Sustainable tourism indicators for managing cultural heritage city of Dubrovnik

*Matina Durovic*  
University of Rijeka, Croatia

Cultural Heritage sites are some of the main tourism’s attractions, and are subject to growing visitation. If uncontrolled, tourism growth can gradually destroy environmental resources and lead to negative social and cultural friction between tourist visitors and local population. Implementing sustainable development concept into destination’s strategy and operation brings the long-term success. It takes into account all current and future economic, social and environmental impacts while addressing the needs of visitors, host community, industry, and the environment. Such continuous development requires planning and constant monitoring of impacts, introducing the necessary preventive and/or corrective measures, such as indicators whenever necessary. Various authors have identified groups of indicators for sustainable tourism development in general. The aim of this paper is to identify specific sustainable tourism indicators for managing cultural heritage city of Dubrovnik. The first part of this paper states the theory review of general sets of sustainable indicators. After it, through the review and analysis of documents such as Dubrovnik Tourism Strategy Plan 2014 – 2016 and recent Proposal of Dubrovnik Cultural Development Strategy, which will be used for Dubrovnik’s application for European Cultural Centre 2020, the current Dubrovnik tourism cultural strategy is analysed with an aim to identify the measuring tool for monitoring sustainable development. Furthermore the semi-structured interviews have been conducted with relevant representatives of the City authority who are the policy and decision makers in Dubrovnik. The findings reveal that the city of Dubrovnik has the Strategy Plan for development but missing the specific measurement tool for monitoring sustainable cultural development. For such reason this paper proposes the set of indicators that can be used as a measuring tool for monitoring the sustainable cultural development in Dubrovnik in the future.

*Keywords: Sustainable Cultural Development, Sustainable Indicators, Dubrovnik*

*Presenting author*