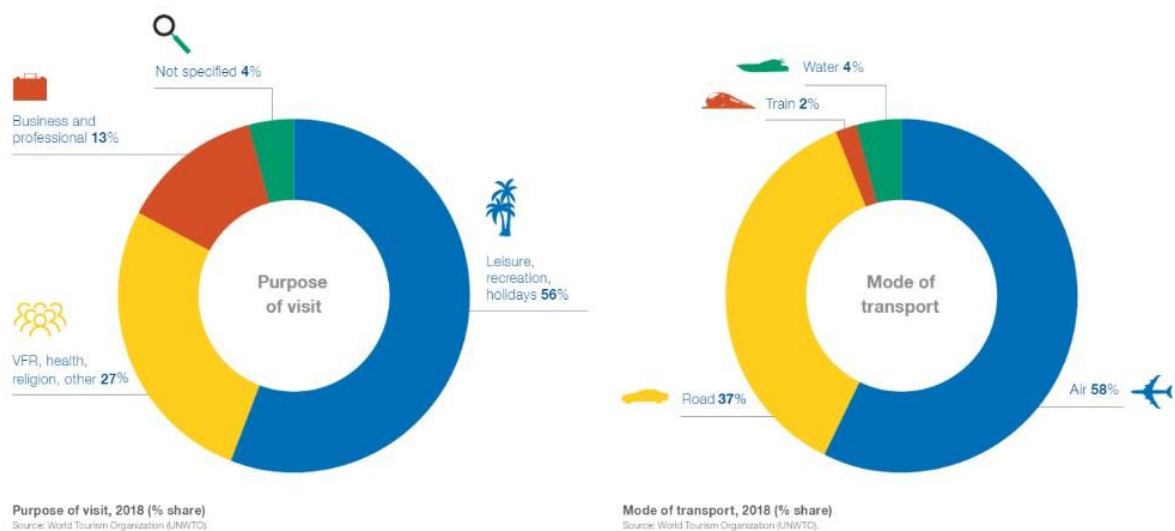
Apart from the economic contribution that the local communities can accrue from tourism, their involvement in tourism development can as well be beneficial to tourism development because they can create an "effective environmental stewardship that builds on indigenous, local and scientific knowledge, economic development, social empowerment, the protection of cultural heritage and the creation of interpretive and nature-based experiences for tourist learning and cross-cultural appreciation".

D. The actual situation worldwide

In this part, we will take a look at the tourism situation across the world.

1. Means of transport and purpose of travel

With the following diagrams we can see the reasons for travelers to visit a destination and the means of transport they use.



2. International tourism exports

Tourism is an important component of export diversification both for emerging and advanced economies, with a strong capacity to reduce trade deficits and to compensate for weaker export revenues from other goods and services.

In 2017, Tourism is the world's third largest export category (1.585 billion USD) after chemicals (1.993 billion USD) and fuels (1.960 billion USD), and ahead of automotive products (1.470 billion USD) and food (1.466 billion USD).



Tourism generates USD 5 billion a day in exports



3. Top destinations

In the following diagram we can find out more about the top destinations worldwide.

The top 10 destinations receive 40% of worldwide arrivals



The top 10 tourism earners account for almost 50% of total tourism receipts



4. Sustainable Tourism

A large majority of global travelers – 87 percent – say that they want to travel sustainably, according to the new Sustainable Travel Report released by Booking.com in honor of Earth Day on April 22. Nearly four in 10 (39%) confirm that they often or always manage to do so; however, 48 percent indicate they never, rarely or only sometimes manage to travel sustainably, suggesting that while promising strides are being made for a greener future, there is still plenty of room to turn intentions into action, Booking.com said.

“Sustainable travel” is a subjective term that has different connotations for different people, Booking.com said. However, for almost half of travelers (46%), “sustainable travel” means staying in eco-friendly or green accommodations, topping the list of what people think of when hearing the term. The top reasons travelers give for choosing these eco-friendly places to rest their heads are to help reduce environmental impact (40%), to have a locally relevant experience (34%) and wanting to feel good about an accommodation choice (33%).

Looking ahead, more than two-thirds (68%) of travelers intend to stay in an eco-accommodation in 2018, up from 65 percent in 2017 and 62 percent in 2016. Additionally, the percentage of travelers who have not considered eco-friendly stays because they were unaware of their existence continues to decline, resting at 31 percent this year, compared to 39 percent and 38 percent in 2017 and 2016, respectively.



III. Examples of Dubrovnik & Venice

Venice and Dubrovnik are two cities that are victims of mass tourism. As these two cities have a common past, we have chosen to study them in order to be able to compare them.

At the end of the 12th century, now fortified, Ragusa (now Dubrovnik) was a small republic which elected its governor in a democratic manner. The powerful republic of Venice, whose ships called on the Dalmatian coast, wanted to annex this strategic port for its trade.

The Venetian army took action in 1205, and kept the city until 1358, but Ragusa managed to obtain a special status, allowing it to develop economically by taking advantage of the resources offered by Serbia and Bosnia.

When Venice had to leave Ragusa after a defeat against Hungary, it became de facto independent, the suzerainty of the King of Hungary being only theoretical.

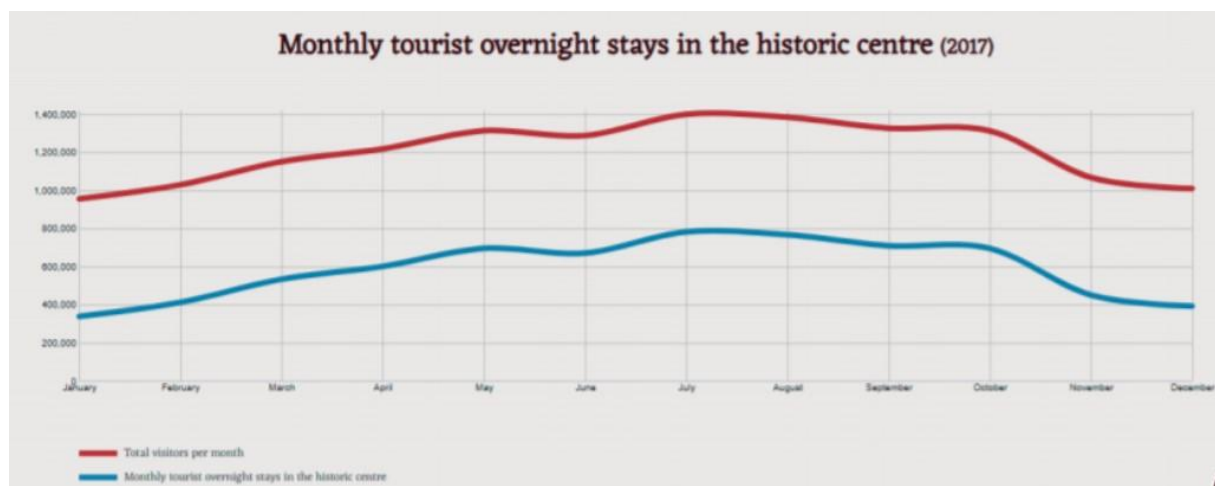
A. What has mass tourism done to these cities and their populations?

We have associated mass tourism to our subject because trying to develop a more responsible and sustainable tourism means fighting mass tourism.

1. Venice

Venice has always been a popular destination, but mass tourism has changed the face of the city. From 1993, Mayor Massimo Cacciari launched a policy of privatization to earn more money. Thus, Venice opened up to international capital. Shortly after that, many Venetian palaces were sold to companies like Prada or Benetton and to Chinese investors. And at present many places in Venice are owned by Benetton, whole streets, the railway station, monuments or even an old theatre that has been converted into a hotel and restaurant. This has brought a lot of money to many companies.

You can see on the following graph the number of tourists who come to visit the city and those who spend the night there over the months (in 2017). We can see that the most touristic season is from May to August and that the most touristic month is July with a little more than 1,400,000 visitors. It can also be seen that only a little more than half of the visitors stay overnight (of the 1,400,000 visitors in July, only 600,000 slept on site).



For some years now, the population has begun to denounce the impact of cruise tourism on the city and the lagoon. Cruise ships cause enormous ecological damage. A ship displaces the same volume of water as it displaces itself, so in this case 30 to 35 thousand cubic meters of water are thrown against the city, against the shores, buildings and foundations of Venice, each time these ships pass and are sucked back into the sea when the ship sets out again.



The gigantic swell displaces sediment from the seabed, damaging the city's foundations and weakening the piles on which many buildings are built. And financially, the city benefits little from this form of tourism.

An association among the inhabitants has therefore been created. The watchword: "no grandi navi", no big ships. The association regularly organizes events and actions to raise awareness among the rest of the population as well as tourists.

These liners also generate too much pollution, each of these ships emits as many fine and ultrafine particles as 14,000 cars. Cruise tourism generates considerable damage to the environment. And not only in Venice. Several environmental and nature protection associations deplore the lack of particle filters on these ships. Cruise ships use heavy fuel oil, a fuel that is 100 times more polluting than the diesel of heavy goods vehicles.

The Venetians have no intention of giving up. Since 2012, elected representatives, scientists and citizens' associations have been trying to agree on alternatives to cruise tourism. But this is very difficult, and negotiations are slow and unsuccessful. It's a fight between a handful of activists and powerful multinationals that have their headquarters abroad and transfer their profits to tax havens like Panama. But the question for them is, "Can we really defend ourselves against such powerful groups?"

UNESCO is demanding protective measures for the Lagoon, threatening to withdraw Venice's "World Heritage" status if action is not taken. But UNESCO has no power to intervene, it can only issue recommendations. Cities with World Heritage status undertake to preserve their monuments, but also their general appearance.

Venice seems to be taken for an amusement park by tourists, who don't respect the rules. The number of tourists is far too high, and once they have left, another problem arises. Every year, visitors leave behind 53,000 tons of rubbish. The narrowness of the alleys as well as the number of bridges make their collection particularly difficult. As Venice is a car-free city, boats replace garbage trucks. A complex logistics system that costs 80 million Euros per year. Garbage is collected early in the morning, before the first tourists arrive. This has consequences on the locals, they have to drop off their garbage at specific times (in front of their door, from 6am). They are also required to sort their rubbish, but this is not respected by tourists, which results in a large amount of unsorted rubbish. Moreover, tourists who stay several days in Venice are poorly informed about how selective collection works. There are different collection days, as these tourists are poorly informed, they throw away paper and plastic on the wrong day for example.

In addition, there are many jobs that are partially or even not declared at all. All the employees of the tax office say so, Naples and Venice are the two cities where tax evasion is the most important. In a city where even the city council does not know the real number of tourists, it is difficult to know how much money tourism actually generates.

2. Dubrovnik

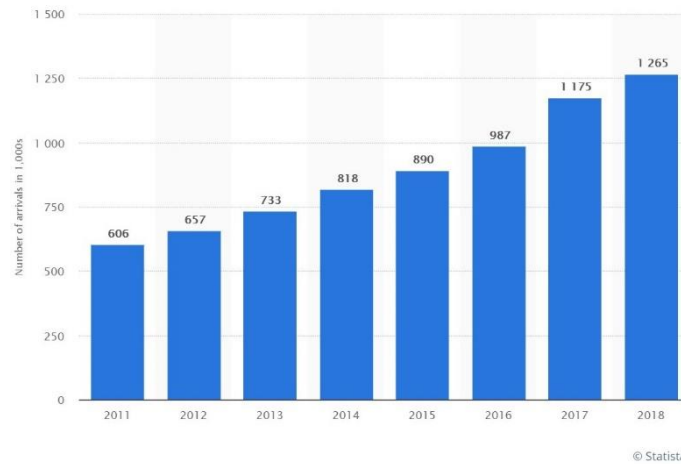
Mass tourism has an important impact on the city, on its cultural identity.

The old town has 1000 inhabitants in 2016, they were 5000 twenty years ago. Most of those who find work abroad do not return. Indeed, Dubrovnik suffers from a "brain drain", skilled workers and artists leave the city because their skills are no longer available in the city.

The old town and its ramparts are listed as World Heritage. Before 1990 the city was already a very popular destination, but after the war it became a tourist magnet again. Between April and October, it receives 1.7 million, some days there are more than 15,000 and most arrive by ocean liner.



You can see on this graph below the statistics concerning overnight tourist arrivals in the city of Dubrovnik in Croatia between 2011 and 2018. You can see that the numbers have increased at a fast pace, reaching almost 1.3 million in 2018. This is not including the large number of excursionists and cruise passengers that enter the city every day during the peak season.



Dubrovnik does not have pollution problems like the big cities but as in these big cities, there is an artificial densification which generates a feeling of claustrophobia. It also creates a form of unease, the inhabitants have the impression that their city becomes foreign to them, that they are no longer really part of it. As the city is small this restricts the freedom of movement and the more the links between its inhabitants and the city deteriorate the more these restrictions also affect the mind.



Cinematographic activity has grown a lot since the 2010s, in 2016 Dubrovnik was one of the largest open-air studios in the world. It hosted the filming of Game of Thrones, Star Wars, Robin Hood...

But Dubrovnik was a victim of its success. Since the city has hosted filming of Hollywood productions, the number of tourists has increased further. Faced with mass tourism, cities have great difficulty in developing alternatives.

Most of the cities listed as World Heritage encounter difficulties linked to mass tourism and they all have one thing in common: they no longer manage themselves. This is the case for Dubrovnik. The city is run by financial groups that represent economic interests from elsewhere. Dubrovnik therefore no longer really decides its fate.

Most of the jobs available in Dubrovnik are related to tourism. But this tourism has also completely overturned the social fabric. In Dubrovnik, a guide can earn more than an academic and a homemaker more than a teacher.



What is happening in Dubrovnik is hyper branding. The name of the city has been associated with big brands like Coca-Cola. They launched a limited-edition bottle produced only for three European cities: London, Rome and Dubrovnik. The brand understood the importance of these three cities. Dubrovnik is therefore part of a closed circle of “important” cities. How they settle life in the city is entirely up to them, the town hall and the locals. Coca-Cola invites itself in souvenir shops. The brand therefore has power over the city.



The situation in the old town is causing more and more turmoil. A member of an environmental party opposes the expansion of the port, which will be rented for 40 years to a Franco-Greek consortium. He explains that the preliminary agreement was signed without the community being informed of the obligations that this contract implies for the city.

In reality, the investments will be divided into two parts. A public component supported by the city and a private component funded by companies.

The problem is that they are going to cede the management of the port, which represents an important source of income, to someone whose economic intentions and motivations they do not know. According to this member it is obvious that the concessionaire will try to increase the number of tourists. However, if they do not take into account the carrying capacity of Dubrovnik, the city as a community will gradually die.

The architecture of Dubrovnik will perhaps prevent this bad development. A researcher has calculated that the old town can accommodate a maximum of 7,000 people. On certain days, it receives twice as many. However, the city walls date from the Middle Ages and only has 3 crossing points.

Security is a very important issue in Dubrovnik. They have an evacuation plan, but they are able to safely remove only 3,500 people from the old city. Some days cruise ships alone bring more than 8,000 visitors.

3. Recap of the impact of mass tourism

For locals this form of tourism is increasingly perceived as a form of invasion, discontent is growing.

Tourists are also victims of the lack of tourism regulations. We must be aware of what is called "the right to the city" implies the idea that public space belongs to everyone, to the people who live there and to foreigners.

It is therefore very important to understand this idea: the enemy is not the tourist; it is all those who support a tourist system which concentrates the profits on a small number of people and which makes losses pay to the whole of the city.

Tourism generates billions of euros. In this game, the losers are the locals and tourists reduced to the role of extras. The winners are the international investors, the nebulous consortia that maintain the myth of the big tourist destinations. Cities meanwhile are desperately trying not to lose ground.



B. What problem and risks did they face?

1. Venice

- Venetians and tourism:

The so-called "mass" tourism in Venice is a sector that is not in crisis. So much so that the mayor has decided to install regulating gantries in very touristy areas such as the area around San Marco Square and during periods of heavy traffic, as was the case with the bridge last May. This constant flow of tourists worries Venetians, who are increasingly fleeing the city built on water, no longer recognizing the authentic Venice of yesteryear, its streets and canals where they can no longer even circulate. The phenomenon is far from being new, as Venice has always been a commercial city thanks to its maritime access and sprawling canals, but the growing influx of "transient" people now threatens the city. Faced with what they feel is an invasion, many people are leaving Venice, also for economic reasons. There are hardly any shops nearby and rents are becoming exorbitant.



- Venice and natural phenomena:

The period during which Venice can be flooded by high tides is called Acqua Alta. The city continues its immersion gradually despite the efforts of Man for a good reason. Natural processes related to plate tectonics or soil compaction also come into play. It is difficult if not impossible to find solutions to combat a major geological event that has been going on for millions of years. Venice is located on the Adriatic Plate. However, it is currently undergoing subsidence under the Apennines, so its subsidence is quite normal and natural. Subsoil subsidence is also inevitable.





- Fauna and Flora and progress:

The balance of the Fauna and the Fortress of Venice is based on a delicate harmony between fresh water and sea water, the former bringing sediments on which underwater vegetation grows, the latter carrying away the surplus of alluvium.

The digging in 1960 of the "oil canal", which allows oil tankers to reach the port of Marghera (opposite Venice, on the mainland), broke this age-old balance. Deeper than the natural canals of the City of the Doges, this canal allows more sea water to enter the lagoon and is thus responsible for an increase in the amplitude and speed of the tides. Dredging operations have also removed some of the underwater vegetation that was slowing down the arrival of marine flows.

The Venice lagoon is increasingly becoming a "marine" environment and is losing its natural defenses. The increase in the salt content of the water leads to corrosion of the foundations of buildings. If nothing is done, the monuments along the Grand Canal could start to collapse in the short term.

Pollution is another problem: the region's heavy industries, especially petrochemical and chemical, are responsible for the presence of waste in the lagoon. Although today most of this waste is filtered, nothing has been done to limit the deposit of household waste. Since 1930, water transparency has decreased by 60% and a fifth of the birds, half of the local flora and 80% of the lagoon's flora have disappeared.

Finally, the lack of respect for speed limits for motorboats and the presence of large cruise ships is responsible for the moto ondosso, the waves that gnaw at buildings and destroy the mud banks that keep the lagoon alive.

Another concern is the air pollution caused by emissions from cars and motorboats, which is gradually eroding the ornaments of the monuments and digging out the stone from columns and foundations. The preservation of Venice's environment has for years been the subject of as many projects as polemics.



- Venice and UNESCO:

A city classified as a World Heritage Site since 1987, Venice had already avoided a downgrading of its status in 2017. This time the international organization decided to conduct an investigation. Representatives of the city of Venice, the Italian government, UNESCO and ICOMOS met at UNESCO Headquarters on 2 October 2019 to discuss the challenges facing Venice and its surrounding lagoon - an emblematic site whose status as a World Heritage property is in danger. In January, a group of experts was sent to Venice to discuss the main dangers threatening it: mass tourism, management issues and, above all, flooding and damage caused by rising waters.



Inscribed on the World Heritage List in 1987, Venice is threatened on several fronts: by excessive tourism, by the damage caused by a steady stream of cruise ships, including those weighing over 40,000 tons, and by the potential negative effects of new developments. This, combined with the lack of an integrated management system for the site, has put at risk the "outstanding universal value" of Venice, which is characteristic of each World Heritage property.

The meeting provided an opportunity for the Italian Ministry of Heritage and Cultural Activities and Tourism, the Municipality of Venice and the Permanent Delegation of Italy to inform UNESCO and ICOMOS International on these issues and to discuss Italy's response to the World Heritage Committee's latest decision on Venice. In this decision, the World Heritage Committee warned that unless significant progress is made in the state of conservation of Venice, the Committee would consider inscribing Venice on the List of World Heritage in Danger.

Inscribing Venice on the List of World Heritage in Danger is not yet on the agenda. To avoid this, UNESCO could, among other things, demand an acceleration of the work of MOSE, the famous automated barriers that are supposed to protect Venice in the event of high tides. According to the organization, the floods degrade buildings and destabilize the lagoon's ecosystem, which is also on the list of World Heritage Sites.

2. Dubrovnik

As said, previously the city suffers from the limited place of the city which makes the city stuffy for the locals and tourists. Indeed, the Croatian fortified town has been repeatedly shown as an example of over-tourism with views of the crowded alleys of the old town. Moreover, the weakness of the city's conservation is an important point.

But there are more problems and risk to mention:

- Dubrovnik and UNESCO

UNESCO has identified "factors affecting the property", in other words threats that must be resolved for the good conservation of the city and the good of its inhabitants:

- Habitat
- Impacts of tourist / leisure activities of visitors
- Management system / management plan
- Extensive tourist / leisure infrastructure and / or facilities
- Need to expand the buffer zone
- Large project near the property
- Cruise tourism
- Load carrying capacity

Last year, UNESCO threatened to remove the city from the World Heritage list due to the increase in the number of holidaymakers.

- Dubrovnik and cruise ships

The cruise sector is singled out for its impact on the environment. Dubrovnik has the highest sulfur deposits (31.13 kg / ha, and is normally between 5-6 kg/ha) in the sea, due to the massive cruisers that use cheap fuels with high sulfur content.



Dubrovnik has been listed as one of six global destinations destroyed by frequent cruise ship visits. They are able to destroy Dubrovnik because only two cruisers pollute the environment more than all cars throughout Croatia. This problem damages Dubrovnik's international reputation.



- Economic impact on local people

Paradoxically, while tourism is a source of jobs and economic benefits, especially in summer, the number of people benefiting from it is decreasing.

While cruise ships inject revenues in the form of port fees into the city's coffers, local businesses hardly benefit visitors. In fact, they often have all-inclusive packages on board and spend very little money on shore excursions, whether in restaurants or shops.

In addition, not all of the recipes from souvenir shops and restaurants are worth much to the residents of the old town. There are almost no groceries left, three or four at most. And their prices are much higher than elsewhere in Dubrovnik.

- Impact on local people life

The residents are fed up, complaining about the noise, the real estate inflation, the disappearance of small local shops, an impact such that in high season, some churches no longer provide mass and residents watch television to find out when they can leave their homes.

In 2016, the historic center had 107 souvenir shops and 143 restaurants according to the Dubrovnik Restoration Institute. Restaurants, in particular, are sources of a lot of waste, bad odors and pose problems for the 500-year-old sewage system.

Not to mention the tables of restaurants that bite more and more on public space and this while the streets of Dubrovnik are already known to be particularly narrow. In some places, people with disabilities or families with strollers can no longer pass.

- The Golf project

A major tourism development project including two golf courses, a sports center, two hotels, 240 villas, 408 apartments, an amphitheater, an equestrian club, parks, promenades and other facilities near the listed property World Heritage, could come to impact the city if not well implemented.

Here is the link to the project website: <http://www.golfparkdubrovnik.hr/en/home>





C. What projects and measures have they made to be more respectful of the environment and their heritage?

1. Alter Eco, a common project



ALTER ECO (Alternative Tourist Strategies To Enhance The Local Sustainable Development Of Tourism By Promoting Mediterranean Identity) is a project implemented within the framework of the EU transnational program "Mediterranean 2014-2020" ', in which the city of Dubrovnik and the city of Venice are involved.

The specific objectives are to reduce the concentration of human activities on tourist hotspots to maintain capacity levels, highlight the value of the Mediterranean region through the promotion of local identities, traditions and culture, carry out pilot projects to design local alternative tourism offers, improve commercial cooperation, improve human resources in tourism and overall support for sustainable development.

Here is the link to the project website: <https://alter-eco.interreg-med.eu/>

Following you can find the keys numbers to the project:



Through the so-called LIVING LAB action, the project enables the application of methodologies and tools from previous sustainability projects to create comprehensive and realistic alternative strategies at local levels, ready for transfer to the wider MED area.

Indeed, a lot of tools and advices are made available to the countries such as the Interregional Learning Portfolio that operates as an open on-line platform (<http://alterecotips.com/>).

It includes alternative best practice measures which offer transnational education and transfer good practices from the lessons learnt during the whole process of the ALTER ECO project. The measures that are available at the ALTER ECO Interregional learning Portfolio are backed by the Database of Good Practices, which can be found in the official project website.

There are 38 notable measures available and the user can search among them by using the type of measure, the problem that is addressed or the types of tourism destinations criteria.

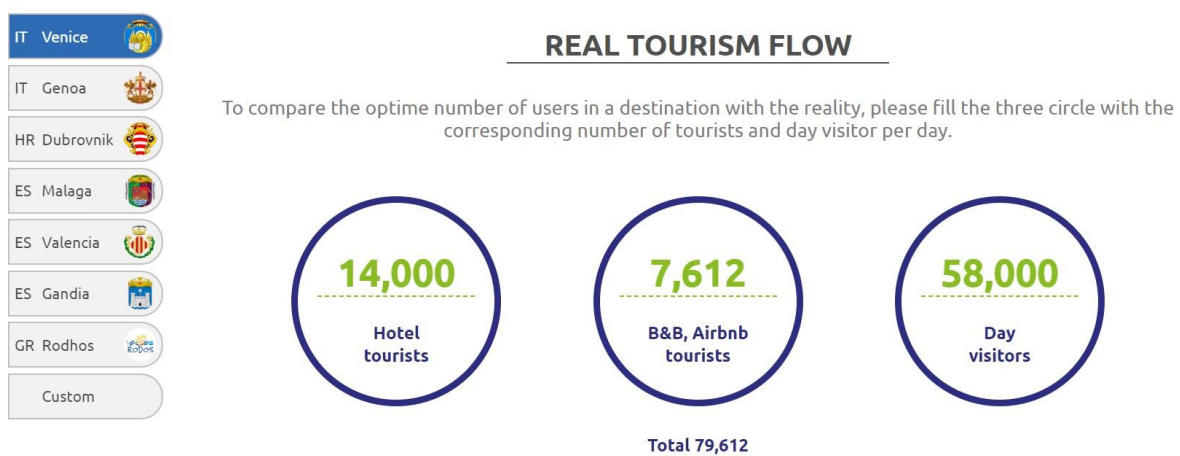


There is also a tool (<https://quantitas.it/dev/med/cc/ro.html>) to help calculating the tourist carrying capacity of a destination using a linear programming method is a process that follows these operative steps:

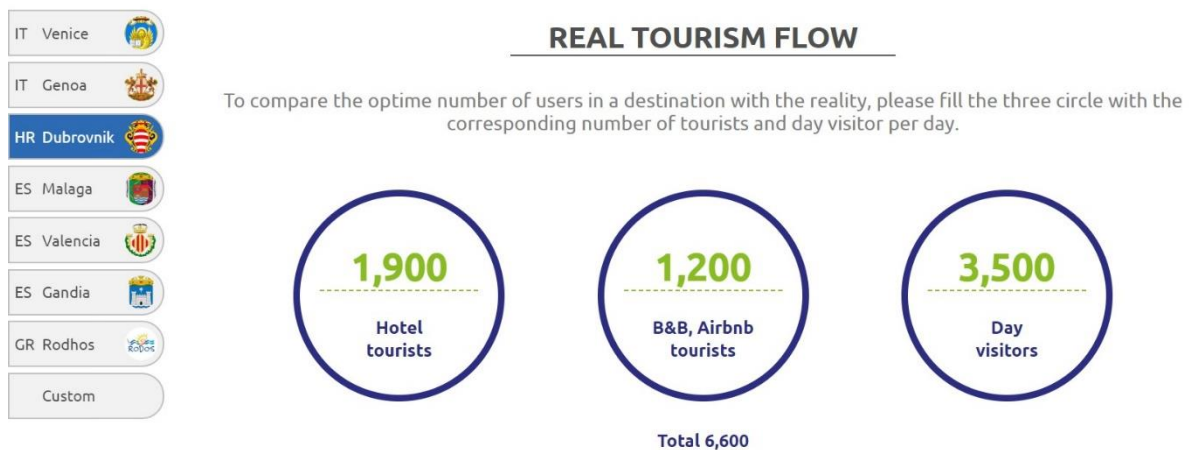
- 1) Identify the tourism sub-systems of a destination, especially regarding tourism facilities and services;
- 2) Classify the type of users are often utilizing those sub-systems;
- 3) Determine the level of usage of these sub-systems by user profile;
- 4) Lastly proceed with the quantitative analysis with the fine scope to maximize the revenue of the destination through understanding the daily expenditure per each profile.

For example, for each city you can see the real tourism flow, check the examples below.

Example of Venice:



Example of Dubrovnik:



Now, let's see on each city the impact of this project.



a) Alter Eco – Venice

Realization of a SVS (Smart Visualization System) as a tool to support educational tourism policies. The SVS's function is to give a graphical representation of the meaning of the Tourism Carrying Capacity and the effects of so-called over tourism (calculated through a DSS - see project the practice "Tourism carrying capacity, here the limit!"). In other words, the goal of the SVS is to show the impact that tourism is generating in Venice through graphic panels (representing images and statistics on these effects) to inform / educate tourists on their global and singular contribution/impact to the sustainability and maybe stimulating them to change behavior ("educational tourism").

The action aims to stimulate the interest of tourists visiting Venice on the issues that this city is experiencing due to tourism. To this end, the SVS consists of an APP that aims to stimulate the tourists' interest through graphical displays of statistics and images on the major consequences of tourism (e.g. decline in the number of residents, waste, loss of local traditions etc.). The graphic panels are positioned (result of the Living Labs) next to the strategic tourist gateways of Venice to intercept tourists (incoming). In addition to that, a number of targeted actions of interaction with the tourist the plan are periodically organized: collaborators equipped with tablets directly show the SVS and the results of the DSS to the tourists (in areas such as the train station or among the most crowded places) sensitizing them to the problematic of Venice. Through a special APP, tourists will also be asked to release feedback that are directly saved by the SVS checking how much their sensitivity to the problems of Venice has been influenced. This information is then re-elaborated to understand the level of awareness of the tourists and their willingness to participate in the challenges of a more sustainable Venice by adopting more sustainable behavior during the visit.

- Description of measure/practice:

The development phases are 3:

- 1) Collection of data and images on the effects of over tourism in the chosen destination.
- 2) Formulation of the questions to gather feedback from tourists and understand their level of awareness.
- 3) Final development of the APP.

The results must then be discussed and shared through Living LABs with local stakeholders, also in order to identify strategies to improve the use of the SVS and deduce the necessary tourism policies based on the experiments carried out.

- Evidence of success

Success is measurable through:

- Number of interviews carried out.
- In the long run, if the behavior of the "new" tourists will be changed or not. In the case of experimentation in Venice, there was a good participation of tourists who showed interest both for the experiment and for the topics dealt with.



b) Alter Eco – Dubrovnik

Within the Alter Eco project, the City of Dubrovnik carries out a pilot project involving the installation of Wi - Fi infrastructure in the Luža area - from the Orlando's Statue to the Cathedral and the upgrade of the existing Dubrovnik Card application and the connection of all IT systems to a common platform for control and management.

This activity is aimed at timely information to create a continuous flow of visitors at crowded locations and to provide better quality service and equitable use of cultural and natural resources of the City of Dubrovnik.

Dubrovnik describe Alter Eco objectives as:

- To reduce the concentration of human activities in hotspots where carrying capacity is exceeded
- To highlight the value of MED tourist destinations by reinforcing the Mediterranean identity
- To enhance the coordination of actions between public and private stakeholders to create new business opportunities

The city also develops a lot of measures linked to Alter Eco project which we will explain in the next parts.

2. Venice

In 2017, the State party proposes to introduce new measures in the framework of the recently established "Pact for the Development of the City of Venice" to develop projects to enable large ships to reach the Venice ferry terminal without passing through the San Marco basin and the Giudecca Canal. To this end, the authorities are studying a number of options, including the use of existing port canals (Canale Vittorio Emanuele III), in order to avoid digging new ones.

With the subscription of the "Pact for the development of the City of Venice", signed on November 26th, 2016, by the Town of Venice and the Italian Government, the latter, recognizing the specifics of the City and Venice's peculiar morphology, has allocated 457 million Euros for a long series of interventions in the Laguna and City of Venice, highlighting the will of the current Administration to propose solutions for the navigation issues in the Laguna and the urban recovery and tourism. The Government, when subscribing this Pact, has not only recognized that Venice is an exceptional city of universal value and that it must be supported financially as well, but it has also shared a structured design of the City, based on an idea of progress, work, innovation and future for the subsequent generations.

New measures are being deployed in the framework of the "Pact for the Development of the City of Venice" to allow large ships to reach the Venice ferry terminal without passing through the San Marco basin and the Giudecca canal.

An alternative shipping route has been identified for large ships so that their passage through Saint Mark can be ended. The berthing of ships with a gross tonnage of more than 40 000 tonnes will be moved to Marghera. In addition, the construction of a new terminal for cruise ships in Marghera, which can be accessed through the port of Malamocco, supports the cruise industry in Venice.



The establishment of the MOSE defense system, which was completed by the end of 2018, is also noted. The project is an integrated system consisting of rows of mobile gates installed at the Lido, Malamocco, and Chioggia inlets that are able to isolate the Venetian Lagoon temporarily from the Adriatic Sea during acqua alta high tides. Together with other measures, such as coastal reinforcement, the raising of quaysides, and the paving and improvement of the lagoon, MOSE is designed to protect Venice and the lagoon from tides of up to 3 meters.

The voluntary agreement "Venice Blue Flag", signed by 40 shipping companies and renewed every year since its launch in 2007, is a considerable achievement. This agreement guarantees that the shipping companies limit their polluting emissions in the lagoon area and invest in the history of the city by sharing its values with passengers.

The Climate Plan project, announced by the municipal authorities, is welcomed. This plan is a call for citizen initiatives aimed at supporting and helping to develop exemplary and innovative concrete actions, bringing together a diversity of actors, particularly from civil society, to fight against climate change and to improve the daily living environment. Venice is in a privileged position, as the measures taken in the property attract considerable attention and could have the potential to spur the adoption of good management practices elsewhere.

The "Venice Tourism Territorial Governance Project" is currently being implemented. It reports progress on visitor numbers, water traffic control, revision of urban planning regulations and other interventions to support residential housing, the launch of the revision of regulations on tourist rentals, changes in waste management, and an international awareness campaign on sustainable tourism.

3. Dubrovnik

- Conservation measures

The Ministry of Culture and the Society of Friends of Antiquities of Dubrovnik will prepare an action plan including detailed guidelines on preservation and conservation practices, in order to ensure the structural stability of the city walls and the elimination inappropriate previous interventions

Indeed, after careful analysis, the Ministry of Culture has decided to replace the Orlando column with a replica; the original will be restored and exhibited at the museum. Solutions are being studied to resolve the impact of cooling systems on historic façades; as for the restoration of the historic sewer system, it was to start in 2018.

- Measures on new constructions such as golf project

As requested by the Committee, the city of Dubrovnik has confirmed that it will ensure that the construction areas of the sports and leisure center and the holiday village are at least fifty meters from the crest line of Mount Srđ and that the project area is not visible from the heart of the old city.

The golf project has been under study for several years now, and, for the time being, UNESCO is watching, and has made several recommendations to the city, and specifying that any development occurring outside the buffer zone could have an impact on the property, in particular the developments on the plateau of Srđ and Bosanka, where the project is located.

- Measures against crowd

The pearl of the Adriatic is in the grip of such an overflow that it has been forced to set up daily quotas to avoid saturation of its historic center.



Three years ago, the municipality therefore installed a counter at the entrance to the city and reduced the number of visitors to 4,000. In addition, it was necessary to negotiate with the cruise lines, most of the visitors disembarking in the city from a cruise ship.

UNESCO demands that the city limit the number of tourists to the site to 8,000 people simultaneously.

The city of Dubrovnik has launched a procurement process for the equipment needed to establish a traffic congestion zone around the historic city center. It is a technical and technological solution for traffic. By establishing this and with other traffic solutions introduced by the city of Dubrovnik, there will be a significant reduction in traffic around the historic center.

The design of the Park 'n' Ride car park for approximately 600 vehicles is based on the "Respect the city" strategic project and is compatible with the planned restrictions on access to cars at the limits of the historic contact area for all except locals, and visitors who leave their vehicle at The Libertas bus service will be available on the shore, which will be included in the parking fee.



- Other measures

The ban of music after 11:30 p.m., the authorization to circulate for electric taxis only by 2020: numerous measures have been taken or envisaged by the town hall to control tourist activity.

- Dubrovnik and the CLIA



In order to promote a more responsible management of tourism activity, the CLIA Association - Cruise Lines International Association- and the city of Dubrovnik signed in 2019 a memorandum of understanding for joint collaboration "in order to preserve and protect the cultural heritage of the Croatian city through responsible management of tourist activity; and making Dubrovnik a model of sustainable tourism in the Adriatic region and perhaps beyond. "

Signed by the President and CEO of CLIA and the mayor of the city of Dubrovnik, this protocol emphasizes "investment, collaboration and the implementation of best practices" in the long-term management of tourism for the benefit of residents and visitors.

Under this memorandum of understanding, several so-called immediate measures will be put in place. Among them, the creation of a specialized working group, the development of a charter for the tourist administration of Dubrovnik in adequacy with the criteria of responsible and sustainable tourism, defined by the United Nations, as well as the implementation an awareness campaign for visitors entitled "Respect the City" (which we will develop in detail later) and the 2020 policy for docking cruise ships.

The Croatian city and CLIA are also studying the possibility of creating a Visitor Reception Center for the safeguarding of the World Heritage of Dubrovnik as well as an Intermodal Transport Center in the port of Gruž.



- Respect the City



Respect the City (RTC) is a multidisciplinary strategic destination management project with an action plan. It is comprised of a set of short-term, medium-term and long-term measures and activities focused on Dubrovnik as the leader in sustainable and responsible tourism in the Mediterranean. Its aim is to reduce negative effects of over tourism through continued cooperation of stakeholders and a combination of measures and solutions.



Project "Respect the City" is a representative alternative SMART strategy measure defined within ALTER ECO pilot project. Namely, it develops pilot actions of great importance for the City of Dubrovnik due to its growing problem of over tourism and over crowdedness of the most valuable cultural sites and its contact zones of the Old City of the Dubrovnik. The number of tourists visiting Dubrovnik in the peak times of the high season especially in the recent years has been well above the carrying capacity and City of Dubrovnik recognized that by implementing Project ALTER ECO together with other SMART pilot measures, can contribute in achieving one of the most important goals to fight mass tourism-proper information and redirection of tourists from the most crowded cultural heritage area into less recognized and visited, alternative attraction areas. The strong background in terms of strategic framework is the Smart City strategy, which defines particular innovative measures by using new technologies.



This project is also based on the SUSTAINABLE strategy measures denned also within ALTER ECO pilot project. Sustainable measures are:

- Better coordination and distribution of the time of boarding and disembarking of cruise passengers (in agreement with CLIA and Dubrovnik Port Authority) – to achieve the cap of 4000 passengers at one moment in the Old City; ACCORDING TO UNESCO recommendations.
- Printed posters with warnings about illegal bookers; prevention by all relevant institutions to stop any kind of overuse of resources in illegal way.
- City-related applications associated with Dubrovnik Visitor: Dubrovnik Card - tourists will receive useful information and daily news on events by downloading this application; get recommendations on which locations to visit, and in that way unload the pressure which happens in the Old city area.
- The City of Dubrovnik became a member of CROSTO Project Ministry of the Republic of Croatia, which monitors the sustainability of tourism activities at the local and regional level. Local coordinators perform measurements and analysis of several indicators to guide the management and sustainability of tourism.
- Management plan for Old city- general and exhaustive plan for sustainable management of the Dubrovnik's most popular location is done and waiting for its approval by City council.

D. How did they use ICT?

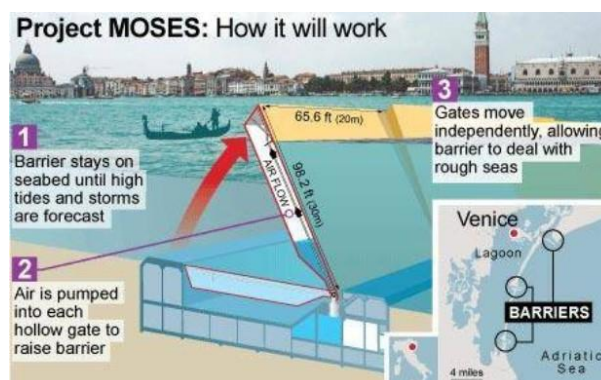
1. Venice

- MOSE Project:

It is widely accepted that without human intervention and new technologies, Venice would eventually be abandoned to the tides.

The MOSE will temporarily separate the lagoon from the sea. The MOSE system includes mobile flood barriers (realized at the lagoon inlets in order to isolate temporarily the lagoon from the sea during the high-water events) and local defenses, carried out by “raising up” the lagoon banks and public pavement in the lowest areas of the city. The mobile flood barriers are made up of rows of flap-gates built into the inlet canal beds. They are "mobile" in so far as during normal tide conditions they are full of water and lie flat in their housings built into the inlet canal bed. When tides exceeding safeguarding level are forecast, an emission of compressed air empties the flap-gates of water until they emerge. In this way, it is possible to temporarily isolate the lagoon from the sea thereby blocking the flow of the tide. The inlets remain closed both for the duration of the high water and for the time it takes to maneuver the flap-gates (on an average a total of 4.5 hours).

The gate-opening maneuvers follow precise procedures, taking into account the possible increase of water in the lagoon due to input from rivers, rain, local rises caused by wind, and/or the passage of water between one gate and the next. The MOSE can protect the lagoon and the urban centers from a tide level of about 10 feet and with a sea level rise of 2 feet.





- “Venice Time Machine” Project:

The "Venice Time Machine" project aims to digitize 1000 years of state archives. It represents a real technological challenge for Lausanne and Venetian researchers. It will require numerous technological developments.

How many ships were sailing on these same waters five centuries ago? What were they carrying? What did the inhabitants of Venice have? How did they live? What were the buildings of the "calle" and "via" that crisscross the maze of the Serenissima like? These are all questions that visitors ask themselves, but which also motivate the researchers of the "Venice Time Machine" project.

The aim is to digitize and analyze more than twelve centuries of archive records kept by the authorities of the state of Venice. This is a Big Data project that requires significant technological and financial resources. For the digitization undertaking is no small task. The corridors of the Venetian archive building contain more than 80 kilometers of registers. Everything has been recorded there for a thousand years, such as deaths, births, taxes, marriages, as well as the names, addresses and even the property of the inhabitants.

In addition to the registers, the archives also contain a very large number of maps of the city. Using the most recent maps (less than 200 years old), researchers have generated 3D computer simulations of Venice's architecture. They then add "by hand" the changes observed on the oldest maps.

- Center for Cultural Heritage

A new advanced center devoted to the development of technologies and materials for the study and conservation of cultural heritage has been inaugurated in Venice. The new laboratory, resulting from the collaboration between the Italian Institute of Technology (IIT) and Ca' Foscari University of Venice, will be devoted to the study, analysis, conservation and preservation of architectural, artistic and archaeological heritage preserved in Italy and around the world.

The Centre for Cultural Heritage Technology (CCHT) will start its research activities in January 2019 and will use the technologies acquired by IIT in the fields of materials sciences, computer vision, artificial intelligence and machine learning with the aim of enhancing artistic, archaeological and architectural resources.

“Multidisciplinary will be a key element of the new center of the IIT network”, said Arianna Traviglia, coordinator of CCHT. “The people who will work here in Venice will combine their different backgrounds to achieve solid results that meet the real needs of our cultural heritage. We will see, for example, automated systems for the study and analysis of artefacts that use robotic devices able to handle objects to be digitized or treated. An unprecedented encounter between frontier technologies and cultural heritage”, concluded Traviglia.

Special coatings will be created in the laboratory to protect masonry structures, frescoes, paintings and sculptures from humidity, microorganisms and weathering agents. In addition, through the use of computer vision and machine learning techniques, cultural heritage can be digitized to facilitate any restoration or reproduction works following natural or human-generated damage. Finally, new technologies and tools will be tested in the new center to be used in the conservation of artworks, such as sensors and tools that can also be integrated into widely used devices, including smartphones and tablets.



- People-counting technology

As Venice's famed carnival got underway on Saturday, local authorities began trialling a new monitoring system to keep track of tourist numbers in the city, which often struggles with overcrowding at peak times.

The system of sensors and cameras was installed along the city's busiest streets in time for the carnival period, which runs from February 8th-25th this year.

It's usually one of the busiest periods of the year in Venice, with thousands of visitors arriving from around the world and hotels booked out well in advance.

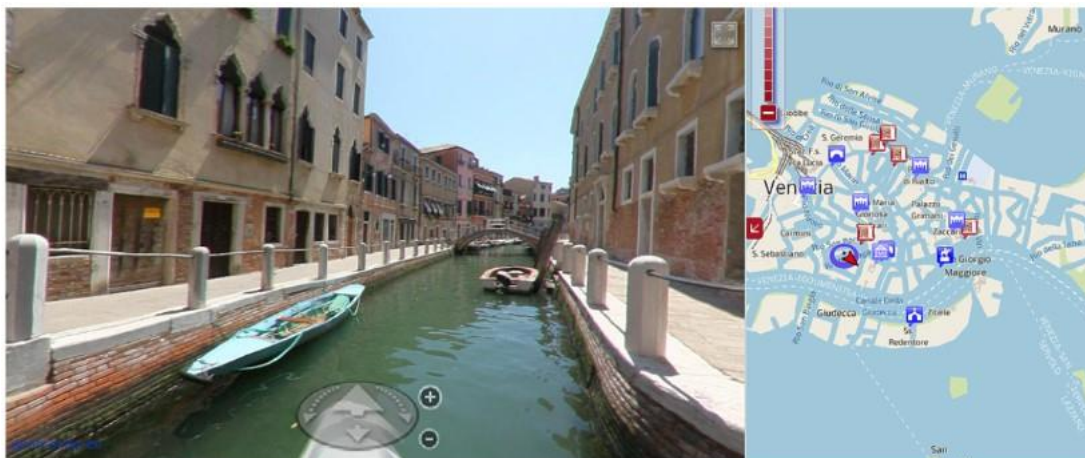
But it's a lot quieter than usual this time, as tourist numbers in Venice have dropped. Many visitors are staying away following devastating floods in the lagoon city last year, while others are thought to be avoiding travel due to coronavirus fears.

- Venice Virtual Visit

For years, popular destinations have been heaving under the weight of over tourism, desperate to get the problem under control. But thanks to the coronavirus spread, destinations that were once struggling with too many visitors, such as Venice and Rome, are eerily empty of travelers.

Venice has been one of the hardest-hit places as Italy faces one of the worst outbreaks of COVID-19, with The New York Times reporting that more than 50% of hotel reservations had been canceled by the end of February.

The City of Venice is visited virtually thanks to the portal [veniceconnected](http://veniceconnected.com). You can leave for a fascinating virtual tour on land or water along the canals of Venice, sitting comfortably in your own home! www.veniceconnected.com, the tourism board of the City of Venice will allow, in addition to prowling the streets and most important museums of Venice, including a virtual tour of the city of the Doges through the most beautiful and characteristic of perspectives: from the water.





2. Dubrovnik

- Dubrovnik Card

In 2017 city of Dubrovnik implemented an ICT solution for counting people visiting historic city core. The system is comprised of cameras placed on 6 city gates counting the people entering or exiting the historic core. Gathered data is sent on a webserver and presented via dedicated website to citizens and city government. Using this system city decision makers have a new tool to monitor and learn about citizens habits and tourist flows. Another important ICT solution is Dubrovnik Card mobile application (iOS & Android) which is basically a digital profile of most significant cultural heritage. As such Dubrovnik Card mobile application is used as a modern interface towards tourists and visitors. Existing people counting system (Dubrovnik Visitors) will be used in conjunction with Dubrovnik Card mobile application to relieve some of the pressure from overexploited cultural heritage.

To achieve this goal the project idea is to integrate the functionality of Dubrovnik Visitors system counting people in Old City area in real-time with the presentation layer of Dubrovnik Card. In case when the number of people reaches certain threshold (4000 people – current suggestion) every user of Dubrovnik Card mobile application will receive a suggestion to visit other areas of the city that are usually not overcrowded. City of Dubrovnik has defined 11 of those locations (nearby beaches, Lokrum island...) as best alternative hotspots, both in terms of tourist attraction and reachability. The locations were strategically picked to avoid congested routes in order to enhance the dispersion rate and provide the best experience at the same time. To improve the visibility of the project and increase number of users of Dubrovnik Card applications a Wifi network with free Internet access will be placed in the center of the Old City area to promote the application.



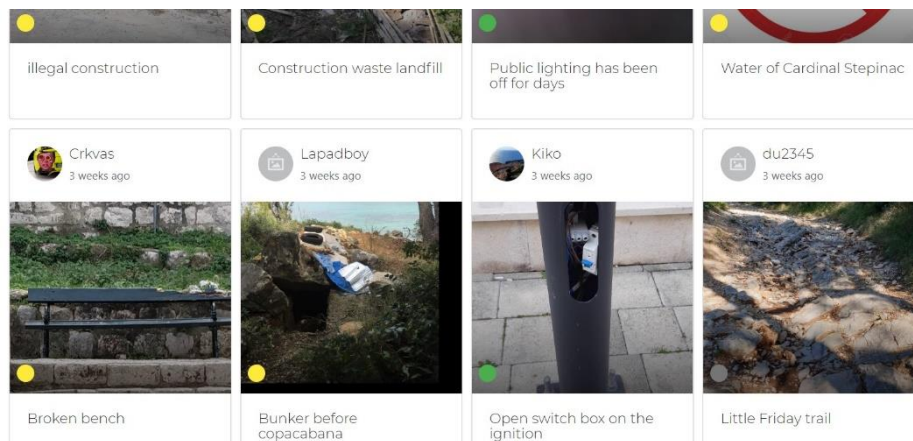
- Dubrovnik Eye

Dubrovnik Eye is a service which allows citizens and guests of the city of Dubrovnik to easily report, view and comment on irregularities and problems in the city of Dubrovnik, as well as to receive comments from the city regarding problem solving. This service is available as a website and as an app.



The service is primarily intended to report utility issues and irregularities that need to be repaired. For example:

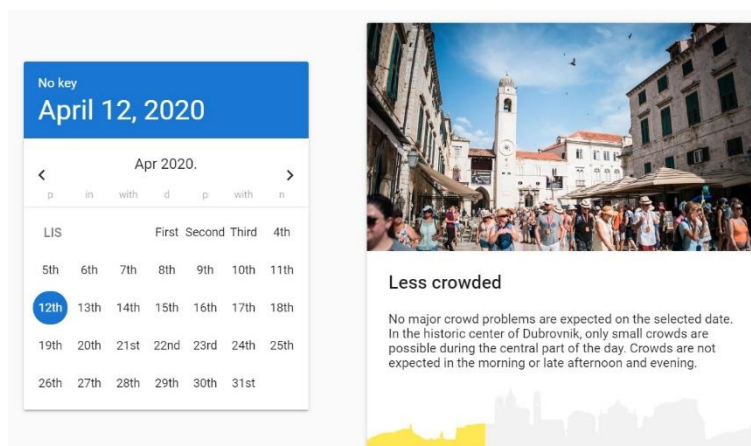
- Damage to public spaces (pavement, sidewalk, pedestrian areas)
- Waste disposal, defective or missing tanks, street cleanliness
- Bulky waste (littering)
- Contamination of public green spaces
- Water and drainage, clogged drains
- Defective or incomplete traffic signaling
- Defective or missing columns and railings
- Damage to city parking lots
- Equipment damage in city parks and playgrounds
- Defective or missing public lighting
- Canopy damage (bus stops)
- Damage to urban equipment and devices
- Damage or lack of nameplates



- Visitors prediction

The visitor prediction application, which uses machine learning as a separate branch of artificial intelligence, allows to estimate the number of people in the area of the historic center and the contact area of the city of Dubrovnik by day selected. This information can be useful for locals and tourists alike to plan their arrival in the old town.

To predict the number of visitors, the algorithm uses different parameters such as the number of people on cruise ships, the number of arrivals and overnight stays in Dubrovnik, as well as weather data (average temperature and precipitation).





E. How did they adapt their communication/promotion?

1. Venice

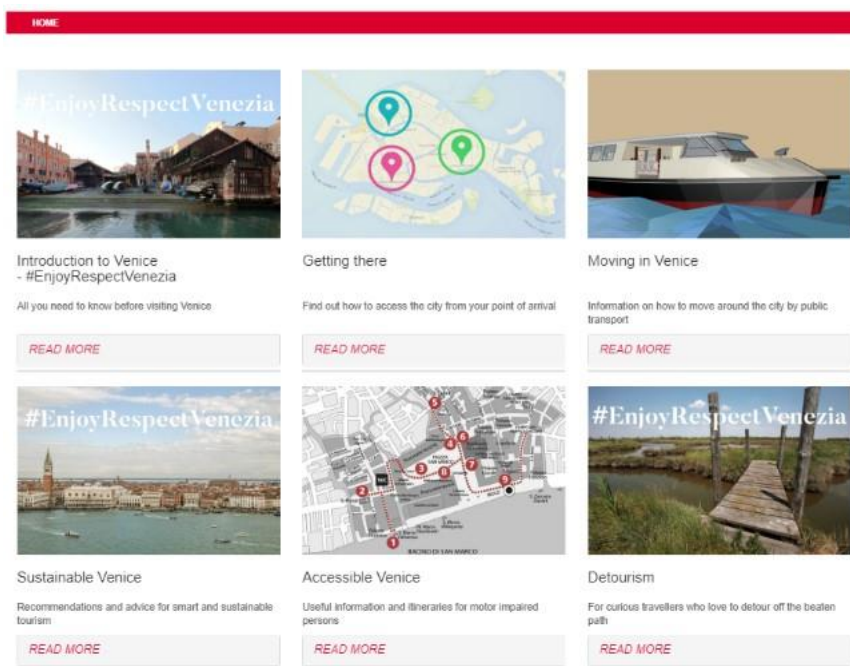
As soon as we log on to the website of the Venice Tourist Office, we can directly see their desire to make Venice a more ecological destination.

<http://www.veneziaunica.it/fr>



Then, while browsing the website we can also distinguish their appeal for ecology and responsible tourism in the suggestions of links to be consulted.

<http://www.veneziaunica.it/en/content/visit-venice-0>



- #EnjoyRespectVenezia

Venice is a unique city in the world, a UNESCO World Heritage Site and represents a cultural and natural asset of inestimable value that needs to be preserved and passed on to future generations.

To preserve the extraordinary beauty and uniqueness of Venice it is necessary to develop sustainable tourism in harmony with the daily life of its residents that does not alter the artistic and natural environment and does not hinder the development of other social and economic activities.



#EnjoyRespectVenezia is the awareness-raising campaign of the City of Venice launched on the occasion of the International Year of Sustainable Tourism for Development, to encourage visitors to adopt responsible and respectful behavior towards the environment, the landscape, the artistic beauties, the identity of Venice and its inhabitants. Its aim is to increase awareness of the impact of tourism in order to spread a responsible way of travelling that contributes to the development of sustainable development.

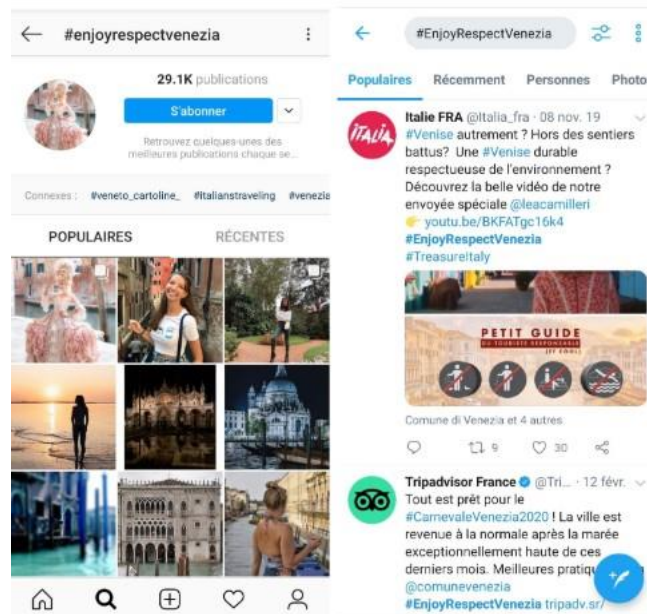
These 12 good practices for the responsible visitor constitute a kind of guide of advice and recommendations to become more conscientious and respectful travelers of the environment, landscape, artistic beauties and the identity of Venice:

- 1) Discover Venice's hidden treasures in the less frequented places to appreciate its exceptional beauty.
- 2) Explore the islands of the lagoon and mainland Venice, participate in the events broadcast throughout the Metropolitan City.
- 3) Taste the local products and typical dishes of Venetian cuisine.
- 4) Visit the shops of the craftsmen of the ancient trades that still exist in Venice today. Choose only original products and do not buy items from street vendors.
- 5) Book tours with licensed guides and tour leaders who can tell you about Venice's thousand-year-old history.
- 6) When walking, keep to your right, do not stay too long on bridges, do not ride bicycles, even if they are hand-held.
- 7) Church steps, bridges and wells, monuments and riverbanks are not picnic areas. Take advantage of the public gardens to eat, see the map.
- 8) The area of St. Mark's Square is a monumental site, where it is not permitted to sit down to eat or drink, except in the areas of bars and restaurants.
- 9) Venice is a city of art: it is not permitted to picnic or camp, nor to go bare-chested, swim or bathe. Only a few minutes away you can reach the beaches of Lido and Pellestrina.
- 10) Respect the environment and artistic property: do not throw rubbish, do not damage walls or monuments with writings, drawings or locks, do not feed pigeons.
- 11) If you live in an apartment, find out about selective waste sorting practices.
- 12) Plan your trip and choose to come to Venice when the city is less visited.





On Instagram, we can see that their "#EnjoyRespectVenezia" campaign has been a success, as of today it contains more than 29,100 posts. We can also see that #EnjoyRespectVenezia is present on many twitter posts, but unfortunately for now it is impossible to quantify them.



2. Dubrovnik

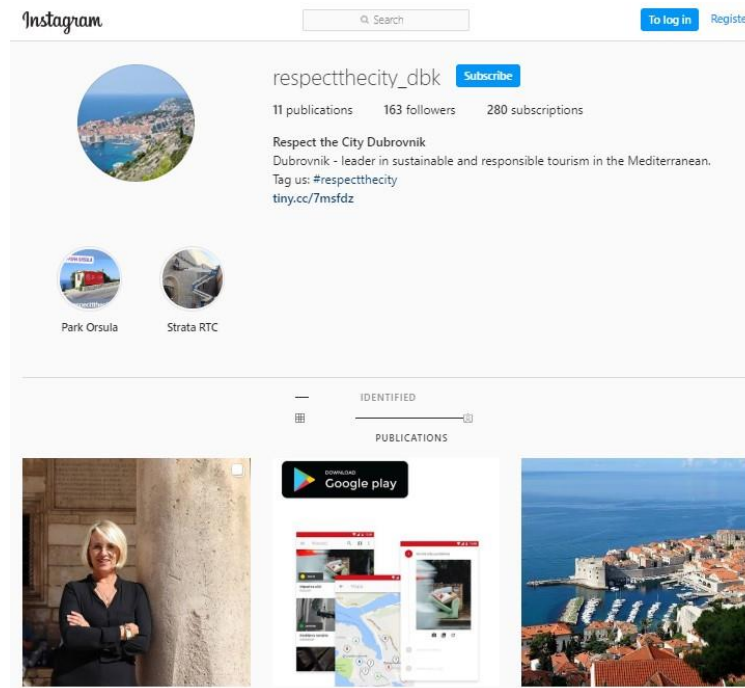
- Respect the City

The city has decided to launch a "Respect the City" communication campaign. Already during the first year since the launch of the project, Respect the City attracted the attention of international media and the global tourist sector.





The city has mainly launched a communication campaign through social networks: on Facebook and Instagram.



The communication of this campaign is also done directly in the city on the buses, with T-shirts created especially for it, etc.



- Authentic souvenirs

Among the many travel guides on Dubrovnik, many of them have decided to promote local, authentic purchases, which enables locals to benefit from this promotion.

<https://www.dubrovniktourguide.com/shopping/>

"Discover Dubrovnik in its original souvenirs made traditionally, through the hard work of the town's craftsmen and artists.

The streets of Dubrovnik hide numerous souvenir shops, in which choosing the best product is a difficult thing to do. That is the reason why we have selected the shops offering only the authentic Croatian souvenirs and the traditional souvenirs of Dubrovnik, and we have branded them Authentically Croatian, a sign of an excellent quality product. "

This initiative promotes local people and their work and therefore combats mass tourism.



IV. Critics of the methods used

A. In our opinion what could be better?

We are aware that tourism will never be completely green or entirely socially responsible, as each tourist, to some degree, negatively affects the environment. For that reason, sustainable and responsible programs are necessary more than ever before, if we wish to keep this natural, cultural and social environment of people and places.

However, from our point of view, the previous examples (and mass tourism in general) could be improved with more responsible and sustainable actions and projects. Indeed, we have thought of some ways to improve the actions already in place to make our cities even more responsible and ecological:

- We first think that installations can be made in order to be more ecological (for example, photovoltaic panels and wind turbines).
- Instead of constantly promoting mass tourism, promotions and messages must be changed in order to communicate differently with tourists. It is also about making tourists choose destinations or activities less known to the general public, more rural and more ecological.
- The establishment of more responsible tourism also involves small daily actions changing the habits of tourists and locals, such as installing more bins and sorting bins.
- Significant aid to move towards more responsible and sustainable tourism and that of the State and local authorities. Indeed, if rapid and effective actions are desired, decrees, regulations and other policies in favor of responsible tourism will make it possible to achieve this objective.
- The increasing involvement of local residents in the establishment of new projects also seems to us to be an important aspect.
- Encourage people to change their transport preferences, that is, towards greener transport. Indeed, water bound transport has so far always been neglected although it carries one of the biggest CO2 footprints.
- Encourage projects involving recycling such as reuse of water, recycling of plastic, etc.

We have also thought of 4 essential points to follow which would serve as a guide in the development of projects: the environmental impact, respecting local / national cultures and traditions, the social implication for a fairer tourism with the locals, prefer quality to quantity.

It may also be worth using and paying attention to the ESI indicator. The ESI index is based on 76 variables of various kinds (quality of goods, subsidies, etc.). These are used, according to a specific methodology, to calculate 21 indicators classified into 5 groups:

- inventory (air quality, biodiversity, natural areas, quality and water resources);
- limiting pressures on the environment (air, water, forest pollution, etc.);
- reducing human vulnerability (health, nutrition, natural disasters, etc.);
- the institutional response capacity (regulations, knowledge, governance, etc.);
- international positioning (international conventions and commitments, cooperation, etc.).

The ESI indicator is then the simple average of these 21 indicators.



B. What examples can they follow?

We thus learned about the various already existing actions promoting responsible and sustainable tourism. So, we think it would be good for each city to follow these examples and draw inspiration from them for the development of their future projects.

First, we wanted to illustrate our different promotion idea with the following video. The idea is to highlight eco-tourism or promotion out of season for example. In this video, Costa Rica is presented by highlighting their actions and policies in favor of ecology and the environment. Even if it was not the country itself or an organization that created this video, the country should take inspiration from it in order to offer this kind of promotion and attract new travelers.

https://www.youtube.com/watch?v=5X0H_2HjWgI



Indeed, when it comes to international ecotourism, Costa Rica is undoubtedly the country most associated with well-protected natural wonders and is a popular eco-friendly travel destination. For example, Caño Negro preserves the most important humid zones since they serve as abergue to many migratory and endangered species. It's possible to visit them. It is a good idea as it is a tourist attraction but its mainly purpose is responsible. All the actions and policies mentioned in the video above are good examples to follow.

As an example of regulation put in place by the State, we would like to take the examples below. The regulation of fishing and hunting in Norway (the local government ensures the proper regulation of fishing, hunting and drilling for oil in the area) or even Sweden with the laws of the government for a more ecological life in general.

Furthermore, we have ourselves listed examples to follow which we believe are essential for a more sustainable and responsible tourism future. Here are our ideas:

- Install drinking water points for locals / tourists while selling tourist bottles
- Offer tourists eco-responsible souvenirs
- Choose electric or hybrid boats for transport courses acting as taxis. We thought of boats carrying only passengers (or bicycles) between Italian lands and Venice as well as the almost surrounding islands. For example, those leaving from the port of Jesolo.
- Take more account of local wildlife and take care of it. For example, we noticed that in Dubrovnik a lot of stray cats are present in the city but the cats are not really taken care of to be sure that they stay in good health and do not pose problems for tourists in case injuries for example.
- Encourage hotels and other accommodation offers to be greener through eco-friendly facilities or with simple small actions such as installing sorting bins in hotel rooms.



We also found the example of Biohotel Organic Suites Bogotá D.C. is an eco-responsible hotel in Bogotá, Colombia, one of a kind. It is an establishment designed to combine luxury, comfort and rest in the most total respect for the environment. In this hotel you can breathe clean air in the city, savor organic cuisine made with products from their vegetable garden, forget the stress of everyday life thanks to the benefits of water and the most innovative organic treatments.

With the link to the video below it is possible to see the extent of the actions / facilities put in place for a more responsible and sustainable hotel. The video is in Spanish but the images alone allow you to understand.

<https://www.youtube.com/watch?v=4EZ2wAb1Url>



The concept of Gentle mobility would also be interesting to develop. Gentle mobility means being able to enjoy a car-free vacation, while still being completely mobile (known as Sanfte Mobilität or SAMO in German). Sustainable mobility is organized in all stages of the trip: from train connections to local mobility by means of electric vehicles, horse-drawn carriages, ELOIS and eco-friendly cars. From 1995 to 2013, the share of non-car arrival rose from 6% to 25% in Werfenweng. Nature is a priceless commodity, one which we must do everything we can to protect.

It could be also possible to offer a possibility to realize your social responsibility also as a tourist. In the form of experiences through a tourist product, you will co-create your social imprint and measurable social impact in addressing social challenges in a local environment. Impact tourism enables us to co-create a better and more beautiful world in a pleasant way.

It is also possible to focus your business on the development and inclusion of the Local Economy. For that, some actions can be implemented for example by employing a local team of workers, involving local stakeholder, or tackling Seasonality (product-selection criteria, use products that are of local-produce, ecological or fair-trade and animal-welfare-friendly products). These measures are not only contributing to the local economy but are also encouraging a partnership-based tourism model through a sustainable outlook.

About water bound transport again, even the world's leading eco-resorts rely on fossil fuel powered boats when it comes to picking up their guests from the airport or taking them on lagoon excursions. Naval DC and Soel Yachts have developed a range of carbon neutral solar electric vessels in order to provide a viable and better alternative to nowadays fossil fuel powered boats. For example, the SoelCat 12, a solar electric coastal water passenger transport catamaran especially aimed at water bound municipalities, resorts and nature reserves.



Some others actions that can be done or implemented:

- Reuse rainwater.
- Watering plants with bath water.
- Adventure tourism (which consists of travelling to remote places with little luggage and resources).
- The creation of an interactive environmental microsite to provide more visual explanations of all environmental measures and actions that are being taken (mainly energy saving), as well as social actions and activities to support local culture and cuisine.
- Showing a video about responsible tourism in guest rooms in accommodation.
- Innovation in activities aimed at optimizing consumption, and raising awareness of this among guests and different stakeholders.

We also would like to mention the definitions of different forms of tourism close to sustainable and responsible tourism as we think they are examples to follow.

1. Fair Trade Tourism

Fair tourism is a variant of sustainable tourism. Concept inspired by fair trade; it is based on a professional ethics allowing local communities to take full advantage of the economic benefits of tourism. The tourism projects implemented are managed by or in collaboration with them. The principle is the same as for fair trade, the intermediaries are reduced to the maximum for a fairer remuneration and the improvement of their living conditions.

The principles of fair tourism:

- Collaboration with local tourism providers.
- Respect for the fundamentals of sustainable development (economic, social and environmental dimensions).
- Sensitization of travelers to responsible tourism.
- Valorization of local traditions and beliefs.
- Tourism projects must be thought out so as to become a tool for local development.
- Provide direct funding necessary for the preservation of the environment.
- Generate economic benefits for local populations.
- Ensure long-term viable economic activity by providing jobs and equitable socio-economic benefits for the host communities.
- Recognize the rights and spiritual beliefs of local communities and work in collaboration with them to promote their "empowerment".
- Design equipment with low socio-environmental impact.

2. Participatory tourism

Participatory tourism encourages the construction of relationships between host populations and tourists. The aim is to create a real chemistry between the two "visible" sides of tourism, visitors and hosts. It's a way to reinvent the sense of hospitality. This type of tourism can be practiced absolutely everywhere: rural, urban or even on the coasts, the important thing is to involve the local populations in the tourist development of their region.



3. Community tourism

It is designed so that local populations can take charge of tourism development projects. In addition to being extremely useful for the growth of certain regions, community tourism leads to the development of host communities as well as their self-management.

Based on a participative management style so that the population actively contributes to this development, it must take care to ensure that the economic benefits linked to its activities are redistributed equitably. Community tourism must be articulated and balanced around five requirements: social, cultural, environmental, political and economic.

The local population must be put at the center of the tourist process. The community must take an interest in the project, and give its approval before starting any kind of process. She must take ownership of the project as being the investigator. The objectives must be clearly presented to the whole community so that everyone is moving in the same direction.

The success of a community project often materializes in terms of its long-term viability and vision.

And last but not least, we think it could be interesting if the cities would promote the following concepts:

- Couchsurfing

Couchsurfing offers the possibility of staying anywhere in the world (250 countries), free of charge, directly with the locals. The goal is to promote as much as possible exchanges between peoples, cultures. In fact, the most famous couchsurfing site in the world has made it its slogan: "Take part in creating a better world, sofa after sofa! "

- Work for accommodation abroad

Let's talk about Wwoofing, the art of Wwoof which means Working Weekends on Organic Farms. First adopted in England (the 1st Wwoofing took place in Sussex in 1971), Wwoofing has now won over the world. There would now be around 6000 hosts spread over the five continents. The principle is simple: an organic farm benefits from the services of a traveler in exchange for board and lodging. A "win-win" exchange that meets the long-awaited success. Sharing, exchange and conviviality are the key words of this growing practice.

- Visit accompanied by a resident

Finally, there are the Greeters (host in French), a practice currently in strong development in the world. This concept was created in 1992 in New York in order to change the reputation of the city then perceived as dangerous and oppressive. The principle is very simple: volunteers welcome tourists free of charge to help them discover their city and its region. The visits are made by "Greeter" passionate about their environment, and who want to transmit their knowledge to tourists. Stroll, visit, discovery of unusual places, the Greeter will try to make you love HIS daily environment.



V. CONCLUSION

To conclude, as we have seen all along this essay, more and more responsible actions and projects are being developed and pitched across the world. Therefore, most of the solutions already exist. The main problem cities are facing is the threat and consequences of the mass tourism. Often overwhelmed by their success, the cities are having a hard time dealing with crowds, irresponsible behaviors and globalization.

In order to face this situation, cities first must take into action for a more responsible and sustainable tourism by launching green projects, by associating themselves with innovative responsible partners and preserve their culture and traditions. Moreover, the cities must not neglect the role of the local population as they are part of the tourism. There can show the example to the tourists and make the cities greener. They also must be involved in the decisions about tourism and benefit equally from the tourism generated.

Through the examples of Venice and Dubrovnik we have seen the struggles of having the city mostly dependent on tourism, especially when it being mass tourism. However, we have seen that it is possible to choose a more responsible path and find solutions and new ideas to face mass tourism. These cities can soon become a really good example of responsible tourism but as we have mentioned they still can do more to achieve their goals by following some already existing examples.

However, we have seen with Dubrovnik and Venice, which are ruled by large financial groups, that it is difficult for them to initiate real changes that could make a real difference in terms of their ecological impact and their environment.

So, now it's a question of how to compel these large groups, which hold power over these cities, to take action for the environment and give more power to the population in order to improve their habitat.



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